

2018 ADVANCE REGISTRATION FORM

6

SESSIONS

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

MONDAY, MARCH 12

- 8:00 a.m. - 11:15 a.m.**
- Overcoming Objections Sales Workshop (\$99)
 - Thinking Like a Startup Workshop (\$99)
 - Attend both (\$175)

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

Name for badge: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

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 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 2018 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 \$175

Overcoming Objections to Make More Digital Sales \$99

In this practical, "street-level" session, LMA Chief Innovation Officer Jed Williams identifies the top objections that occur during the sales process, and then provides real strategies and tactics for overcoming these.

Monday, March 12, 8:00 - 9:30 a.m.

Thinking Like a Startup: Building a Culture of Innovation .. \$99

Words like "disruption," "innovation" and "culture" are kicked around a lot, but for local media companies undergoing transformation, what do these concepts actually mean in practice? Find out during this workshop!

Monday, March 12, 9:45 - 11:15 a.m.

AMERICA EAST REGISTRATION

Newspaper and News Media Attendees

America East Full-Time by Feb. 9 \$379 Feb. 10- Mar. 2 \$399

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: _____

SAVE TIME AND MONEY BY REGISTERING EARLY!


Registrations must be received by March 2, or onsite registration in Hershey is required.

CANCELLATIONS must be received by 5:00 p.m., EST, on Mon., March 5, 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 5 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.