

JOINT CONFERENCE & TRADE SHOW

What are we doing **NOW**? • What are we going to do **NEXT**? • What should we do **NEW**?

Growing in the Heartland

September 17 & 18, 2021
Des Moines, Iowa





WHY MARKET TO THE FREE PAPER INDUSTRY?

Come join in the energy and excitement of this dynamic and thriving group of publications. As the media landscape shifts across North America, readers increasingly rely on Free Community Publications for accessing local information in their communities. These publications represent an important multi-billion dollar industry and they continue to evolve, diversify and reach a growing audience in the communities they serve.



FREE COMMUNITY PAPERS ARE

Thriving!

CUSTOMER CONTACTS

ACP's team works hard to provide as many opportunities as possible for our Trade Show Partners to interact with our members throughout the conference. Our members appreciate the opportunity to learn about the products and services offered by Trade Show Partners. We always welcome and encourage our Trade Show Partners to participate fully in all the Conference events.

ACP understands that bringing attendees to your booth is key to a successful trade show and we are committed to providing many opportunities to facilitate this. Breakfast, lunch and breaks are all held in the trade show area to facilitate additional traffic. Attendees are encouraged to interact with trade show booths by completing a game piece which will allow them to be entered in a prize drawing. Each Trade Show Partner will be provided with a basket for collecting business cards, which will be used to conduct several drawings at the show closing. Trade Show Partners are also

invited to offer their own prizes for participants who visit their booths as part of the closing drawings. Trade Show Partners will be provided with an Excel spreadsheet of all registered attendees starting three weeks prior to the show for pre-conference marketing and again after the show if there are late registrations to be added. ACP also invites all of our Trade Show Partners to supply specialty advertising materials such as pens, note pads, coffee cups or other novelty promotional items for inserting into each attendee's registration bag. Flyers, brochures and paper handouts are accepted from Platinum and Gold level partners only as part of their upgraded marketing opportunities.

All Trade Show Partners must provide logos in high-resolution digital format at the time of booking for inclusion in pre-conference promotional ads and materials. These can be submitted to Carrie Ybarra at carrie@plan4growth.com.

Sponsorships of meals, functions and a variety of other marketing opportunities are



a great way to showcase your products and services. There are a limited number of these opportunities available and they will be sold on a first come basis, so please inquire with Wendy MacDonald right away.

PARTNERSHIP LEVELS

ACP provides several different Trade Show Partnership levels to choose from, progressing from Basic, Gold and Platinum to Principal Partner. Each level includes progressively more opportunities for exposure to attendees and prominence in promotional materials, signage and events. The chart on the facing page illustrates what is included in the Basic, Gold and Platinum partnership levels.

What you get...PARTNERSHIP LEVELS

DESCRIPTION	Value!	PLATINUM	GOLD	BASIC
Super Size Booth <i>(eight-foot table with two chairs)</i>	\$1,400	Included	—	—
Standard Size Booth <i>(six-foot table with two chairs)</i>	\$1,100	—	Included	Included
Electricity supplied to booth	\$80	Included	Included	Included
Inclusion in conference promotion materials	\$150	Included	Included	Included
Pre-conference announcements in <i>PUBLISH</i>	\$200	Included	Included	Included
Pre-conference exposure on the ACP website	\$200	Included	Included	Included
Breakfast, Lunch and Breaks Fri. & Sat.	\$270 pp	2 people	2 people	1 person
Friday Night Opening Reception Tickets	\$50 pp	2 people	2 people	1 person
Saturday Night Dinner Event and Club ACP	\$125 pp	2 people	2 people	1 person
Associate Member annual renewal for 2021	\$300/yr	Included	Included	Included
<i>PUBLISH</i> Advertisement - Full Page	\$995 ea.	2 Full pages	—	—
<i>PUBLISH</i> Advertisement - Half Page	\$535 ea.	—	Half page	—
One Event Sponsorship <i>(Breakfast, Break, Lunch, etc.)</i>	\$340	Included	—	—
TOTAL VALUE OF THE PACKAGE:		\$5,550	\$3,455	\$2,475
Early Bird 2021 Trade Show Package Price <i>(before 5/31/21)</i>		\$ 3,300	\$2,300	\$1,350
2021 Trade Show Package Price <i>(after 5/31/21)</i>		\$3,750	\$2,600	\$1,500

ADDITIONAL EVENT AND ITEM SPONSORSHIPS ARE AVAILABLE TO INCREASE EXPOSURE!

Contact Wendy MacDonald at wendy@plan4growth.com or Kristi Dale at kristi@plan4growth.com

Register today!

Location in the trade show area is assigned by partnership level and the date you finalize registration. Make sure you get one of the best available spots by registering today!



Event Registration

Company Name: _____

Company Description: _____

Address: _____ City/State/Zip: _____

Phone: _____ Company Website: _____

Your Name: _____ Email: _____

Placement concerns (*competitors etc.*): _____

	ATTENDEE NAME	ATTENDEE TITLE	ATTENDEE EMAIL
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____

PARTNERSHIP LEVEL

Standard **Early Bird**
due by 5/31/21

Platinum Partner	\$3,750	\$3,300
Gold Partner	\$2,600	\$2,300
Basic Partner	\$1,500	\$1,350



Selected Partner Package: _____

Additional Trade Show Attendees: _____ @ \$250 pp= _____

Additional Friday Night Reception Tickets: _____ @ \$50 pp= _____

Additional Saturday Night Dinner Tickets: _____ @ \$125 pp= _____

TOTAL PARTNER PACKAGE: _____

Less deposit: [\$500]

Balance to be charged on August 1, 2021: _____

Credit Card Type: _____ Number: _____ Exp. Date: _____ CID: _____

Name on Card: _____

Billing Address: _____ City/State/Zip: _____

I authorize the \$500 deposit to be charged to my card immediately and the balance to be charged on August 1, 2021.

Signature: _____ Email: _____

All hotel reservations must be made directly with the Des Moines Marriott Downtown by using the link to the Marriott reservations site at afcp.org or by phone at 515-245-5500 using reference code M-J1DVX3E. Visit www.afcp.org and click on the "Marriott Reservation Link" button on the right side of the page. You must either make your reservation through our special link or by using the code when you call in to take advantage of the discounted room rate of \$154/night. Reservations must be made no later than 8/24/21. Any cancellations or changes are the responsibility of the attendee. Please contact the ACP office with questions.

Return completed registration form to Wendy MacDonald wendy@plan4growth or Kristi Dale kristi@plan4growth.com