Media Leaders Summits 2023

Sponsorship Brochure
WAN-IFRAs Media Leaders Summits address the biggest questions facing change-makers and top executives at news publishers around the world.

Our Media Leaders Summits aim to provide insights, trends, and best practices that enable decision makers to reevaluate their business strategies, return to stability, and ultimately, achieve long-term sustainability.

During 2023, we will examine what it takes to maintain the subscribers gained during the pandemic and counter subscription fatigue. In a year where inflation is expected to rise, and consumer behaviour is expected to change, media leaders around the world will gather to tackle these and other challenges.

As a sponsoring partner, you will be part of WAN-IFRA's global network of decision makers and participate in a collective discussion searching for solutions. It is your opportunity as an industry tool provider to directly support decision makers in their transformation.

Target Audience
CEO’s, Publishers, Managing Directors, Editors-in-Chief, CMO’s, Media Leaders, Chief Executives, Senior Managers, Chief Digital Officers, Revenue Managers, Researchers and more.
Conferences Worldwide

1. MIDDLE EASTERN
   13-14 March • Dubai • 150-200 attendees

2. INDIAN
   18-20 July • Virtual • 150-200 attendees

3. LATAM
   20-21 September • tba • 150-200 attendees

Contact us today for all sponsoring possibilities: connect@wan-ifra.org
**Sponsorship Opportunities:**

<table>
<thead>
<tr>
<th>Sponsored Level</th>
<th>Ticket Quantity</th>
<th>Total Amount (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GOLD</strong></td>
<td>10 Tickets</td>
<td>5,000 €*</td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
<td>4 Tickets</td>
<td>3,000 €*</td>
</tr>
<tr>
<td><strong>BRONZE</strong></td>
<td>2 Tickets</td>
<td>1,500 €*</td>
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</tbody>
</table>

*non-members pay an additional 25%*

Applicable to Indian Media Leaders Summit only (Virtual)

- **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.
  - Logo acknowledgment as "Hosted by" under your session description featured on the event programme.
  - Receive attendee contact list including name, job title, company and email address (subject to their agreement upon registration).
  - Corporate profile featured on the Event Website.
  - Company Logo featured on all marketing (website & mailings).

- **SILVER**
  - Your marketing video will be played at the beginning of the session - max 30 sec.
  - Logo acknowledgment as "Sponsored by" under the session description featured on the event programme.
  - Receive attendee contact list including name, job title, company and email address (subject to their agreement upon registration).
  - Corporate profile featured on the Event Website.
  - Company Logo featured on all marketing (website & mailings).

- **BRONZE**
  - Corporate profile featured on the Event Website.
  - Receive attendee contact list including name, job title, company and email address (subject to their agreement upon registration).
  - Company Logo featured on all marketing (website & mailings).

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## 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.

LATAM  |  ASK US!
MIDDLE EAST  |  ASK US!

**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.

LATAM  |  ASK US!
MIDDLE EAST  |  ASK US!

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### BREAKFAST SESSION

Start the day off right for the attendees and host a breakfast session. Showcase your expertise by presenting a case study with a customer to a qualified audience.

- 45 minutes session.
- Includes room rental, basic AV and catering (tea, coffee and pastries).
- Logo acknowledgment as "Hosted by" under your session description featured on the event programme.
- Includes all core entitlements.
- 2 event tickets + 1 extra for speaker.

**Content Sponsors:**

**LATAM** 6,000 €*

**MIDDLE EAST** 4,000 €*

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### BREAKOUT SESSION

Bring a customer and share a case study in this thought leadership track, to high-value decision makers.

- 40 minutes session.
- Includes room rental and basic AV.
- Logo acknowledgment as "Hosted by" under your session description featured on the event programme.
- Includes all core entitlements.
- 2 event tickets + 1 extra for speaker.

**Not available in the Middle East.**

**Limited availability**

**LATAM** 6,000 €*

**MIDDLE EAST** Not Available

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### IN-CONFERENCE

Bring a customer and share a case study in this thought leadership track, to high-value decision makers.

- 30 minutes session which will take place in the main room.
- Provide a relevant, educational topic, with your own expert speaker.
- Includes all core entitlements and 2 event tickets plus an additional 1 for your speaker.

**Limited availability**

**LATAM** 8,000 €*

**MIDDLE EAST** 6,000 €*

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*Note: The content for these sessions need to be approved by the programme managers.*

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Exhibition Sponsors:

TABLE TOP/BOOTH

- Exhibit alongside the event. Stand size depends on the venue. Lunches and coffee breaks will be strategically served in the exhibition area.

- 2 event tickets.

- Includes all core entitlements.

