

2018 ADVANCE REGISTRATION FORM

I understand that by completing this registration form my name and address (including my email address) may be shared with 2018 America East vendors so they can distribute booth and product information to me.

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

sessions:

Please select the educational sessions you plan to attend (one per time frame).

monday, march 12

- 11:30 a.m. - 1:30 p.m.** Keynote Luncheon and Presentation
- 2:15 p.m. - 3:00 p.m.** Working with Frenemies
 A View from the Future
- 3:15 p.m. - 4:00 p.m.** Best Practices in Digital Design
 The Events Event

tuesday, march 13

- 8:15 a.m. - 9:00 a.m.** Regional Printing & Outsourcing Opportunities
 Changing Retail Landscape
- 9:15 a.m. - 10:00 a.m.** Is the Pivot to Video a Trap?
 TMC: Alive & Very Well
- 10:15 a.m. - 11:00 a.m.** Solutions for Small Newspapers
 Accelerating Revenue Growth Through Promotions
 GLMS - Pre-Press Session
- 1:00 p.m. - 1:45 p.m.** Managing Print Circulation
 Classifieds Redux
- 1:00 p.m. - 3:00 p.m.** GLMS - Press and Post-Press Roundtable Session
- 2:00 p.m. - 3:00 p.m.** Accelerating Digital Transformation in the Newsroom
 People First: Hiring, Diversity and HR

wednesday, march 14

- 8:15 a.m. - 9:00 a.m.** Value-Added Commercial Printing
 Fake News is Fake News
- 9:15 a.m. - 10:00 a.m.** How Research Can Drive Strategy
 AI, Bots and Automation
- 10:15 a.m. - 11:00 a.m.** The State of Online Subscriptions
 Being Mobile First

your company:

- Daily Newspaper
 Weekly Newspaper
 Commercial Printer
 Newspaper Supplier
 Magazine
 Digital News Organization
 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
 Online/Digital Production
 General Manager/VP
 Human Resources
 Publisher/President/CEO
 Information Technology
 Sales/Marketing
 Other: _____

registration packages:

newspaper and newsmedia attendees

full-time 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 includes your choice of all sessions and meal functions on specific day selected.

exhibits only valid all days the floor is open: Monday, Tuesday and Wednesday. No sessions included.

full-time registration

- By Feb. 9 \$379
 Feb. 10 – Mar 2 . . . \$399

SAVE \$50 with 1-on-1 meetings!

full-time attendees only: Book five one-on-one meetings with exhibitors and save \$50. The meetings will be scheduled on Tuesday between 11 a.m. - 1 p.m.

- By Feb. 9 ~~\$379~~ \$329
 Feb. 10 – Mar 2 . . . ~~\$399~~ \$349

select a meeting category:

- Advertising Editorial
 Circulation Production
 Sales/Marketing

and/or specify an exhibitor:

single day registration

- By Feb. 9 \$169
 Feb. 10 – Mar 2 . . . \$189

select a day:

- Monday
 Tuesday
 Wednesday

exhibits only registration

- By Feb. 9 \$85
 Feb. 10 – Mar 2 . . . \$95

special LMA workshops

workshop I

Building a More Productive Sales Operation
 Monday, March 12; 8:00 – 9:30 a.m.

workshop II

Thinking Like a Startup: Building a Culture of Innovation
 Monday, March 12; 9:45 – 11:15 a.m.

- Workshop I \$99
 Workshop II \$99
 Workshop I & II \$175

non-news media attendees and vendors

*Please note that non-exhibiting suppliers and vendors of newspaper products or services MUST use this registration option.

full-time registration

- Mon. – Wed. \$599

single day registration

- Monday \$499
 Tuesday \$499
 Wednesday \$499

exhibits only registration

- Mon. – Wed. \$399

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: _____ Security Code: _____
 Exact Name on Card: _____

fax completed form to:
(717) 703-3001

register online at
www.america-east.com

