

# Annual Summer Conference 2018

## CALL FOR EXHIBITORS



Area and regional business publication professionals from throughout North America will be meeting in Washington, DC for three days of educational sessions. You'll have an opportunity at the conference and trade show to meet face to face with the professionals you need to reach to market your products and services.

**Don't miss this opportunity!**

SPACE IS LIMITED — FIRST COME, FIRST SERVED

**CALL US TODAY!**

# CONFERENCE AND TRADESHOW

## ▶ The 2018 Alliance of Area Business Publisher's Summer Conference

Each year, The Alliance's Annual Summer Conference and Editorial Awards Program attracts business publication professionals from throughout North America. The Alliance represents 64 area and regional business publications published in most major markets in the US, as well as members in Canada and Australia. Key decision makers from member and non-member publications participate in the Conference. This will be an outstanding opportunity for vendors and suppliers to provide information about products and services for the business newspaper and magazine industry.

## ▶ Who Attends?

Publishers, editors, design and production managers, advertising sales professionals, marketers, circulation directors and administrators will be attending this Conference. These professionals will be attending from throughout North America with heavy representation from the Midwest and East Coast states.

There's no greater opportunity to meet with decision makers and potential customers than at The Alliance Summer Conference.

## ▶ Trade Show

The Alliance is offering a Trade Show and Exhibit area so that you can reach the association members and Conference attendees. The exhibits will be located right in the middle of all of the major meetings and concurrent educational sessions. All food and social functions will be in or adjacent to the exhibit area.

If you are a:

- ◆ Paper manufacturer
- ◆ Publication or direct mail printer
- ◆ Fulfillment house
- ◆ Typesetting/graphic company
- ◆ Computer software or hardware company
- ◆ List management company
- ◆ Research firm
- ◆ Audit organization
- ◆ Sales and marketing consultant
- ◆ Supplier to the magazine and newspaper industry in any way...

**You need to be there!**

## ▶ Hotel Accommodations

AABP's 2018 Annual Summer Conference will be at The Westin Washington, D.C. City Center, 1400 M Street NW, Washington, D.C. 20001. Book online by clicking the link in the Events Calendar at [www.bizpubs.org](http://www.bizpubs.org) for the hotel's special AABP rates, or call (202) 429-1700 and ask for the AABP group rate. Deadline: May 21, 2018 (or when the block of rooms sells out, whichever comes first). AABP's group rate is \$199/night (single/double) plus taxes.

The Westin Washington, DC is in the heart of the nation's capital. It is a vibrant hotel that captures the capital city's dynamic spirit and is located 6 blocks from The White House, 10 blocks to the Smithsonian museums, and in close proximity to 2 Metro stations.

This location is a great choice for travelers interested in city walks, culture and history.

## ▶ What Does The Exhibit Package Include?

Each table top exhibit package includes a 6-foot covered table plus your company's identification sign. You may wish to bring your own displays (some restrictions apply). Booth set-up is 6:00 am - 7:30 am Friday, June 22, 2018. Exhibits open Friday at 7:30 am and close at 2:00 pm Saturday, June 23, 2018.

Table top locations are assigned by AABP Staff on site. Priority is given to date that payment is received, level of support and years of AABP membership. Please refer to the enclosed registration form for rates. Any questions regarding exhibits should be referred to Executive Director James Dowden (310-379-8261). **Reserve your space today!**

*All exhibitors will also receive:*

- ◆ A 30-word company promotion in the Conference Program package.
- ◆ One full registration to attend all meal and social functions including two receptions, the Editorial Awards Banquet, lunch and two breakfast sessions. (Additional tickets available at cost.)
- ◆ Unlimited access to the educational seminars and workshops.
- ◆ Listing of all attendees

## ▶ Sponsorships

See next page for information on sponsorship opportunities of refreshment breaks, breakfasts, receptions, luncheon and more.

## ▶ Awards Program

The Alliance will present the Annual Editorial and Design Awards at a banquet on the evening of June 23, 2018. The awards will recognize this year's best in area business publishing. This banquet is the highlight of the Annual Conference. More than 50 publications will compete for editorial and design award recognition.

# EXHIBITOR AND SPONSOR INFORMATION

## ▶ What Sponsorships Are Available?

There are a number of Sponsorship opportunities for any exhibiting company that wishes to significantly increase its exposure during the conference, while at the same time ensuring the success of the conference for the Association through your financial support. All sponsorships will be awarded on a first-come, first-served basis. Call Jim Dowden (310-364-0193) to sign up as a sponsor. A few sponsor opportunities are listed below — contact Jim Dowden for other possibilities.

## ▶ Benefits All Sponsors Receive

*All Sponsors will receive the following benefits:*

- ◆ Sign at the event identifying your company as sponsor
- ◆ A ticket to the awards banquet
- ◆ Identification in the Conference printed program as sponsor.
- ◆ One piece of AABP approved company sales material in each delegate's registration packet.
- ◆ Acknowledgment by the president from the podium of the sponsor's support.

### **BREAKFAST SPONSORS**

\$1,500 per Breakfast Sponsor/one Sponsor per breakfast. Breakfasts are available on Friday and Saturday mornings. Breakfast located in an area adjacent to Exhibit Area.

*In addition to other benefits listed, Breakfast Sponsors receive:*

- ◆ The introduction of your staff and company at the event and the opportunity to make up to a two-minute presentation to the group at the breakfast.
- ◆ One promotional giveaway piece placed at the food table.

