

Register
by February 23 &
Save up to \$300

SUPER NICHE MEDIA EVENT

Creative Business Strategies for Niche Publishers
Charlotte, NC • March 27-29, 2017

Start Your Engines! You're Invited to the BIGGEST Niche Media Event Yet!

Niche media delivery channels, revenue models and business opportunities keep growing. How can you stay on top of the changes in the industry, plus keep your foot on the gas to grow your company? Put your niche media business in the winner's circle by attending Super Niche!

Rev your publishing engines with actionable strategies for Ad Sales, Audience Growth, and Event Revenue. Meet fellow publishers and niche media experts for connections that can take your company to the next level.



100% Practical to Create Revenue!

Sessions for Your Entire Revenue-Generating Pit Crew!

- TWO Monday workshops: EventFest and Sales Management Masterclass
- THREE dynamic keynotes
- FOUR Conference tracks, including:
 - Publisher
 - Audience Development - NEW!
 - Events - NEW!
 - Camp Niche Ad Sales (only time offered in 2017!)
- Peer-to-Peer Roundtables by revenue focus & job function

The Rubber Meets the Road at Super Niche!

- Tons of networking opportunities: Pizza and Beer Mixer, Speed Publishing, super-cool Welcome Party, and Victory Lap Party
- All-new Niche Awards Party (see inside for entry details!)
- Fun, relaxed environment
- Great group rate at the Sheraton in Uptown Charlotte!

www.NicheConference.com

Niche Keynotes



New Launches from Zero to 200 MPH... The Right Business Channels = The Revenue Fast Lane!

Ted Williams
Founder & CEO, Charlotte Agenda

Smart growth means a relentless focus on saying “no” to ideas that don’t fit your business model. Saying “no” (and zeroing in on the right channels for your media business) means saying “YES” to revenue growth and unlocking serious audience value! Ted Williams, founder/CEO of Charlotte Agenda, launched with a tiny staff, no outside investment, and quickly drove revenues close to \$1MM. Ted will share his path to developing and monetizing a digital audience with strategies that apply to both local media & other specialty niche brands.



Niche Fortune & Glory: How to Make Friends, Rank High & Get Famous Online

Andy Crestodina
Co-Founder/Strategic Director, Orbit Media Studios

Niche publishers! Your top priority is creating larger niche audiences to grow your print and digital revenues. And the key to your content marketing success is collaboration! Andy Crestodina, co-founder of Orbit Media, is one of the foremost authorities on building online audience. Andy will outline a step-by-step process to build relationships that lead to better content and more traffic – and more revenue!



The Great and Powerful Oz Tells the Past, Present, and Future of Niche Media!

Mike Bannan
Chief Development Officer, Inspire 360

Understanding today’s media options can be overwhelming. How can niche publishers capitalize on new technology, live events, and take print to the next level? Recognizing new opportunities can extend your brand’s content, life, and revenue. The Great Publishing Wizard Mike Bannan, Chief Development Officer at Inspire 360, knows the future of print, digital, social, web, data, events, and apps. Mike will explain the options and possible obstacles so you can leverage your content to a profitable future.

Sponsors

Super Grand Poobah Sponsors



Grand Poobah Sponsors





At-A-Glance

MIX AND MATCH THE SESSIONS YOU WANT TO ATTEND.

