

73nd World News Media Congress

28-30 September 2022, Zaragoza, Spain

Sponsorship Brochure



World Association
of News Publishers



Since 1948, the World News Media Congress is the most important annual gathering of news media leaders. Over three days, the Congress and Forums address the business, journalism, policy and freedom issues facing the industry. A gala dinner and a cocktail reception offer unmatched networking opportunities for delegates, speakers and partnering technology entrepreneurs. WNM 2022 will see a renewed offering via:

Golden Pen of Freedom Award, an annual award made by WAN-IFRA to recognise the outstanding action, in writing or deed, of an individual, a group or an institution in the cause of press freedom. The 2021 laureate was awarded to Jimmy Lai and the newsroom staff of Apple Daily, Hong Kong.

World Media Leaders Summit, a stream for publishers, owners, CEOs and all those invested in building sustainable news organisations.

The World Editors Summit, for editors, editorial managers and journalists who put journalism and its freedoms first when leading their newsrooms through challenging times.

World News Day, aims to raise awareness of the critical role that journalists play in providing credible and reliable news in the rapidly changing world.

Women in News Summit, an invigorating gathering to support WAN-IFRA's sector-leading initiative to increase women's leadership and voices in news.

Digital Media Awards Worldwide, the news media industry's only truly global digital media competition. The 2022 winners will come from the winners of our 2021 regional Digital Media Awards.

Become a WNMC.22 Sponsor and engage with the world-leading media companies



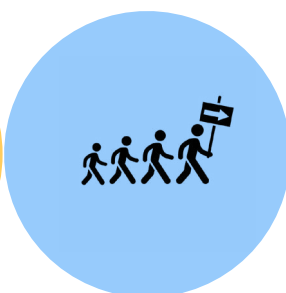
The 73rd World News Media Congress (WNMC.22) offers a unique gathering of chief editors, publishers and CEOs looking for answers and solutions to their challenges. They want to know what to do next.

As a sponsor and expert in your field, you can become part of that answer.



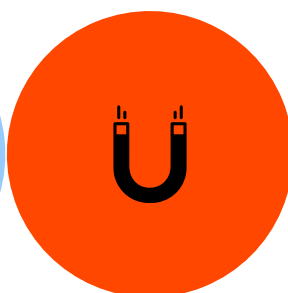
Brand Awareness

We bring together 800+ participants, from 80+ countries, 70+ international speakers, 700+ companies. This is your opportunity to connect your brand with a global, diverse and elite community.



Lead Generation

You will be joined by hundreds of your global peers at the Congress. Many of the attendees have key roles in shaping the future of their organisations by selecting their best potential business partners. You might meet your next business partner right here at the WNMC.22 in Spain.



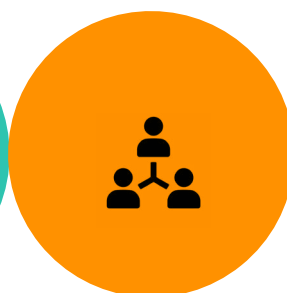
Thought Leadership

Do you have the perfect case study to share? A new product to launch? Perhaps you would like to position your company at the front and centre of a key industry issue. Host one of our Breakout / Breakfast sessions and lead a discussion on a current topic that resonates with the attendees.



Relationship Management

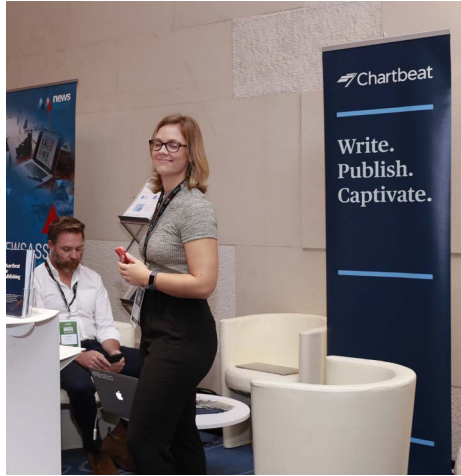
You have secured your clients. Now it is time to nurture those relationships. WNMC.22 offers a great place to meet your clients and ensure they feel valued and engaged. By exhibiting with us you will have a base to meet them face-to-face and have a meaningful conversation.



Networking

With various dedicated tracks, including two major social events, we have something for everyone. Are you looking to recruit new talents? Want to compare notes with your peers and competitors? Join us and meet the industry's most interesting and influential people.

Sponsorship Opportunities:



PLATINUM

Combine your favorite sponsorship opportunities or let us know how you would like to showcase your portfolio. We will then create a personalized offer for you.



NO. OF TICKETS CUSTOMISED

PRICE 50,000 €*

GOLD

Combine your favorite sponsorship opportunities or let us know how you would like to showcase your portfolio. We will then create a personalized offer for you.



