

# EUROPEAN PRINTERS SUMMIT

Frankfurt 26-27 Oct

The exclusive in person event for European print professionals and suppliers, to meet each other and network.

# WORLD PRINTERS SUMMIT

Virtual Conference, 13-14 Oct

The two days of online meetings, packed with the best practices and learnings from around the world.



Photo by Maxime on Unsplash



World Association  
of News Publishers





**In this 2021 VIRTUAL EDITION, we will address the topic of Sustainability and dedicate two days of conversations on the industry's common efforts to reduce its environmental footprint.**

## World Printers Summit

VIRTUAL • 13 -14 OCTOBER

The annual meeting point for the global print community, brought to you by WAN-IFRA's World Printers Forum.

In this 2021 virtual edition, we will address the topic of Sustainability and dedicate 2 days of conversations on the industry's common efforts to reduce its environmental footprint.

Become a sponsor and show your peers how your print media solutions can contribute to a lesser impact on the environment.



## Target Audience

**Publishers, Production Directors, Procurement Directors, Technical Directors**



## Sponsorship Opportunities:

### PLATINUM



**Be recognised as the Platinum Sponsor on all marketing and communications.**

**This sponsorship is tailored to your needs. Combine your favorite sponsorship opportunities or let us know how you want to showcase your brand and we can customize the opportunities for you.**

### GOLD

Host your own 30 min session.  
Submit a relevant, educational topic, provide your own expert speaker and work closely with our staff to get your session up and running. WAN-IFRA reserves the right to decline the topic if it is of little relevance to the event audience.

Connect with attendees on the Meeting Hub throughout the conference duration.

Receive attendee contact list including name, job title, company and email address (subject to their agreement upon registration).

Be featured on the "Meet the Sponsors" mailing where we introduce you alongside other sponsors to the attendees.

Corporate profile featured on the Event Website.

Be featured at the Virtual Exhibition where attendees can view and download your company materials (Videos and PDFs) throughout the conference duration.

Be featured on the rotating banner on the top of the event feed.

Company Logo featured on all marketing (website & mailings).

Complimentary ten (10) event tickets to share with your staff and clients.

**5,000 €\***

### SILVER

Your marketing video will be played at the beginning of the session - max 30 sec.

Logo acknowledgement as "Brought to you by" within the specific session featured on the event programme.

Connect with attendees on the Meeting Hub throughout the conference duration.

Receive attendee contact list including name, title, company and email address (subject to their agreement upon registration).

Be featured on the "Meet the Sponsors" mailing where we introduce you alongside other sponsors to the attendees.

Corporate profile featured on the Event Website.

Be featured at the Virtual Exhibition where attendees can view and download your company materials (Videos and PDFs) throughout the conference duration.

Be featured on the rotating banner on the top of the event feed.

Company Logo featured on all marketing (website & mailings).

Complimentary four (4) event tickets to share with your staff and clients.

**3,000 €\***

### BRONZE

Corporate profile featured on the Event Website.

Connect with attendees on the Meeting Hub throughout the conference duration.

Receive attendee contact list including name, title and company (subject to their agreement upon registration).

Be featured on the rotating banner on the top of the event feed.

Company Logo featured on all marketing (website & mailings).

Complimentary two (2) event tickets to share with your staff and clients.

**1,500 €\***



**Conveniently located in the city of Frankfurt, easily accessible from all over Europe, WAN-IFRA will introduce an event concept so we can finally focus on what matters: to meet each other and have meaningful conversations.**



## European Printers Summit

26 - 27 OCTOBER • FRANKFURT, GERMANY

An exclusive, invitation-only gathering, taking place in Frankfurt, Germany, where European printing directors and procurement professionals will come together for in-person meetings with materials and solution providers and exchange ideas and learnings with their peers over round table discussions. The evening cocktail reception will be a perfect opportunity to chill out and say 'Prost' to your industry colleagues.

There will be no gimmicks, no major distractions, just a straightforward and uncomplicated meeting point for suppliers to meet (at last) their clients.



<https://www.klassikstadt.de>

**To be invited to the event, European print professionals will be given access to a matchmaking platform that will predetermine their meeting agenda. Based on each participant's preferences, WAN-IFRA will allocate each attendee with a set of pre-booked appointments which matches the respective supplier's agenda.**



# Sponsorship Opportunities:



## Meeting Package 1

- 2 Table + 8 chairs.
- Up to 2 company roll ups allowed, brought by the sponsor.
- Possibility to display company literature at the venue, at a specific designated area.
- Guaranteed pre-arranged 20-minute meetings with attending print production executives.
- Company logo featured on all marketing collaterals (website, mailings & on-site logo wall).
- Corporate profile featured on the event website.
- Receive attendee contact list including name, title, company and email address (subject to their agreement upon registration).
- Complimentary 4 event staff tickets.
- Included in the tickets: on-site food and beverages; cocktail reception on the evening of October 26th, shuttle service from the designated event hotel to the venue and back.
- Complimentary Bronze Category at the World Printers Summit-Virtual, 13-14 Oct. plus a guaranteed 10% discount on category upgrade.

