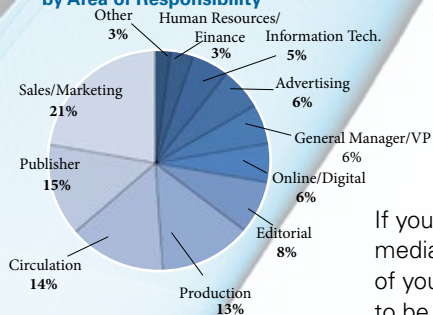
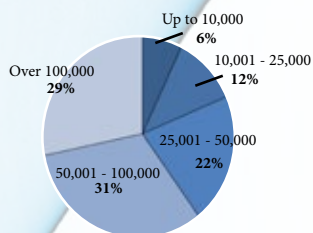


One Sweet Show!

2016 Registrations by Area of Responsibility



2016 Registrations by Circulation



If you are involved with any aspect of the news media industry, America East should be a critical part of your business strategy. You'll find this conference to be a sweet treat in the trade show world!

UNIQUE ATTENDEES

Our attendees are special...you most likely won't see them at any other conference! In recent years, upwards of **900 attendees**, representing approximately **250 different newspapers and media organizations** visited America East!

AFFORDABLE COSTS

America East makes you money with low costs and a high return on investment. We offer reasonably priced exhibit fees that include many complimentary items and services, such as basic furniture and wireless internet.

CONVENIENT LOCATION

We're in Hershey, easy to reach from so many places and comfortable for travel budgets.

“Over the past 10-plus years, we have seen an exceptional mix of new business opportunities from a diverse range of publishers, and have continued development of critical relationships with our existing customer base. PMT will always exhibit at America East as it attracts the perfect range of attendees who are there to learn and explore new concepts and technology.”

Derek Milne

PF Media Technologies



Join us in Hershey! • April 10-12, 2017
Hershey Lodge & Convention Center • Hershey, PA



America East is administered by the **Pennsylvania NewsMedia Association**
3899 N. Front St.
Harrisburg, PA 17110
717-703-3000
www.panewsmedia.org

HOW TO EXHIBIT

www.america-east.com

For more information on exhibiting, please call (717) 703-3034
or visit the America East website at
www.america-east.com

SHOW HOURS:

Monday, April 10
1:00 p.m. – 6:30 p.m.
Tuesday, April 11
11:00 a.m. – 5:00 p.m.
Wednesday, April 12
8:00 a.m. – 12:00 p.m.

PRIVATE DEMONSTRATIONS:

Tuesday, April 11
9:00 a.m. - 11:00 a.m.

EXHIBITOR INSTALL/DISMANTLE SCHEDULE:

(other times may be available upon request)

Sunday, April 9
6:00 p.m. – 10:00 p.m.
Monday, April 10
7:00 a.m. – 12:00 p.m.

Dismantle begins at 12:00 p.m. on Wednesday, April 12.



“The newspaper industry showed no signs of giving up at this show. I was amazed at how the industry is adapting and changing to be relevant in the digital age.”

Jim Williams
Kirk-Rudy

SALES, LEADS, NETWORKING

The America East Media Business & Technology Conference is the premier trade show for the news media industry and its suppliers.

For more than 80 years, our conference has evolved to incorporate something for everyone involved with news media organizations and the expanding digital landscape.

Our exhibit hall boasts a wide variety of suppliers in the pre-press, commercial print, ink supply, digital technology, IT and digital advertising arena.

Whether you work for a news media organization or an industry supplier, **mark your calendar now** for this acclaimed event.

Held in Hershey, Pennsylvania, America East is located within hours of a majority of the nation’s population and its largest newspapers and news media companies. Without the cost of airfare and extended overnight stays, more attendees reach us than any other conference of its kind.

America East is administered by the Pennsylvania NewsMedia Association, and is co-sponsored by 12 other state press associations, Editor & Publisher, Local Media Association, NetNewsCheck, and News & Tech. We draw attendee registrations from more than 20 states, and as far away as California, Texas, Florida and Canada!

Maximize your marketing dollars

Expand your marketing reach with these value-packed opportunities!

2017 Sponsorship Opportunities

- Keynote Luncheon \$3,000**
- Conference Lanyards \$2,500**
- Boxed Lunch on Tuesday \$2,500**
- Coffee Station on Exhibit Floor. . . \$2,000**
For duration of exhibit hall hours
- Farewell Break in Exhibit Hall . . . \$1,750**
- Continental Breakfasts on Tuesday or Wednesday \$1,500**
SAVE! Get both for only \$2,750!
- Coffee/Refreshment Break(s) . . . \$1,000**
Two sponsorships are available – Monday and Tuesday
SAVE! Get both for only \$1,800!
- Conference Session Sponsor \$750**
(Multiple sponsorships available)
- Conference Wireless Internet \$500**
(Multiple sponsorships available)
- Show Bag Inserts \$500**
(Multiple sponsorships available)
- America East App Sponsorship . . . \$500**
(Multiple sponsorships available)
- Program Advertising . . . starting at \$129**



“As long-term exhibitors and partners, America East remains a prominent conference on our calendar each year. The event offers Brainworks great networking and sales prospecting opportunities, and provides a comfortable, welcoming atmosphere for both attendees and exhibitors.

