



May 12, 2010

Dear Vendor and Supporter of the Mid America Newspaper Conference,

Mid America Newspaper Conference celebrates its 50th Anniversary in 2010. The board members of the conference came together for a day to discuss the future of the conference and how we can have the best conference we've ever had despite today's economy and the obstacles we face.

We feel we have made some extremely positive and innovative decisions aimed at increasing newspaper delegate attendance. We hope you will agree.

First, we are shortening the length of the conference and eliminating the golfing and fishing outing. The program will be two full days, Friday and Saturday (September 17 and 18). The Lake of the Ozarks is a great place to fish and golf and we will offer recommendations to anyone attending the conference who would like to come down a day early to enjoy these activities on their own.

We feel saving a night's stay will be appealing to attendees and having the focus concentrated solely on a constructive, learning environment will be especially appealing to the publisher who chooses to send his or her employee(s) to our conference.

We are requesting an investment from our vendors to implement a program that will draw even more newspaper delegates (potential customers) to the conference. With the money you save from a night's stay, from taking people to dinner, and from boat or golf hole sponsorships, we will give you an opportunity to donate a minimum of \$500 to our Vendor Sponsorship Program. We will pool all the funds collected and invite publishers to submit the name of a deserving employee to attend the conference. Their registration AND lodging will be paid for in full. We are very optimistic that this will increase our newspaper attendance. All vendors who participate in the program will be recognized. See the attached sponsorship registration form. You will also be awarded free attendee registration passes that **you** may hand out to your customers that covers registration only (they must still register but their pass will be redeemed for the registration fee).

Look for more information coming to our website where you can also register and pay by credit card. The web address is: <http://midamericanewspaper.com>.

On behalf of the officers and board members of the conference, we heartily thank you for your past support and pledge to continue to bring you a conference that we can ALL benefit from.

Sincerely,

Murphy Wlaschin, Secretary/Treasurer

Vendor Sponsorship Program

Mid America Newspaper Conference – Celebrating our 50th Year! September 17-18, 2010

Thank you for your willingness to participate in the new Vendor Sponsorship Program. To become a sponsor simply fill out this form and return it with your donation, or enroll on our website <http://midamericanewspaper.com>.

Return this form and donation to:

Murphy Wlaschin, Secretary/Treasurer
Mid America Newspaper Conference
PO Box 1222
Marion, IA 52302

Name

Company Name

Mailing Address

City/State/Zip

Phone

E-mail Address

Platinum Sponsor - \$1500 or more

Gold Sponsor - \$1000

Silver Sponsor - \$500

Vendor Sponsorship commitments are due by July 22, 2010.