



APRIL 30 – MAY 3, 2017

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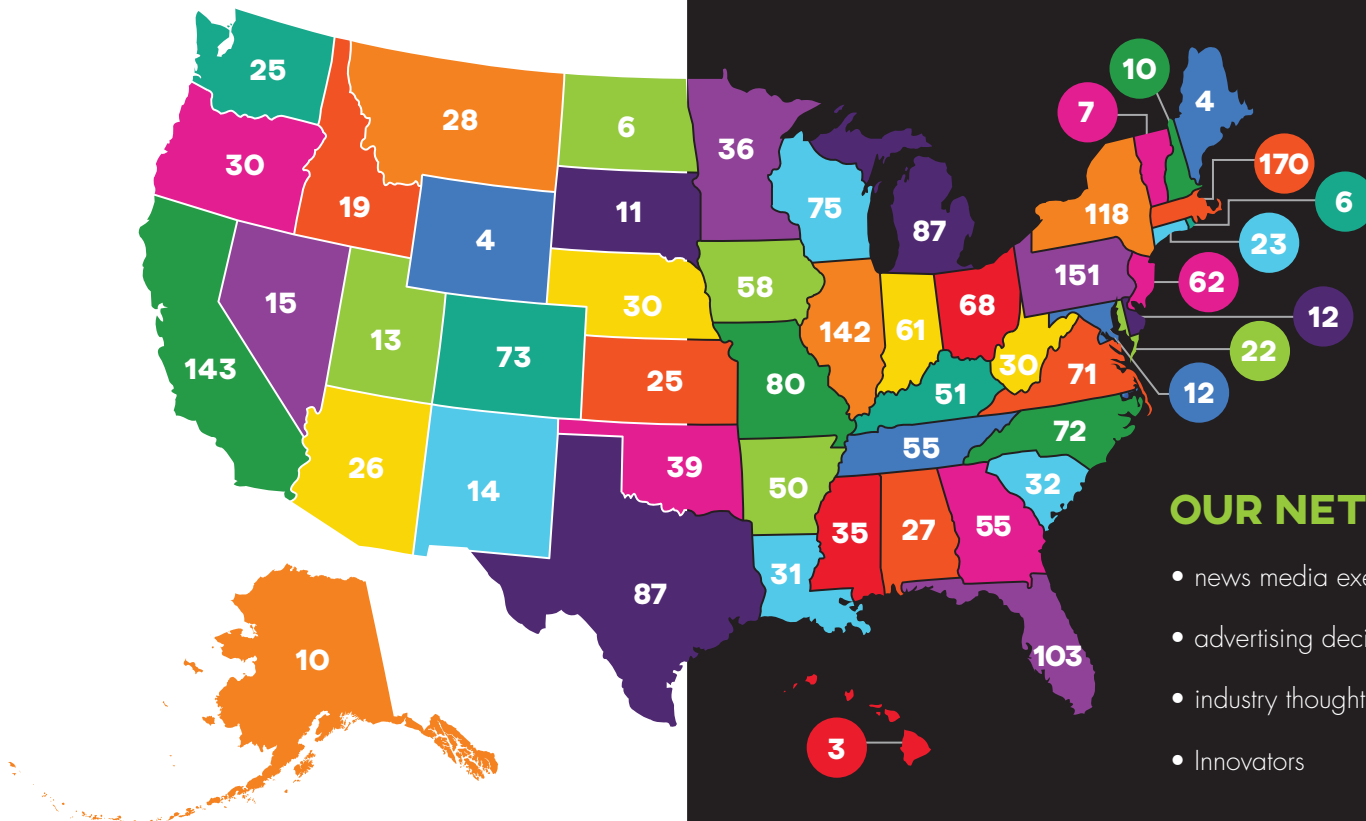
mediaXchange



WHO WE ARE

ADVANCING THE BUSINESS OF NEWS

We are the voice of the news media industry, empowering members to succeed in today's fast-moving media environment. Our members represent nearly 2,000 diverse news organizations in the United States and Canada—from the largest news groups and international outlets to hyperlocal news sources, from digital-only and digital-first to print news—we represent all news media content creators. News Media Alliance members are known for highly-engaged audiences, quality journalism products and sophisticated digital services.



OUR NETWORK

- news media executives
- advertising decision makers
- industry thought leaders
- Innovators

Map illustrates number of member companies and vendors per state.