Our Casino Night was a big hit in 2016, and we walked away from the conference a satisfied customer! We look forward to returning in 2017.”

Matt Griffith
Brainworks

For more information, or to secure your sponsorship, contact

MARY FIRESTONE

717-703-3034 • maryf@pa-news.org



See why they return
year after year.

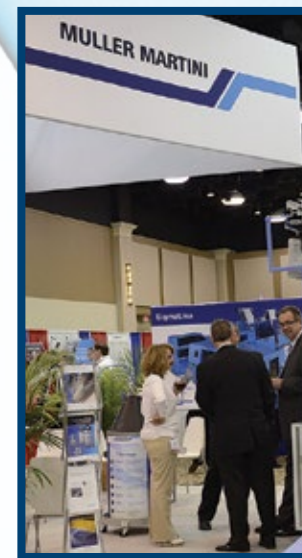
Exhibit at America East 2017!

Accraply, Inc	GIS	ppi Media US, Inc.
Ad-Builder	GOSS International Americas	Pressline Services, Inc.
Adforce.com	Guarantee Digital	Prestelligence
AdPay, Inc.	Harland Simon	Prime UV
Advanced Publishing Technology	HubCiti, Inc.	Print2Finish
Advertising Outsourcing Services	ICANON Newzware	Printing & Packaging Technologies, Inc.
AfterCollege Inc.	iMoneza	Pro Football Weekly
Agfa Graphics	Impressions Inks, Ltd.	QUIPP Systems
alfa CTP Systems Inc.	Impressions Worldwide	Rochester Institute of Technology
AMG Parade	Integration X	Roxen
Anocoil, A Presstek Company	K & M Newspaper Services, Inc.	SaveAround, Inc.
Anygraaf USA Inc.	KBA North America, Inc.	Scranton Label/NewsNotes
Bluefin Technology Partners	Kirk-Rudy, Inc.	Second Street
Brainworks Software	Legacy.com	Shaker Recruitment Consultants
BuzzBoard, Inc.	Lemonwhale	Software Consulting Services, LLC .
Central Ink Corporation	LiberCUS	Southern Lithoplate, Inc.
Century Printing & Packaging, Inc.	Lineup Systems	Tecnavia Press
City Spark	Mailroom Services LLC	Times-Shamrock Creative Services
Clixie Media, LLC	manroland web systems Inc.	TKS (USA), Inc.
DPS Inc.	Manugraph DGM	TownNews.com
DYC Supply Co.	Mediaspectrum, Inc.	Tulo, by Adeprimo
Dynaric, Inc.	Miracom Computer Corp	Verican
Eastman Kodak Co.	MotterStitch Company, Inc.	Virtual Paper
Editor & Publisher	Muller Martini Corp	Vision Data
Envision Delivery Systems, LLC	MWM System, Inc.	Web Printing Controls Co., Inc.
EZ Hi Tech Services, Inc.	NELA, USA	Youneeq
Fixed Cost Marketing Solutions	New Prolmage America, Inc.	
Friends2Follow	News Hub Media	
FUJIFILM North America	NEWSCYCLE Solutions	
Gammerler Corp	Nittany Valley Offset	
GammTech Corp	OneVision, Inc.	
Gannett Imaging & Ad Design Center	PCF, Inc.	
	Perfect Pallets, Inc.	
	Plumtree Company	
	PMT - PF Media Technologies	

Top 10 Reasons to Exhibit at America East

- 10. Booth space rental fees are economical,** compared to other large industry conferences.
- 9. Exhibit floor is compact** enough that all booths are easily seen and visited.
- 8. Booth space rental fees include complimentary conference registration** for up to four exhibit personnel per 80 sq. ft. Booth personnel receive access to all educational general sessions – no additional registration required!
- 7. Discounted show passes are available for purchase** for your special clients and prospects. Private demonstration passes are unlimited!
- 6. Pre- and post-show electronic mailing lists are provided** free of charge to exhibiting vendors!
- 5. Complimentary booth furnishings include:** one 7" x 42" company sign, one 6' skirted table, two chairs and one wastebasket.
- 4. Limited meeting rooms are available, free of charge, first-come, first-served,** for user groups or private meetings with your customers! User groups are promoted through our conference materials.
- 3. A variety of sponsorship opportunities are offered,** allowing you to expand your marketing reach.
- 2. The friendly America East staff** will happily answer your questions and concerns and work to make your trade show experience in Hershey profitable, comfortable and enjoyable!
- 1. A single location and economical rates keep your costs down, and our attendees coming back, year after year!**

★ After more than 80 years, we're still the leading regional conference and trade show for news media organizations and their suppliers.



