

OCNA'S SUPPLIER SHOWCASE



ABOUT OCNA

The **Ontario Community Newspapers Association (OCNA)** is your gateway to over 285 community newspapers in all areas of the province. Founded in 1950 and based in Toronto, OCNA is a non-profit industry association dedicated to helping community newspapers prosper.

Our association is the members' source of information about their industry. We are in business to find answers to their questions and provide them with the best services and products there are to offer. That's where you come in.

JOIN US AT OCNA'S ANNUAL SPRING CONVENTION: SUPPLIER SHOWCASE

Companies looking to do business with or promote a new service to the community newspaper industry are invited to participate in OCNA's annual Spring Convention. **This year the convention will be held at the Toronto Airport Marriott Hotel on April 7, 2017.**

- Participating suppliers will be provided with a 6' table and adequate time and space for setup and dismantling.
- Breakfast and Lunch on Friday, April 7, 2017 for one employee is included in the Event Showcase price.
- Suppliers will have the opportunity to address the delegates with a 3-5 minute demonstration of their product.
- Supplier Showcase attendees are invited to include swag or promotional info in the attendee Delegate Bags
- All suppliers will be profiled in OCNA's monthly newsletter, NewsClips, prior to the event and will be featured in the Convention Program.
- Suppliers will also have the opportunity to participate in Convention events including the President's Premiere Lunch, Better Newspaper Awards Gala or other sessions to network with attending members. Advance registrations are required to participate.

WHY PARTICIPATE IN OCNA'S SUPPLIER'S SHOWCASE?

- You can form new relationships and build on existing ones with delegates at the Event Showcase held at OCNA's annual Spring Convention.
- You will gain exposure to the big decision makers at many independently-owned newspapers who will be present to listen to your showcase.

COST:

OCNA's Supplier Showcase offers all suppliers affordable pricing options:

SUPPLIER SHOWCASE:

- **\$450** to participate in OCNA's Supplier Showcase (includes table, breakfast and lunch for one attendee on Friday, April 7, 2017, and delegate bag inserts).
- **\$50** for a 3-5 minute Presentation during the President's Premiere Lunch or one of the educational sessions

UNABLE TO ATTEND?

Promote your product in the OCNA Spring Convention delegate bags.

- **Delegate Bag Insert - \$150**

Please add HST to all prices listed.

ADDITIONAL OPPORTUNITIES

BNC CATEGORY SPONSORSHIP

Choose from a variety of Award Categories such as Best Sports Photo, Best Vertical Product and more. Sponsors are invited to attend the Awards Presentation free of charge on Friday, April 7 where they will receive recognition at the event and the opportunity to present the winning award. Sponsors also receive recognition in the 2016 BNC Awards Book and on the plaques presented to the winners.

- **\$275** for a single category (e.g. Best Vertical Product).
- **\$300** for an 'Of the Year' Award (e.g. Columnist of the Year)
- **\$575** for a double category (e.g. Best Original Ad Idea, circ. over 10,000 and circ. under 9,999)

EDUCATIONAL SESSION SPONSORSHIP

Choose from a variety of educational sessions set to take place throughout the day. Sponsorship benefits include a sign within the area, logo in the Spring Convention program and an opportunity to provide promotional material in the session.

- **\$500** to sponsor one of the sessions held at the convention. Possibilities include the morning Editorial Sessions, morning Advertising Sessions, our afternoon Industry Panel or our afternoon Round Table discussions.



OCNA ANNUAL SPRING CONVENTION

Friday, April 7, 2017
Toronto Airport Marriott Hotel



WHO

The Ontario Community Newspapers Association & its over 285 member newspapers

WHAT

The Annual Spring Convention and Supplier Showcase

WHERE

Toronto Airport Marriott Hotel

WHEN

Friday, April 7, 2017.

WHY

To meet with and build relationships with community newspapers across the province

For more information on OCNA's Supplier Showcase, please call contact Karen Shardlow at k.shardlow@ocna.org or call 416-923-7724 ext. 4432.