LATAM Table Top Premium 6,000 €*

MIDDLE EAST 4,000 €*

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Branding Sponsors:

**LOGO**
- This sponsorship opportunity entails all of the core entitlements.
- 1 event ticket.

<table>
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<tbody>
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**BADGES**
- Your brand will be prominently visible by having your corporate logo printed on the attendees badge.
- Includes all core entitlements & 2 event tickets.

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**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 & 2 event tickets.

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**BAGS**
- Each attendee will receive a fabric 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 & 2 event tickets.

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Branding Sponsors:

SEAT DROP
- Get noticed by the attendees during the conference! We will distribute your materials on their seats before the conference starts.
- The rate is applicable for each conference day.
- Includes all core entitlements & 2 event tickets.

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COFFEE BREAK
- Be the host of our coffee breaks during the event for one day.
- Logo acknowledgment as Coffee Break "Sponsored by" featured on the event programme. Small branding displays to be placed on the catering tables.
- The sponsor is welcome to place a few roll-ups in the catering area. Includes all core entitlements & 2 event tickets.

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Digital Sponsors:

OPENING VIDEO
- Captivate the audience with sight, sound and motion by providing a short promotional video to be played on the main screen at the opening of the conference.
- Includes all core entitlements & 2 event tickets.

*Content and length to be agreed with the program managers

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</table>

SESSION SPONSOR
- Your marketing video will be featured at the beginning of the session.
- The content of this video should be a maximum of 30 seconds in length.
- Logo acknowledgment as "Sponsored by" under the session description featured on the event programme

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CHARGING LOUNGE
- A dedicated 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 & 2 event tickets.

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<td>ASK US!</td>
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<tr>
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<td>ASK US!</td>
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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.
- 3 available.
- Includes all core entitlements & 2 event tickets.

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Networking Sponsors:

**DRINKS RECEPTION**
- Be the exclusive host at the Drinks Reception. The dates and time of the reception will vary according to the events.
- Customize and brand the location with your corporate identity.
- Includes all core entitlements.

**DIGITAL MEDIA AWARDS**
- Be an active promoter of innovation and be associated with the best. Link your brand to the winning cases of the Publishing Industry.
- Take advantage of a large range of benefits, such as branding the ceremony, the awards, presenting the awards on stage, plus several conference tickets. Contact us to know more!

**CORE ENTITLEMENTS**
- Logo placement on all event marketing (online, onsite and print) including conference website and sponsor’s section.
- Logo in pre-conference print and digital campaigns, including conference information mailings.
- Corporate profile featured on the sponsors page of the conference website.
- One (1) PowerPoint slide displayed during conference 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.

Contact us today for all sponsoring possibilities: connect@wan-ifra.org
WAN-IFRA Connect Portfolio

Build your Brand
- 14 Global Conferences
- Webinars
- Online Advertising
- Trend Reports
- Newsletters Banners
- Marketing Emails
- Sponsored Content
- International Awards
- Ambassador Program
- Directory Listing

Convey your Expertise
- Thought Leader Articles
- Event Speaking
- Opportunities
- Community Specific
- Webinars
- Trend Reports
- Customised Events
- White Paper Collaboration

Enhance your Relationships
- 14 Global Conferences
- Social Events
- Board Dinners
- Board Meetings

Generate Quality leads
- 14 Global Conferences
- Webinars
- Exhibiting Opportunities
- Community Specific
- Webinars
- International Awards
- Targeted Emails
- Speed Meetings
- Customised Events

Products by Community

**DIGITAL REVENUE NETWORK**

<table>
<thead>
<tr>
<th>Conferences</th>
<th>CEOs</th>
<th>EDITORS</th>
<th>PRINT</th>
</tr>
</thead>
<tbody>
<tr>
<td>World News Media Congress</td>
<td>World News Media Congress</td>
<td>World News Media Congress</td>
<td>World Printers Summit</td>
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<tr>
<td>Digital Media</td>
<td>Media Leaders Summit</td>
<td>Newsroom Summit</td>
<td>Indian Printers Summit</td>
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<tr>
<td>India, Africa, Latam, Europe, Middle East, Asia,</td>
<td>Middle Eastern, Latam, Indian</td>
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<tr>
<td>Reports</td>
<td>World Press Trends</td>
<td>World Press Trends</td>
<td>World Printers Forum</td>
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<tr>
<td>Reader Revenue Global</td>
<td>Events: The Revenue</td>
<td>Events: The Revenue</td>
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<tr>
<td>Takeaways</td>
<td>Stream Taking Centre</td>
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<tr>
<td>Native Advertising - Survey &amp; Trends</td>
<td>Stage</td>
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<td>Newsletters</td>
<td>Digital Business</td>
<td>Executive News Service</td>
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<td>Webinars</td>
<td>Leadership &amp; Strategy</td>
<td>World Editors Forum</td>
<td>World Printers Forum</td>
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<tr>
<td>Customised Topics</td>
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