“I’m always proud and happy to be back at America East, even after 25-plus years of coming to the show. America East continues to be a vibrant place to network and share ideas with colleagues, peers and customers throughout the industry.

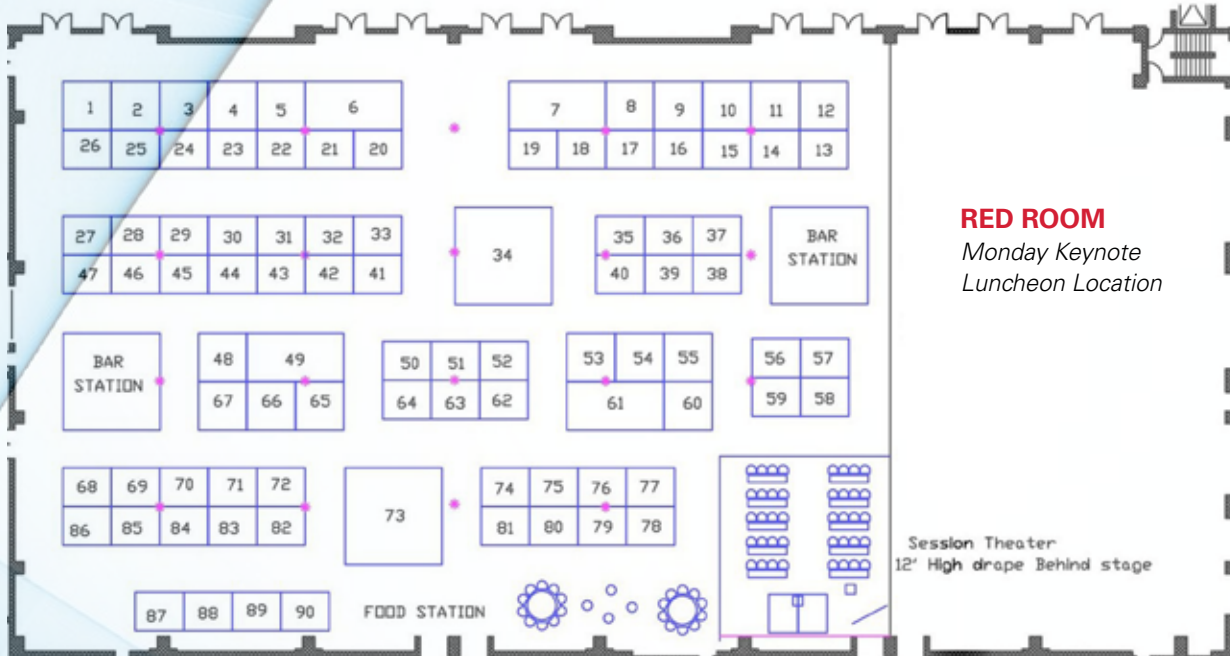
Gary Owen
Muller Martini Corp.

2017 EXHIBIT HALL FLOOR PLAN

↑
REGISTRATION DESKS

Great American Lobby

SHOW FLOOR ENTRANCE



RED ROOM

Monday Keynote
Luncheon Location



Now Available!

EXHIBIT BOOTH SIZES:

8x10: 13-33, 35-47, 50-52, 56-59, 62-64, 68-72, 74-90

10x10: 1-5, 8-12, 48, 53-55, 60, 65-67

10x20: 6, 7, 49, 61

20x20: 34, 73

2017 BOOTH SPACE RENTAL FEES:

\$20.50 per square foot
≤ 160 total square feet.

\$20.00 per square foot
161-320 total square feet.

\$18.75 per square foot
≥ 321 total square feet.

★ This is a draft floor plan layout and subject to change.

“America East is the conference of choice for Roxen. There are always a lot of interesting sessions and ample opportunities for participants and exhibitors to interact. We will definitely be back next year.”

Johan Hansson
Roxen Internet Software



PLEASE NOTE:

- The Great American Hall is entirely carpeted. You may purchase additional carpeting, but it is not a requirement.
- Electrical and/or phone supply boxes, cords or other equipment may be in or near your booth due to the hall's engineering configurations.
- Lobby booths will only be available if the Great American Hall is sold out.