

# ADVANCE REGISTRATION FORM

**SAVE TIME AND MONEY BY REGISTERING EARLY!**

Registrations must be received by March 8, or on-site registration in Hershey is required.

**CANCELLATIONS** must be received by 5:00 p.m., EST, on Wed., March 10, to qualify for a full refund. After March 10, full refunds are NOT available and a \$20 cancellation fee will be charged to issue a partial refund.

**Mail to:**

**America East**  
3899 N. Front St.  
Harrisburg, PA  
17110

**Fax to:**

(717) 703-3001

**Call:**

(717) 703-3069  
**for assistance.**

Registrations will not be taken over the phone.

**Register Online:**

www.america-east.com

**Group Discounts:**

If registering 10 or more people from your company, call us at (717) 703-3069 for special rates.

**PICK UP YOUR BADGE** at the

Attendee Registration Desk in The Hershey Lodge. Badges must be worn to all functions. Badge substitutions cannot be made without prior approval. There will be a \$20 replacement fee for lost badges.

**CHECK HERE** if you have special physical or dietary requirements and attach a note outlining your needs.

Name for badge \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

I understand that by completing this registration form my name and address (including my e-mail address) may be shared with 2010 America East vendors ONLY so they can distribute booth and product information to me.

**Your Company:**

- Daily Newspaper
- Weekly Newspaper
- Commercial Printer
- Newspaper Supplier
- Other \_\_\_\_\_

**Combined Daily Newspaper Circulation:**

- Up to 10,000
- 10,001 to 25,000
- 25,001 to 50,000
- 50,001 to 100,000
- Over 100,000

**Area of Responsibility:**

- Advertising
- Circulation
- Editorial
- General Manager
- Human Resources
- Internet/Web Site
- Production
- Publisher
- Systems Operations/IS/IT
- Sales/Marketing
- Other \_\_\_\_\_

**REGISTRATION OPTIONS:**

**Newspaper Personnel**

by Feb. 19 Feb. 20 - March 8

**Non Newspaper Personnel\***

by March 8

**Exhibits Only**

Valid all days the floor is open: Monday, Tuesday and/or Wednesday. No sessions included.

\$32

\$39

\$139

**Monday Only**

Includes your choice of all Monday sessions, keynote luncheon, exhibits and welcome reception on Monday only.

\$89

\$109

\$189

**Tuesday Only**

Includes your choice of all Tuesday sessions, continental breakfast, exhibits and reception on Tuesday only.

\$79

\$99

\$179

**Wednesday Only**

Includes your choice of all Wednesday educational sessions, continental breakfast and exhibits on Wednesday only. Great value!

\$59

\$79

\$159

**Monday/Tuesday Power Package**

Includes your choice of all Monday and Tuesday sessions, keynote luncheon, continental breakfast, two receptions, exhibits on Mon. and Tues.

\$149

\$169

\$249

**America East Fulltime**

Includes your choice of all Monday, Tuesday and Wednesday sessions, Monday keynote luncheon, Tuesday and Wednesday continental breakfasts, all receptions and exhibits on any day. Your most flexible option!

\$219

\$239

\$319

**SNA Advertising Symposium**

Includes all Wednesday workshop sessions, continental breakfast, luncheon and exhibits. *ATTENTION SNA REGISTRANTS: Special Tuesday Bonus Sessions are also included, at no additional cost and registrants are encouraged to attend. Includes: "Newspaper Web Sites and the Public" at 10:45 a.m. and "Agency Panel Discussion" at 2:00 p.m. on Tuesday. Check sessions below to reserve your spot!*

\$199

\$199

\$199

**TOTAL ENCLOSED**

\$ \_\_\_\_\_ \$ \_\_\_\_\_ \$ \_\_\_\_\_

Payment must accompany registration form(s). Make checks payable to PNA (PA Newspaper Association).

CREDIT CARDS:  MASTERCARD  VISA  AMERICAN EXPRESS

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Exact Name on Card \_\_\_\_\_

**REGISTRANTS: PLEASE CHECK THE EDUCATIONAL SESSIONS YOU PLAN TO ATTEND!!**

**MONDAY, MARCH 15** (one per time frame, please)

- 12:00 p.m. - 1:15 p.m. Keynote Luncheon and Presentation
- 1:30 p.m. - 2:45 p.m. Top Five Legal Issues for Newspapers in an Online Age
- 1:30 p.m. - 2:45 p.m. Friendemies - Newspapers and Social Media Sites
- 3:00 p.m. - 4:15 p.m. How and Where Your Audience Will Find Their News
- 3:00 p.m. - 4:15 p.m. Cutting Through the Clutter

- 10:45 a.m. - 11:45 a.m. Web and Page Size Options
- 10:45 a.m. - 12:00 p.m. Best Practices in Building Classified Revenues...
- 10:45 a.m. - 12:00 p.m. Newspaper Web Sites and The Public
- 1:15 p.m. - 2:30 p.m. I-SCMA NIE Session
- 2:00 p.m. - 3:15 p.m. Agency Panel Discussion

**TUESDAY, MARCH 16** (one per time frame, please)

- 8:30 a.m. - 10:30 a.m. BONUS: Special Two-Part Marketing Session
- 9:15 a.m. - 10:30 a.m. Utilizing Maintenance to Reduce Production Downtime...
- 9:15 a.m. - 10:30 a.m. Selling Against the Competition
- 10:15 a.m. - 11:45 a.m. I-SCMA Circulation Session

**WEDNESDAY, MARCH 17** (one per time frame, please)

- 8:45 a.m. - 10:00 a.m. Mailroom Issues Roundtable
- 9:30 a.m. - 10:10 a.m. The Green Side of "Lean and Green"
- 10:10 a.m. - 11:00 a.m. Production Software Tools for Saving Time and Money
- 11:00 a.m. - 11:30 a.m. SNAP Survey Results

\*Non-exhibiting vendors of newspaper related services or products.