Sunday, March 26 - Niche Bonus Day

7:00 - 8:00 PM Pre-Conference Workshops Pizza & Beer Mixer

Monday, March 27 - EventFest and Sales Management Masterclass

EVENTFEST		SALES MANAGEMENT MASTERCLASS	
9:15 - 10:00 AM	Registration	9:15 - 10:00 AM	Registration
10:00 - 10:15 AM	Welcome & Introduction	10:00 - 10:15 AM	Welcome & Introduction
10:15 - 10:55 AM	Taking on the Event Goliath in Your Industry	10:15 - 10:45 AM	Recruiting & Hiring Your Best Sales Team Yet!
11:10 - 11:45 AM	Burn the Lifeboats: Transforming (or Ditching) Legacy Events	11:15 - 11:50 AM	Organize Your Team to Make the Numbers!
NOON - 12:45 PM	Meet Your Event Peeps! (B2B, B2C, City & Regional, Association)	12:20 - 1:00 PM	Building a Sales Team Culture for Maximum Revenue & Minimum Drama
12:45 - 2:00 PM	Lunch Keynote: Benny DiCecca - <i>Events Impossible! 4 Secret Strategies to Supercharge Events Revenue</i>	1:00 - 2:15 PM	Networking Lunch
2:15 - 2:55 PM	Super Cool Event Models (That Can Work for You!)	2:30 - 3:15 PM	Sales Compensation Cage Match!
3:10 - 3:45 PM	Event Marketing Roadmap	3:45 - 4:15 PM	The Ad Executive of the Future
4:00 - 4:45 PM	Event Dream Team Roundtables	4:15 - 5:00 PM	Sales Management Hot Topic Roundtables
4:45 - 5:00 PM	Sponsor Giveaways	Super Useful High Tech Sales Tool Presentations will be given throughout the day!	
5:30 - 6:30 PM	Super Niche "Speed Publishing" Networking		

Tuesday, March 28 - Day #1

7:30 - 8:30 AM	Registration & Breakfast			
8:30 - 9:00 AM	Welcome & Orientation			
9:00 - 9:30 AM	Keynote: Ted Williams - <i>New Launches from Zero to 200 MPH... The Right Business Channels = The Revenue Fast Lane!</i>			
	PUBLISHER TRACK	AUDIENCE DEVELOPMENT TRACK	EVENTS TRACK	CAMP NICHE AD SALES TRACK
9:45 - 10:45 AM	The Native Advertising Success Formula: 5 Key Ingredients for Niche Publishers	Genius Level Email Marketing	Insanely Awesome Event Programs!	Organize Your Sales Life!
11:15 - 12:15 PM	CEO Power Hour	Leaders of the Pack: New Audience Development Ideas	The Event Golden Goose: Awards Programs	Selling Native and Sponsored Content
12:30 - 1:45 PM	Lunch & Keynote: Andy Crestodina - <i>Niche Fortune & Glory: How to Make Friends, Rank High, and Get Famous Online</i>			
2:00 - 3:00 PM	Got Data? Now Monetize It!	Build It and They Will Shop! How to Develop Your Brand's Online Store	Ultimate Sponsor & Exhibitor Packages	Sell Your Audience, Not Your Ad Space!
3:30 - 4:30 PM	Meet Your Peeps!: B2B, B2C, City & Regional, Association			Ad Sales Peer-to-Peer Roundtables
4:45 - 5:45 PM	Niche Awards Celebration			
7:00 - 8:30 PM	Super Niche Revved Up Welcome Party			

Wednesday, March 29 - Day #2

8:00 - 9:00 AM	Breakfast			
9:00 - 9:15 AM	Mid-Race Fuel Check			
9:15 - 9:45 AM	Super Niche Lightning Round!			
	PUBLISHER TRACK	AUDIENCE DEVELOPMENT TRACK	EVENTS TRACK	CAMP NICHE AD SALES TRACK
10:00 - 11:00 AM	The Next Big Money Ideas! Revenue Strategies for Niche Publishers	The Future is Now! Unified Audience Database=Revenue Growth	Attendee Revenue Mania!	Best Digital Ad Sales Strategies Yet!
11:30 - 12:30 PM	Publisher Peer-to-Peer Roundtables by Topic			Customized Packages = Ad Revenue Fast Lane!
12:45 - 2:15 PM	Lunch Keynote & Sponsor Giveaway: Mike Bannan - <i>The Great and Powerful Oz Tells the Past, Present, and Future of Niche Media!</i>			
2:30 - 3:30 PM	10 Huge Magazine Cost Savings Ideas	Search Optimization Genius Class	Event Negotiation Impossible: 7 Tactics that Save Your Event	Stump the Sales Experts!
4:00 - 5:00 PM	Super Niche Victory Lap Party			

Super Niche Networking

Get in on the best networking and most fun you'll have at a conference, ever! Super Niche Parties are the perfect mix of old friends, new connections, industry chat, idea sharing, and good times. See you there!



