

# NAA MEDIA XCHANGE

## INFORMED. INSPIRED. INVESTED.

WASHINGTON, D.C. | 2016

**NAA MEDIA XCHANGE 2016** is the largest annual gathering of news media industry executives in North America, offering an exchange of information and ideas with programming and unprecedented networking opportunities that generate results.

Taking place **April 17-20, 2016** at the new **Marriott Marquis in Washington, DC**, the conference is **designed to inspire and to provide valuable - and practical - ideas and insights to help newspaper print and digital professionals grow audience and revenue.** The event is a recognized as the premier annual event for local and national news organizations and results in widespread media coverage.

### THE THEME OF THE 2016 CONFERENCE IS "LOCAL"

- the importance of newspapers in providing localized knowledge and information, engaging local businesses with consumers and improving the lives of their local communities.

### WHO ATTENDS NAA MEDIA XCHANGE?

- 1,000 news media CEOs, publishers, media executives
- 200 advertising/agency reps
- 50+ speakers
- 20+ sessions

### KEY TAKEAWAYS

- Media strategies that work
- New ways to build revenue
- Innovative ideas and technologies
- Industry research and insights

### FEATURED TOPICS

Monetizing Mobile  
Evolution of Local News  
Improving Reader Trust  
Social Media  
What Advertisers Look For

...AND  
The Top 2016  
Presidential Candidates\*

\* to be confirmed

### NAA MEDIA XCHANGE 2016 PROGRAM FEATURES

Audience Development & Circulation Symposium  
Advertiser Roundtable  
Accelerator Pitch  
Panel sessions and keynotes  
Interactive breakout sessions  
Advertiser meetings  
Publisher's Symposium  
Performances from local musicians  
Networking, networking, networking!

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