



SAVE TIME AND MONEY BY REGISTERING EARLY!

Registrations must be received by March 31, or onsite registration in Hershey is required.

CANCELLATIONS must be received by 5:00 p.m., EST, on Mon., April 3, to qualify for a full refund. Please contact AE Registration at 717-703-3069.

 **Register Online:**
www.america-east.com

 **Mail to:**
America East
3899 N. Front St.
Harrisburg, PA, 17110

 **Fax to:**
(717) 703-3001

 **For assistance:**
Call: (717) 703-3069
Email:
events@pa-news.org

Registrations will not be taken over the phone.

 **Group Discounts:**
If registering 10 or more people from your company, call us at (717) 703-3069 for special rates.

PICK UP YOUR BADGE at the Attendee Registration Desk in The Hershey Lodge. Badges must be worn to all functions. Badge substitutions cannot be made without prior approval.

INTERESTED IN EXHIBITING?
Exhibitors receive a minimum of **FOUR** badges with booth rental fee. Contact Mary Firestone at maryf@pa-news.org for info.

Name for badge: _____
 Title: _____
 Company: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 Email: _____

Your Company: Daily Newspaper Weekly Newspaper Commercial Printer Newspaper Supplier
 Magazine Other _____

Combined Daily Newspaper Circulation: Up to 10,000 10,001 to 25,000 25,001 to 50,000
 50,001 to 100,000 Over 100,000

Area of Responsibility: Advertising Circulation Editorial Finance General Manager/VP
 Human Resources Online/Digital Production Publisher/President/CEO Information Technology
 Sales/Marketing Other: _____

I understand that by completing this registration form my name and address (including my email address) may be shared with 2017 America East vendors so they can distribute booth and product information to me.

REGISTRATION PACKAGES

Special Monday Workshop - Local Media Association Attend both sessions for \$169

- Disruptive Bets in Local Media** \$99
 This session will analyze key industry growth trends and identify the top bets that local media companies are making to seize upon new top-line revenue opportunities.
Monday, April 10, 8:00 - 9:30 a.m.
- Smarter Selling for Digital Success** \$99
 Advertisers now require solutions-based programs that solve specific business problems. This session will discuss new opportunities to meet the diverse and fragmented needs of local advertisers.
Monday, April 10, 9:45 - 11:15 a.m.

America East Registration

Newspaper and News Media Attendees

- America East Full-Time** \$379 \$399 *by March 17 March 18-31*
 Includes all Monday, Tuesday and Wednesday general sessions, Monday keynote luncheon, Tuesday lunch on show floor, Tuesday and Wednesday breakfasts, receptions and exhibits.
- Single Day Registration** \$169 \$189
 Monday Tuesday Wednesday
 Includes your choice of all sessions and meal functions on specific day selected.
- Exhibits Only** \$85 \$95
 Valid all days the floor is open: Monday, Tuesday and Wednesday. No sessions included.

Non-News Media Attendees & Vendors

- *Please note that non-exhibiting suppliers and vendors of newspaper products or services MUST use this registration option.*
- Exhibits Only \$399
 America East Full-Time \$599
 Single Day Registration \$499
 Monday Tuesday Wednesday

PAYMENT

Total Special Workshop \$ _____
 Enter total amount checked above

Total America East Registration \$ _____
 Enter total amount checked at left

TOTAL PAYMENT DUE \$ _____

- CHECK IS ENCLOSED.**
 Make checks payable to PA NewsMedia Association (PNA)
- CHARGE MY CREDIT CARD** (VISA, Mastercard, Amex)
 Card Number: _____
 Expiration Date: _____
 Exact Name on Card: _____
 Security Code: _____

PLEASE SELECT THE EDUCATIONAL SESSIONS YOU PLAN TO ATTEND (ONE PER TIME FRAME)

MONDAY, APRIL 10

- 11:30 a.m. - 1:00 p.m.**
 Keynote Luncheon and Presentation
- 1:15 p.m. - 2:00 p.m.**
 Theater Session: A Conversation with Jim Brady
- 2:10 p.m. - 3:15 p.m.**
 Breakout Session I: The Philadelphia Story
 Breakout Session II: Community Newspapers
- 3:30 p.m. - 4:30 p.m.**
 Theater Session: Technology Trends to Watch
 Breakout Session: Financial Analysis and Benchmarking
- 5:30 p.m. - 6:15 p.m.**
 Digital Media Contest Awards Presentation

TUESDAY, APRIL 11

- 8:00 a.m. - 9:00 a.m.**
 Speed Networking Breakfast

- 8:30 a.m. - 3:00 p.m.**
 Shark Tank Workshop (application required)
- 9:00 a.m. - 10:00 a.m.**
 Breakout Session I: Leveraging the Legacy
 Breakout Session II: News on the Go: Mobile
- 10:00 a.m. - 10:50 a.m.**
 Circulation Session: AAM Brandview
- 10:30 a.m. - 11:30 a.m.**
 Breakout Session I: Keeping End-of-Life Equipment Going
 Breakout Session II: Creating Vertical Products
- 11:00 a.m. - 11:50 a.m.**
 Circulation Session: Best Ideas in 50 Minutes
- 11:30 a.m. - 12:45 p.m.**
 Lunch & Learn: Newspapers: A View From the Outside
- 11:45 a.m. - 12:30 p.m.**
 Breakout Session I: Digital Printing for Newspapers

- Breakout Session II: In Search of New Revenue Streams
- 12:30 p.m. - 1:20 p.m.**
 Theater Session: The Rise (or Return) of Podcasting
- 1:00 p.m. - 2:00 p.m.**
 GLMS Session: Print Update from a Newspaper's Perspective
- 1:30 p.m. - 2:30 p.m.**
 Breakout Session I: Right-Sizing
 Breakout Session II: New Models for News
 Breakout Session III: Audience Development and Metrics
- 2:00 p.m. - 4:00 p.m.**
 GLMS Roundtable: Pre-Press, Press and Post-Press Discussions
- 2:30 p.m. - 3:30 p.m.**
 Breakout Session I: Recruiting for a Changing Industry

- Breakout Session II: Best Practices in Video
 Breakout Session III: Email Newsletters and Marketing
- 3:30 p.m. - 4:30 p.m.**
 Breakout Session: Innovation at The Washington Post
- 3:30 p.m. - 5:00 p.m.**
 Theater Session: Shark Tank Presentations

WEDNESDAY, APRIL 12

- 8:30 a.m. - 9:30 a.m.**
 Breakout Session I: User Experience/Design
 Breakout Session II: Health/Safety Update
- 9:30 a.m. - 10:30 a.m.**
 Breakout Session I: Commercial Printing
 Breakout Session II: Product/Project Mgmt.
- 10:30 a.m. - 11:30 a.m.**
 Breakout Session I: Ethics and Media Law
 Breakout Session II: Delivering on Data