(For workshop attendees only)



(At the NASCAR Hall of Fame!)



Sessions
Listed Inside

PRE-CONFERENCE WORKSHOPS

★ ★ Monday, March 27th ★ ★



EVENT REVENUE FAST LANE!

This hyper-focused workshop covers new event revenue opportunities right alongside your event management peers. You'll get one-to-one networking by audience focus and job title, so you can take away actionable ideas for your next event. Then extend the learning for the next two days at Super Niche in the Events track!



SUPERCHARGE SALES REVENUE!

This workshop is just for Publishers, Owners, Ad Sales Directors, and Ad Reps ready to move into sales management! Focused sessions will cover hiring, management tools, creating revenue-focused teams, and compensation. Accelerate your sales team's performance in 2017!

Registration



Super Niche • Charlotte, NC • March 27-29
Pre-Conference Workshops • March 27
Conference • March 28-29

2 Ways to Register:

1. www.NicheConference.com
2. Phone: 916.443.3000

REGISTER NOW!

Capped Attendance!
Save Up to \$300 by Registering Now!!!
Bring Your Revenue Generating Team and Save Even More!

Register Today to Guarantee Your Spot!

EARLY BIRD REGISTRATION

	EARLY BIRD REGISTRATION*	REGULAR REGISTRATION	SAVE NOW!
3-Day Conference Pass Includes access to all Super Niche sessions March 28-29 and the pre-conference on March 27 (choose either Niche EventFest or Sales Management Masterclass). (March 27-29)	\$1,494	\$1,794	\$300
Conference-only Registration Super Niche Conference, all tracks & sessions. (March 28-29)	\$1,097	\$1,197	\$100
Pre-Conference Workshop Only Niche EventFest or Sales Management Masterclass only. (March 27)	\$497	\$597	\$100

The Details

* To qualify for the Early Bird Discount your registration and payment must be received by **February 23, 2017**. No exceptions for this discount. If you want to guarantee a conference space, register now!

Multiple Attendee Discount: You must register **3 or more** of your company's staff, at the same time, to qualify for the multiple attendee discount. See details on registration site.

3-Day Conference Pass Registration includes: One Pre-Conference Workshop; full access to Super Niche Conference; breakfast, lunch & refreshment breaks each day; Pizza & Beer Mixer, Speed Publishing, Welcome Party, Niche Awards Party and Victory Lap Party.

Cancellation Policy: For a refund, less a \$200 administrative charge per person, send written notice 14 days in advance of the conference. A substitute attendee from the same company may attend at no additional charge.

No Minors: All attendees must be 21 or older.

Hotel Headquarters

Sheraton Charlotte
555 S McDowell Street
Charlotte, NC 28204

The 2017 Super Niche Media Event will be held right in the middle of all the action at the Sheraton Charlotte hotel. Enjoy the restaurants, bars, and shopping in Uptown Charlotte - all just steps from the hotel!



(Go to our website to link directly to our "group hotel" reservation)

- Reservation Number 800-325-3535
- Group Discount Room Rate: \$179 single or double. Rate includes complimentary in-room wifi.
- Group Name: Niche Media

**Incredible
Group Rates!**



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Niche Media
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Sacramento, CA 95816
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916-443-3000
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SUPER NICHE BY THE NUMBERS

WORKSHOPS



niche EventFest
Sales Management MASTERCLASS

TRACKS



- PUBLISHER
- AUDIENCE DEVELOPMENT
- EVENTS
- CAMP NICHE AD SALES

24 Sessions

KEYNOTES



PARTIES



Mixer
Speed Publishing
SUPER NICHE MEDIA EVENT WELCOME PARTY
2017 Niche Awards
Victory Lap

ALL NEW location at the Sheraton in Uptown Charlotte - home of NASCAR!