**8,000 €\***

## Meeting Package 2

- 1 Table + 4 chairs.
- Up to 1 company roll up allowed, brought by the sponsor.
- Possibility to display company literature at the venue, at a specific designated area.
- Guaranteed pre-arranged 20-minute meetings with attending print production executives.
- Company logo featured on all marketing collaterals (website, mailings & on-site logo wall).
- Corporate profile featured on the event website.
- Receive attendee contact list including name, title, company and email address (subject to their agreement upon registration).
- Complimentary 2 event staff tickets.
- Included in the tickets: on-site food and beverages; cocktail reception on the evening of October 26th, shuttle service from the designated event hotel to the venue and back.
- Complimentary Bronze Category at the World Printers Summit – Virtual, 13-14 Oct. plus a guaranteed 10% discount on category upgrade.

**4,000 €\***

## Sponsorship Opportunities: Add Ons



### SOCIAL DISTANCING WRISTBANDS

With the return of in-person events, it is crucial to respect people's physical boundaries. If someone is uncomfortable with how he/she is approached, it might lead to a misconnection from what could have potentially been a great contact or a business relationship.

- Sponsor the 3 colored bracelets to signal attendees boundaries.
- Red: keep distance, no contact.  
Yellow: still cautious, but welcome conversations.  
Green: ok with handshakes and high-fives.
- Produce the colored bracelets and send them to the event location prior to the start of the summit. A board announcing who's sponsoring the bracelets will be positioned next to them.
- Minimum: 150 each color

PRICE

2,000 €\*



### BRANDED FACIAL MASKS

- Help us comply with safety measures by sponsoring the event's official face masks. Have your brand displayed on the masks that we will distribute to all attendees.
- Produce the FFP2 face masks with your logo / message and send them to the event location prior to the start of the summit.
- Minimum: 300

PRICE

4,000 €\*



### LANYARDS

- Your brand will be prominently visible on the lanyards worn by the event attendees throughout the event duration. Produce the lanyards with your corporate identity and send them to the event location prior to the start of the conference.
- Minimum: 150

PRICE

2,000 €\*

## Sponsorship Opportunities: Add Ons



### ECO-FRIENDLY BAGS

- Each attendee will receive an eco-friendly reusable bag that's branded with your corporate identity and the event logo. Produce the bags with your corporate identity and send them to the event location prior to the start of the summit, together with any marketing inserts you wish to include in the bag.
- Minimum: 100

PRICE

2,000 €\*



### MAILING

- On your behalf we will send a dedicated mailing to all the registered attendees, before or after the event. Provide us with your content and we will send it out to them all.
- Only 2 available!

PRICE

4,000 €\*



### NETWORKING COCKTAIL RECEPTION

Because there's always a reason to celebrate!  
This opportunity is customised.

Reach out to us for more information.

PRICE

12,000 €\*

# WAN-IFRA Connect Portfolio

## BRANDING



Build your Brand

16 Global Conferences  
Webinars  
Online Advertising  
Trend Reports  
Newsletter Banners  
Marketing Emails  
Sponsored Content  
International Awards  
Ambassador Program  
Directory Listing

## EXPERT KNOWLEDGE



Convey your Expertise

Thought Leader Articles  
Event Speaking Opportunities  
Community Specific Webinars  
Trend Reports  
Customised Events  
Whitepaper Collaboration

## RELATIONSHIP MANAGEMENT



Enhance your Relationships

16 Global Conferences  
Social Events  
Board Dinners  
Board Meetings

## LEAD GENERATION



Generate Quality Leads

16 Global Conferences  
Webinars  
Exhibiting Opportunities  
Community Specific Webinars  
International Awards  
Targeted Emails  
Speed Meetings  
Customised Events

## Products by Community

### DIGITAL REVENUE NETWORK

### CEOs

### EDITORS

### PRINT

#### Conferences

World News Media Congress  
Digital Media  
India, Africa, LATAM, Europe, Middle East, Asia

World News Media Congress  
Media Leaders Summit  
APAC, Middle Eastern, LATAM, Francophone, Indian, Spanish

World News Media Congress  
Newsroom Summit

European Printers Summit  
World Printers Summit  
Indian Printers Summit

#### Reports

The Tools & Trends in  
Content Management Systems  
Reader Revenue

World Media Trends Outlook

Trends in Newsrooms Series  
The Newsroom Barometer  
The Tools & Trends in  
Content Management Systems

The Tools & Trends in  
Content Management Systems  
World Printers Forum Outlook

#### Newletters

Digital Business

Executive News Service  
Leadership & Strategy

Executive News Service  
World Editors Forum

Executive News Service  
World Printers Forum

#### Webinars

Customized Topics

Customized Topics

Customized Topics

Customized Topics

#### Directory

Technology Guide & Directory

Technology Guide & Directory

Technology Guide & Directory

Technology Guide & Directory



Connect