



March 22, 2010

Dear Allied Members,

Are you planning to attend the **Third Annual Sales & Marketing Joint Conference** of the New York Newspapers Advertising & Marketing Executives and the New York State Circulation Management Association, Inc.? If so, great! Attending our conference is the perfect way to get your business in front of advertising executives, circulation managers, and publishers from daily newspapers all across New York State! If you're not able to attend, don't worry! You can still have a presence at this year's conference by becoming a conference sponsor.

This year's **conference, scheduled for May 16-18, 2010 in Saratoga Springs**, is really shaping up to be one of our best ever. Once again we've slashed registration rates and introduced another promotion which allows newspapers to send additional representatives at a fraction of the cost. We believe this will lead to increased attendance over last year's conference, which means more eyes and ears to take in your company's name and message.

Also new for 2010, NYNAME is excited to announce that its **membership has almost doubled from 35 to 53 newspapers**, as now all members of the New York News Publishers Association are automatically enrolled in NYNAME. This means your company has the ability to reach more newspaper executives than ever before by attending the conference or becoming a conference sponsor.

Attending this year's conference is definitely the way to go for Allied Members such as yourselves. As Allied Members you may attend the conference at the same great rate as our members, just \$100! This year's conference is also packed with great **networking activities** you may wish to attend, such as the annual golf tournament, a day spa retreat, and a guided walking tour of downtown Saratoga Springs. Please see the attached information sheet for more on these great activities.

If you really want to get your company in front of our membership you should also consider reserving an **exhibitors table**. The cost is just \$15 per table, which includes electricity. That's just \$15 to have a table at the entire conference! There is a limit of 25 tables, so register today!

In addition to being seen at select meals and breaks during the conference, you'll have a chance to have extra face time with our membership by being introduced to all attendees at the **Advertiser Resource Session** on Monday, May 17th. It's the perfect opportunity for attendees to familiarize themselves with your face and company so you can spend the rest of the conference winning their business. See the attached tentative Conference Agenda for the full conference schedule.

Whether or not you will be attending the conference, now is the time to think about becoming a **sponsor**. As a sponsor your company will be acknowledged in the conference program, and on display signs throughout the conference. Your company will also receive formal thanks and recognition at the Awards Banquet. Please see the **Sponsorship Form on the reverse side of this letter** for more information on becoming a conference sponsor.

The 2009 conference will include an excellent agenda, opportunities to network with newspaper industry professionals, and a chance to enjoy a luxury resort, golf and much more. So don't wait and register now!

See you in Saratoga!

Don Ferlazzo
Executive Secretary, NYNAME
(518) 449-1667
dferlazzo@nynpa.com



Official Sponsorship Form

Please choose a sponsorship level:

- Platinum: \$1000 +
- Gold: \$500-\$999
- Silver: \$250-499
- Bronze: \$100-249

Sponsorship amount: \$ _____

Make checks payable to NYNPA and mail with this form to:

NYNPA
50 Colvin Ave, Suite 102
Albany, NY 12206
ATTN: Don Ferlazzo

Sponsor Information:

Company Name _____ Contact Name _____

Company Address _____

City _____ State _____ Zip _____

Phone Number _____ Email: _____