### **REFRESHMENT BREAK SPONSORS**

\$750 per Refreshment Break/one Sponsor per Break. Morning and afternoon Refreshment Breaks are available Friday and Saturday. Refreshment Breaks are located in a high-traffic area.

*In addition to other benefits listed, Refreshment Break Sponsors receive:*

- ◆ One promotional giveaway piece placed at refreshment table.

### **TOTE BAG SPONSOR**

\$1,750 to sponsor cloth tote bags distributed at the registration desk. Delegates love the tote bags because they can use them to carry home pieces in the publications display.

*In addition to other benefits listed, Tote Bag Sponsor receives:*

- ◆ Sponsor name and logo on one side of the bag, with the AABP logo on the other side.

### **RECEPTION SPONSOR**

\$3,000 to sponsor one of the cocktail receptions (Friday evening or prior to the Awards Dinner on Saturday evening) are available for Exclusive Sponsorship.

*In addition to other benefits listed, Reception Sponsor receives:*

- ◆ The introduction of your staff and company at the event and the opportunity to make up to a two-minute presentation to the group at the general session.

### **NAME BADGE LANYARDS**

\$1,100 to sponsor the lanyards used to hold all delegates' name badges.

*In addition to other benefits listed, Name Badge Lanyard Sponsor receives:*

- ◆ Your company name printed on the cloth lanyard.

### **LUNCHEON SPONSOR**

\$5,000 to sponsor the luncheon Friday afternoon.

*In addition to other benefits listed, Luncheon Sponsor receives:*

- ◆ The introduction of your staff and company at the event and the opportunity to make up to a two-minute presentation to the group at the luncheon.
- ◆ One promotional giveaway piece placed at each seat.

### **AUDIO VISUAL SPONSOR**

\$1,250 to sponsor the audio visual services.

*In addition to other benefits listed, A/V sponsor receives:*

- ◆ A slide show with their company logo at the beginning of every session.

## EXHIBITORS & SPONSORS...

**Remember... Time is limited! Complete the enclosed registration form to reserve your booth and send it today!**

## Vendors and sponsors, don't miss this exciting opportunity!

VENDORS AND SUPPLIERS, area and regional newspaper and publication professionals from throughout North America will be gathering at The Westin Washington, DC City Center in Washington, DC, June 21-23, 2018 for educational sessions at the Alliance's 2018 Summer Conference. This is a once-a-year chance to meet members on a one-to-one basis and display your products and services.

**Take advantage of this great marketing opportunity and become an exhibitor, sponsor or both!**

***Space is limited, so hurry... call the Alliance offices today (310-379-8261).***



ALLIANCE OF AREA  
BUSINESS PUBLISHERS  
2512 Artesia Blvd, Ste 200  
Redondo Beach, CA 90278

**The AABP Summer  
Conference 2018**

**CALL FOR EXHIBITORS**

# ALLIANCE EXHIBITOR REGISTRATION FORM



Mail completed registration form to:  
ALLIANCE SUMMER CONFERENCE 2018  
Alliance of Area Business Publishers  
2512 Artesia Blvd., Ste 200  
Redondo Beach, CA 90278

Or call James Dowden:  
310-379-8261  
Fax (if using credit card)  
310-379-8283

PLEASE PRINT CLEARLY OR TYPE INFORMATION

COMPANY NAME (TO BE USED FOR SIGN AND PROGRAM)

COMPANY CONTACT

E-MAIL

ADDRESS

CITY/STATE/ZIP

TELEPHONE (INCLUDING AREA CODE)

FAX (INCLUDING AREA CODE)

PERSON(S) ATTENDING:

COMPANY DESCRIPTION (30 WORDS)

## EXHIBIT PACKAGE FEE ENCLOSED:

|   | By May 17 | After May 17    |          |
|---|-----------|-----------------|----------|
| Alliance Associate Member Company   | FREE      | \$250           | \$ _____ |
| Non-member Company*   | \$1,500*  | \$1,500*        | \$ _____ |
| Each additional person, including the banquet.<br>(Exhibit fee already includes one person) |           |                 |          |
| FEE PER ADDITIONAL PERSON:  | \$195     | \$195           | \$ _____ |
| *Exhibit fee includes Associate membership for 2018   |           | TOTAL ENCLOSED: | \$ _____ |

NOTE: Some service providers prefer not to have to man an exhibit table during the meeting. If you wish NOT to have a table, but still have a person attend the meeting representing your company, choose that option by checking this box. (no table, just 1 attending representative).

## PAYMENT IN FULL MUST ACCOMPANY RESERVATION.

Make checks payable to Alliance of Area Business Publishers. Payment must accompany reservation. No refunds or cancellations will be given after June 15, 2018. You will receive confirmation within two weeks of receipt of reservation and payment.

SIGNATURE

NAME (PLEASE PRINT)

DATE

## I WOULD LIKE TO PAY BY CREDIT CARD

Visa     MasterCard

CREDIT CARD NUMBER

EXP. DATE

NAME (AS IT APPEARS ON CARD)

SIGNATURE (AS IT APPEARS ON CARD)

## PAY ONLINE

You can also pay exhibitor and sponsorship fees online (including American Express!). To get the link for this secure online payment portal on bizpubs.org, click on the AABP Summer Conference on the Events calendar to find links to online registration.