WHY PARTNER WITH NEWS MEDIA ALLIANCE?

Direct Access to News Media Executives representing over 2,000 companies

“

People want and consume more news than ever and we will build upon that demand to drive a successful future for the industry. And as the demand for quality news grows, storytelling evolves. I think that we have only just begun to explore the incredible opportunities.

”

DAVID CHAVERN

President & Chief Executive Officer

mediaXchange

R E I M A G I N E D

The mediaXchange community is made up of senior executives, founders & entrepreneurs, and influencers who push the boundaries of the status quo.

MEDIAXCHANGE BY THE NUMBERS

1000+
attendees

382
organizations
represented

515
news media
executives

180
advertising
decision makers

WE CAN PROVIDE A NUMBER OF SOLUTIONS FOR BRANDS: CUSTOM OR TURN-KEY PACKAGES

— I N C L U D I N G —

BRANDED
EXPERIENCES

CONTENT &
PROGRAMMING

SPECIAL
EVENTS &
CAMPAIGNS

PRINT &
DIGITAL
ADVERTISING

— P A S T B R A N D P A R T N E R S —



BRANDED EXPERIENCES

The mediaXchange marketing team will custom design solutions to match and achieve objectives – from exhibit booth design to large branded experiences.

EXHIBITS

SPONSORSHIPS

**PRODUCT
PROMOTIONS**

**CUSTOM
EXPERIENCES**

CONTENT & PROGRAMMING

The mediaXchange program team will help lead curation, program design and execution of native branded content and programming

KEYNOTES

PRESENTATIONS

TABLE DISCUSSIONS

WEBINARS



SPECIAL EVENTS & CAMPAIGNS

In addition to sponsoring sessions and presentations, brands can also engage with participants through creative activations.

Opening &
Closing
Receptions

VIP
Dinners

Musical
Performances

Food
Presentations

PRINT & DIGITAL ADVERTISING

CONFERENCE PROGRAM

SOCIAL MEDIA

WEBINARS

**EMAIL NEWSLETTERS:
DAILYXCHANGE**

**ONLINE COMMUNITY:
IDEAXCHANGE**

**JOB BOARD/CAREER CENTER:
CAREERXCHANGE**

Advertising



WiFi
Provider

Product
Pitch



Food &
Beverage

Lanyards

Mobile App



Opening/
Closing
Receptions



Photobooths

Custom
Lounges

Exhibitor
Booths

Custom
Experiential
Activations



Dinners &
Parties

Special
Events

Keycards



Livestreaming

INNOVATIVE OPPORTUNITIES

mediaXchange

EVENT PARTNER

\$100,000

PRESENTING SPONSORS

\$50,000

PLATINUM SPONSORSHIPS

Opening Reception	\$25,000
Closing Reception	\$25,000
Networking Reception	\$25,000
General Session- Key Note Speakers	\$25,000
Mxc Bar	\$15,000
Guest Room Elevators	\$15,000

GOLD SPONSORSHIPS

Charging Stations	\$10,000
Internet Connect	\$10,000
Advertiser Event	\$10,000
Escalator Wrap	\$10,000
General Sessions (4 Available)	\$10,000
Keycards	\$10,000
Lanyards	\$10,000
Private Lounges	\$10,000
Revolving Door Clings	\$10,000
Monday Networking Reception	\$10,000
Chairman's Dinner	\$10,000
Meeting Space Elevators	\$8,000
Monday Culinary Display	\$7,500
Tuesday Culinary Display	\$7,500
Email Blast- Week of Conference	\$7,500

BRONZE SPONSORS

Advertiser Roundtable	\$5,000
Monday Breakfast	\$5,000
Tuesday Breakfast	\$5,000
Dessert Display (2)	\$5,000
Water Stations	\$5,000
Footprints	\$5,000
Audience Symposium	\$5,000
Registration	\$5,000
Presentation Pitch	\$2,500
Break Sponsors (4 Available)	\$2,500
Pre-Conference Emails Blasts (10 Available)	\$2,500
Conference Bags	\$5,000
Meeting Room Rental	\$1,500

EXHIBITS

Exhibit Space	\$5,000
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FOR INTEREST IN ANY BRANDED EXPERIENCE

including mediaXchange, Innovation Summits, ideaXchange,
and careerXchange, please contact:

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www.newsmediaalliance.org/events/mediaXchange