NO. OF TICKETS CUSTOMISED

PRICE 25,000 €*

Target Audience

CEOs, Editors-in-Chief, COOs, CMOs, CTOs, Chief Digital Officers, Managing Directors, Publishers, Digital Revenue Strategists, Innovation Managers, Online Product/Project Managers, Heads of Digital Business Units and more.

Sponsorship Opportunities:

Content Sponsors



BREAKFAST

Host your own session or bring a customer to present a case study to the audience in an exclusive environment. Breakfast and Breakout sessions are an integral part of the programme. These sessions should ideally showcase successful and innovative cases from the industry and offer attendees the opportunity to discuss, reflect, and learn from the speakers in a more intimate setting.

- 45-60 minutes session.
- Includes room rental, basic AV and catering (tea, coffee and pastries).
- Your guest(s) will receive 10% off the normal registration price.
- Logo acknowledgment as *Brought to you by* under your session description featured on the event programme.
- Includes all core entitlements.
- 2 Available

Note: The content for these sessions need to be approved by the programme managers. All extra AV or catering requirements will be at your own expense.

NO. OF TICKETS 3 + 1 for speaker

PRICE 10,000 €*

BREAKOUT

Host your own session or bring a customer to present a case study to the audience in an exclusive environment. Breakfast and Breakout sessions are an integral part of the programme. These sessions should ideally showcase successful and innovative cases from the industry and offer attendees the opportunity to discuss, reflect, and learn from the speakers in a more intimate setting.

- 45-60 minutes session.
- Includes room rental and basic AV.
- Your guest(s) will receive 10% off the normal registration price.
- Logo acknowledgment as *Brought to you by* under your session description featured on the event programme.
- Includes all core entitlements.
- 3 Available

Note: The content for these sessions need to be approved by the programme managers. All extra AV or catering requirements will be at your own expense.

NO. OF TICKETS 3 + 1 for speaker

PRICE 10,000 €*

SESSION SPONSOR

Choose a session from the main program that identifies best with your solution.

- Your marketing video (a maximum of 30 seconds) will be played at the beginning of that session.
- Logo acknowledgment as *Sponsored by* under the session description featured on the event programme.
- Includes all core entitlements.

NO. OF TICKETS 2

PRICE 4,000 €*

Sponsorship Opportunities:

Exhibition Sponsors



Pod 3sqm

- 3sqm exhibiting area with basic furnitures and branding.
- Includes all core entitlements.

**Design of this area is pending so the image above may not reflect the final look.

NO. OF TICKETS	2
PRICE	5,000 €*



Stand 9sqm

- 9sqm exhibiting area with basic furnitures and branding.
- Includes all core entitlements.

**Design of this area is pending so the image above may not reflect the final look.

NO. OF TICKETS	4
PRICE	8,000 €*



Stand 15sqm

- 15sqm exhibiting area with basic furnitures and branding.
- Includes all core entitlements.

**Design of this area is pending so the image above may not reflect the final look.

NO. OF TICKETS	5
PRICE	12,000 €*

SPACE ONLY

Book the space you wish and build your own stand. Our official stand builder will discuss the details and costing with you. Contact us to know more!

Includes all core entitlements.

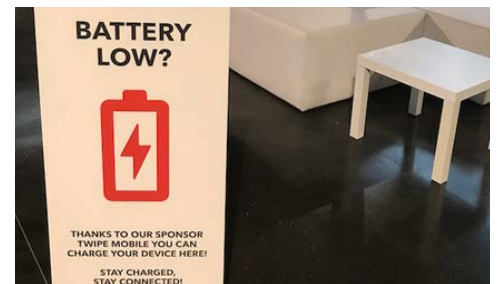
NO. OF TICKETS	TBD
PRICE	€600*/per sqm

CHARGING LOUNGE

An approximately 20sqm area with lounge furnitures and charging equipments in place. Brand the entire area with your corporate identity and have your product incorporated into the lounge. This is an effortless way to increase your visibility.

Includes all the core entitlements.

NO. OF TICKETS	6	PRICE	€15,000*
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Sponsorship Opportunities:

Branding Sponsors



LOGO

- This sponsorship opportunity entails all of the core entitlements.

NO. OF TICKETS	1
PRICE	3,000 €*



BADGES

- Your brand will be prominently visible by having your corporate logo printed on the attendees badge.
- Includes all core entitlements.

NO. OF TICKETS	2
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.
- Includes all core entitlements.

NO. OF TICKETS	3
PRICE	6,000 €*



ECO-FRIENDLY BAGS

- Each attendee will receive an eco-friendly reusable bag that's branded with your corporate identity. Produce the bags with your corporate identity and send them to the event location prior to the start of the conference.
- Includes all core entitlements.

**This sponsorship option includes other sponsors placing their non-paper items in the bag.

NO. OF TICKETS	3
PRICE	6,000 €*

Sponsorship Opportunities:

Branding Sponsors



CONGRESS T-SHIRT

- This annual Congress t-shirt will be branded with your corporate logo alongside the event and WAN-IFRA logo.
- Includes all core entitlements.

