




CITY AND REGIONAL MAGAZINE ASSOCIATION
40th Annual Conference 2016

CALL FOR EXHIBITORS & SPONSORS



City and regional magazine professionals from throughout North America will be meeting in Denver, CO 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!

GRAND HYATT DENVER | DENVER, CO | MAY 21 – 23, 2016

CONFERENCE AND TRADESHOW —

▶ The 2016 City and Regional Magazine Association Conference

Each year, CRMA's Annual Conference and Editorial Awards Program attracts magazine professionals from throughout North America. CRMA represents 70 City and Regional Magazines published in most of the major markets in the US, as well as Canada. Key decision-makers from member and non-member magazines participate in the Conference and Awards Program. This promises to be an outstanding opportunity for vendors and suppliers to provide information about products and services for the magazine industry.

▶ Who Attends?

Publishers, editors, design and production managers, advertising sales professionals, marketers, circulation managers, and administrators will be attending this conference. These professionals will be attending from throughout North America with heavy representation from the West Coast and Central States.

There's not a greater opportunity to meet directly with decision makers and these potential customers than at the CRMA Annual Conference.

▶ Awards Program

The CRMA will be presenting the National City and Regional Magazine Editorial and Design Awards at a banquet on Monday, May 23rd. The awards will recognize this year's best in city and regional magazine publishing. This banquet is the highlight of the Annual Conference. More than 70 magazines are competing for editorial and design award recognition.

▶ Hotel Accommodations

CRMA's 40th Annual Conference will be at the Grand Hyatt Denver in Downtown Denver. Book online by clicking on the link in the Calendar at citymag.org which offers the hotel's special rates for the CRMA conference delegates. Or, for reservations call 888-421-1442 and mention the 2016 CRMA Conference to assure you get our group rate of \$199 (sgl/dbl). The deadline for these rates is April 20, 2016 **or when the block is sold out, whichever comes first.**

The hotel is just one block from the famous 16th Street pedestrian mall which is home to numerous bars, upscale restaurants and evening entertainment. Denver boasts of 300 sun-filled days annually, that's more than San Diego or Miami, with relatively temperate spring time temperatures. From the roof top ballroom of the hotel, the panoramic views of the snow-capped Rocky Mountains are spectacular and span over 120 miles. Denver is a compact and very walkable downtown with more than 300 restaurants within a twenty minute walk of the hotel; with three professional sports stadiums and arenas in the immediate downtown area. This is a great town

Grand Hyatt Denver, 1750 Welton Street, Denver, CO 80202
Room rate: \$199 (sgl/dbl)
Cut-off: April 20, 2016
For reservations, call 888-421-1441 (mention CRMA 2016 Conference)

▶ The Trade Show

CRMA 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 the major meetings and educational sessions. All food and social functions will be in the exhibit area. A limited number of sponsorships are available, also, for those exhibitors who wish to take full advantage of the conference exposure.

▶ What Does The Exhibit Package Include?

The exhibits will be located in the room with all food and beverage functions. Each exhibitor will be provided with a 6-foot table and two chairs with a floor area of approximately 8' x 8'. You may wish to bring your own table top display or pop-up (some restrictions apply). Set-up is 6:00 am–7:30 am, Sunday, May 22. Exhibits open Sunday, May 22 at 7:30 am and close at 4:00 pm Monday, May 23.

Exhibit locations will be made by CRMA Staff on site. Priority is given to date that booth payment is received, level of support and years of CRMA membership. Please refer to the enclosed registration form for rates. Any questions regarding exhibits should be referred to Jim Dowden (310-379-8261, admin@citymag.org). Reserve your space today!

All Exhibitors will also receive:

- ◆ A 30-word company promotion in the Conference Program Guide.
- ◆ One full registration to attend all meal and social functions including two receptions, the Editorial Awards Banquet, luncheon and two breakfast sessions. (Additional tickets are available at cost.)
- ◆ Unlimited access to the Sunday-Monday educational sessions.
- ◆ Listing of all attendees
- ◆ Pre-registration list available via e-mail, two weeks prior to Conference



EXHIBITORS...

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

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 also 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 Executive Director Jim Dowden (310-379-8261) to sign up as a sponsor. Some sponsor opportunities are listed below — contact Jim Dowden **if you have another idea for sponsorship of an item or event**. CRMA is always open to ideas.

▶ 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 CRMA approved company sales material in each delegate's registration packet.
- ◆ Acknowledgment by the president from the podium of the sponsor's support.

BREAKFAST SPONSORS

\$2,500 per Breakfast Sponsor/one Sponsor per breakfast. Breakfasts are available on Sunday and Monday 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 and in delegate registration packets.

REFRESHMENT BREAK SPONSORS

\$1,500 per Refreshment Break/one Sponsor per Break. Morning and afternoon Refreshment Breaks are available Sunday and Monday. 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 and in each delegate registration packet.

RECEPTION SPONSOR

\$6,750 to sponsor the welcome cocktail reception Saturday evening or \$5,000 to sponsor the Awards Reception prior to the Awards Dinner on Monday evening.

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 and one promotional giveaway piece in each delegate registration packet.

AUDIO VISUAL SPONSOR

\$2,500 to have your company logo as the opening slide projected at each session.

SESSION TRACK SPONSOR

\$1,500 to sponsor a track of educational sessions on Sunday or Monday. Sessions are organized by job title, with up to four sessions per track. Tracks available for sponsorship are: Audience Development, Advertising, Editorial, Art, Marketing, and Management.

In addition to other benefits listed, Track Sponsor receives:

- ◆ A table at the entrance for company presentation material.
- ◆ An acknowledgment at the session by the chair of the company sponsorship.

NAME BADGE LANYARDS

\$2,000 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

\$6,000 to sponsor the luncheon (Sunday 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 at the luncheon and in each delegate registration packet.

TOTE BAG SPONSOR

\$3,000 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:

- ◆ Company name and logo printed on one side of the tote bag given to all delegates.

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

VENDORS AND SUPPLIERS, city and regional magazine professionals from throughout North America will be gathering at Grand Hyatt Denver in Denver, CO, May 21-23, 2016 for three days of educational sessions at CRMA's 40th Annual 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 CRMA offices today (310-379-8261).



CITY AND REGIONAL
MAGAZINE ASSOCIATION
2512 Artesia Blvd., Ste 200
Redondo Beach, CA 90278

CRMA 40th Annual Conference
CALL FOR EXHIBITORS
AND SPONSORS

CRMA EXHIBITOR REGISTRATION FORM



Mail completed registration form to:
CRMA ANNUAL CONFERENCE
City and Regional Magazine Association
2512 Artesia Blvd. Ste. 200
Redondo Beach, CA 90278

Or call James Dowden:
310-379-8261, x11
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 04/20	After 04/20	
CRMA Associate Member Company	FREE	\$400	\$ _____
Non-member Company*	\$2,500*	\$2,750*	\$ _____
Each additional person, including the banquet. (Exhibit fee already includes one person)			
FEE PER ADDITIONAL PERSON:	\$350	\$350	\$ _____
		TOTAL ENCLOSED:	\$ _____

*Exhibit fee includes Associate membership for 2016

- 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 City and Regional Magazine Association in US funds. Payment in full must accompany registration. No refunds for cancellations will be given after May 13, 2016. You will receive confirmation within two weeks of receipt of payment. Exhibit table locations will be assigned by CRMA, with priority based on date payment/application is received, past history of exhibiting with CRMA and level of financial participation.

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, click on the Annual Conference link at the top of citymag.org.