

CALL FOR
EXHIBITORS
AND SPONSORS



CITY AND REGIONAL
MAGAZINE ASSOCIATION
34th ANNUAL
CONFERENCE 2010

Don't miss this opportunity!

City and regional magazine professionals from throughout North America will be meeting in Providence, RI 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.

SPACE IS LIMITED—FIRST COME, FIRST SERVED—CALL US TODAY!

The Westin Providence
Providence, RI
June 5-7, 2010

CONFERENCE AND TRADESHOW

THE 2010 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 78 City and Regional Magazines published in most of the major markets in the US, as well as Canada and Mexico. 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 Eastern 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, June 7. 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 80 magazines are competing for editorial and design award recognition.

HOTEL ACCOMMODATIONS

CRMA's 34th Annual Conference will be held at The Westin Providence, One W. Exchange St. in Providence, RI. Book online by clicking on the link at www.citymag.org for the hotel's special CRMA web page, or call 401/598-8000 or 800-WESTIN-1 (800/937-8461) and mention CRMA by **May 5** for special rate of \$179 single/double per night.

Connected to the Rhode Island Convention Center and the new Providence Place Mall, and located downtown, The Westin Providence boasts an excellent location. This hotel is within walking distance of gourmet restaurants and historic attractions.

We have negotiated a special room rate for delegates of \$179 single/double per night. Call the hotel directly to make your reservations at 401/598-8000 or 800-WESTIN-1 (800/937-8461). That special rate is only available until the CRMA block sells out or **May 5, 2010**, whichever comes first. After May 5, reservations will only be accepted on a space and rate available basis. Be sure to tell the hotel you are with the CRMA Conference in order to get the group discount room rates. If booking online, start at www.citymag.org and click on the link to go to the special web page that the Westin Providence has set up for CRMA.

MAKE YOUR HOTEL RESERVATIONS TODAY!

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 chairs. 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, June 6. Exhibits open Sunday, June 6 at 7:30 am and close at 4:00 pm Monday, June 7.

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 (310/364-0193, administrator@list.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 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.

BREAKFASTS, REFRESHMENT BREAKS, TOTE BAG AND RECEPTION SPONSORSHIPS

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.
- Acknowledgement 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.

REFRESHMENT BREAK SPONSORS

\$1,200 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.

TOTE BAG SPONSOR

\$2,750 to sponsor cloth tote bags distributed at the registration desk. Delegates love the tote bags because they can use them to carry home publications in the magazine display.

In addition to other benefits listed, tote bag Sponsor receives:

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

RECEPTION SPONSOR

\$5,750 to sponsor one of the cocktail receptions (Saturday evening or prior to the Awards Dinner on Monday 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.

SESSION TRACK SPONSOR

\$2,500 to sponsor a track of educational sessions on Sunday. Sessions are organized by job title, with up to four sessions per track. Tracks available for sponsorship are: Management, Advertising, Editorial and Technology.

In addition to other benefits listed, Track Sponsor receives:

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

NAME BADGE LANYARDS

\$1,750 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 keynote 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.



**Vendors and suppliers,
don't miss this exciting opportunity!**

VENDORS AND SUPPLIERS, city and regional magazine professionals from throughout North America will be gathering at The Westin Providence in Providence, RI, June 5-7, 2010 for three days of educational sessions at CRMA's 34th 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 (310/364-0193).

**CRMA 34th ANNUAL
CONFERENCE
CALL FOR EXHIBITORS
AND SPONSORS**

**CITY AND REGIONAL
MAGAZINE ASSOCIATION
1970 E. Grand Ave., Ste. 330
El Segundo, CA 90245**



CRMA EXHIBITOR REGISTRATION FORM



Mail completed registration form to:
CRMA ANNUAL CONFERENCE
City and Regional Magazine Association
1970 E. Grand Ave., Ste. 330
El Segundo, CA 90245

Or call James Dowden:
310/364-0193, x11
Fax (if using credit card)
310/364-0196

PLEASE PRINT CLEARLY OR TYPE INFORMATION

COMPANY NAME: _____
(To be used for sign and Program)

Company Contact: _____

Address: _____

City / State / Zip _____ E-mail address _____

Telephone (including area code): _____ Fax (including area code): _____

Person(s) Attending: _____

Company Description (30 Words) _____

EXHIBIT PACKAGE FEE ENCLOSED:

CRMA Associate Member Company (<i>By May 10</i>)	FEE:	FREE	\$ _____
CRMA Associate Member Company (<i>After May 10</i>)	FEE:	\$375	\$ _____
Non-member Company Exhibit Package (<i>By May 10</i>)*	FEE:	\$2,000*	\$ _____
Non-member Company Exhibit Package (<i>After May 10</i>)*	FEE:	\$2,175*	\$ _____
Each additional person, including the banquet. (<i>Exhibit fee already includes one person</i>)	FEE PER ADDITIONAL PERSON:	\$275	\$ _____

*Exhibit fee includes Associate membership for 2010.

TOTAL ENCLOSED: \$ _____

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 funds for cancellations will be given after May 31, 2010. You will receive confirmation within two weeks receipt of reservation and 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

Card number _____

Expiration date _____

Name as it appears on card: _____

Signature as it appears on card: _____