NO. OF TICKETS 2

PRICE 4,000 €*



BEVERAGE CART

- Have a fully branded beverage cart strategically located at the venue. Interested in this sponsorship category? Contact us for more information!
- Includes all core entitlements.

NO. OF TICKETS TBD

PRICE ASK US!*



ADD ON: Attendee Bag Item (Non-Paper)

- Up to two non-paper inserts or promotional items (provided by you) will be placed in the attendee eco-friendly bag.
- Includes all core entitlements.

**This opportunity is available subject to the event having a Eco-Friendly Bag sponsor.

NO. OF TICKETS 1

PRICE 2,000 €*



SOCIAL DISTANCING WRISTBANDS

- 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.

- Includes all core entitlements.

NO. OF TICKETS 4

PRICE 4,000 €*

Sponsorship Opportunities:

Digital Sponsors

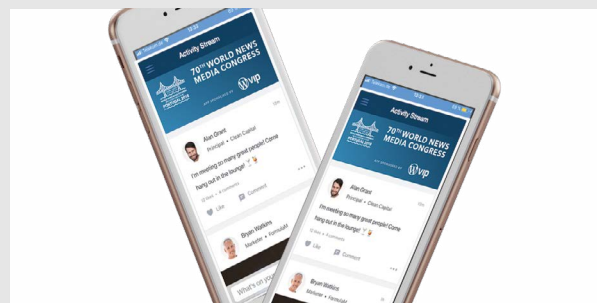


OPENING VIDEO

- Address the attendees by presenting the Congress opening video. All eyes will be on you! Content and length to be decided with the programme managers.
- Includes all core entitlements.

NO. OF TICKETS 3

PRICE 6,000 €*



EXCLUSIVE PRE-EVENT EDM SPONSOR

- One banner ad (to be provided by sponsor) to be featured in all pre-event mailings.
- Includes all core entitlements.

NO. OF TICKETS 3

PRICE 6,000 €*

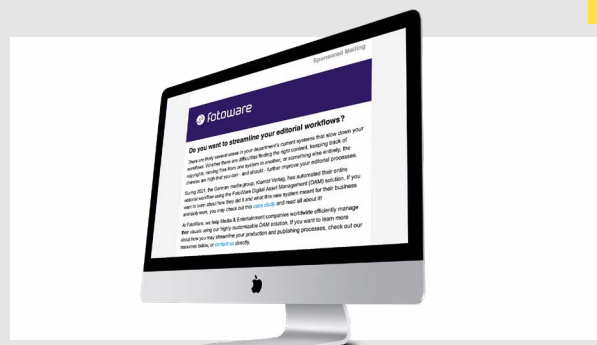


PHOTO BOOTH

- Get your brand involved in a fun and memorable activity by sponsoring our live photo booth during the Congress. This exclusive opportunity allows you to promote your company well beyond our event, as attendees will share it through social media, email and many more. Contact us for more information.
- Includes all core entitlements.

NO. OF TICKETS TBD

PRICE ASK US!



ADD ON: Dedicated Mailing

- This opportunity is only available as an add-on to an existing sponsorship. On your behalf, we will send a dedicated mailing to all the registered attendees after the event. Provide us with your content and we will send it out to them all.
- Only 2 available!
- Includes all core entitlements.

NO. OF TICKETS 2

PRICE 5,000 €*

Sponsorship Opportunities:

Social Events Sponsor



WELCOME RECEPTION



GALA DINNER



HOSTED DINNER AT A RESTAURANT

Host a dinner to a handful of selected attendees at a venue of your choice. Attendees may register for your dinner (when registering for the Congress) and it will be at your discretion to select and finalize the list of attendees you will finally host. Includes all core entitlements.

*Excludes all costs incurred in relation to the dinner itself i.e food, drinks, dinner venue booking, etc.

NO. OF TICKETS

3

PRICE

6,000 €*

CORE ENTITLEMENTS

- Logo placement on all event marketing (online, onsite and print) including Congress website and sponsor's section.
- Logo in pre-conference print and digital campaigns, including Congress information mailings.
- Corporate profile featured on the sponsors page of the Congress website.
- One (1) PowerPoint slide displayed during Congress breaks.
- Attendee List (Name, Company & Job Title) - subject to receiving their consent upon registration.
- Place company marketing material at the venue in a dedicated area for sponsor's materials.

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
Forum Francophone

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

World News Media Congress
Newsroom Summit
CMS Solutions Day

European Printers Summit
World Printers Summit
Indian Printers Summit

Reports

World Press Trends
Reader Revenue – DME22
Takeaways
What's Your Newsletter Strategy?
The Data-Centric Champions

World Press Trends
The Data-Centric Champions

What's Your Newsletter Strategy?
Trends In Newsrooms

World Printers Forum
Distribution As A Profit Centre

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