

# Forum Francophone 2023

28 - 29 November, Paris, France

Sponsorship Brochure



World Association  
of News Publishers



## FORUM FRANCOPHONE

**28-29 November • Paris • 80-100 attendees**



The Forum 2023 is dedicated to the optimization of conversion processes from free to paid, the development of the product offer and the prospects of the digital market in a "privacy-by-design" world.

Based on international business cases, the program explores the latest developments in digital content monetization, product and content strategies, and engagement and reader acquisition tactics.

Simultaneous English-French translation is offered to you to take full advantage of exchanges with our panel of international professionals and colleagues.



## Target Audience

CEO, Chief Digital Officer, Chief Marketing Officer, Product Manager, Digital Editor In Chief, Digital Director, Managig Director, Digital Subscriptions Director, Digital Development Director, Customer Marketing Director, Executive Director, Data Controller, Sales Director, Digital Marketing Manager



# 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

ASK US!

PRICE

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.



NO. OF TICKETS

ASK US!

PRICE

ASK US!

## Content Sponsors:



### 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.

1 Available

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

NO. OF TICKETS 2+1 Speaker

PRICE 4,000 €\*

### 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

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

NO. OF TICKETS 2+1 Speaker

PRICE 6,000 €\*

## Exhibition Sponsors:



### TABLE TOP

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

2 Event tickets

4,000 €\*





# Branding Sponsors:



## LOGO

- This sponsorship opportunity entails all of the core entitlements.

1 Event Ticket

2,000 €\*



## BADGES

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

2 Event Tickets

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.

2 Event Tickets

4,000 €\*



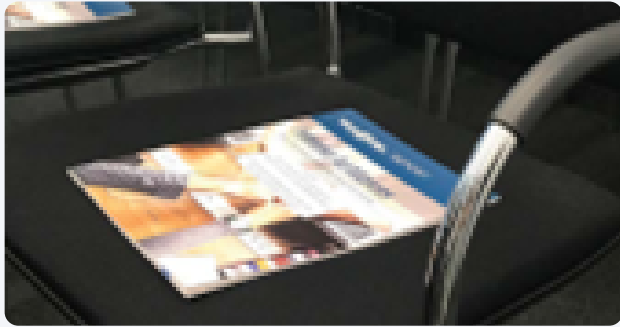
## BAGS

- 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

4,000 €\*

## 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.

1 Event Ticket

2,000 €\*



### 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

4,000 €\*



## 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

2 Event Tickets

4,000 €\*



### 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

4,000 €\*



### 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.
- Includes all core entitlements.

2 Event Tickets

4,000 €\*



### 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

5,000 €\*



## Networking Sponsors:



### HAPPY HOUR

- Be the exclusive host of the event's Happy Hour.
- Customize and brand the location with your corporate identity.
- Includes all core entitlements.

3

Price & Tickets

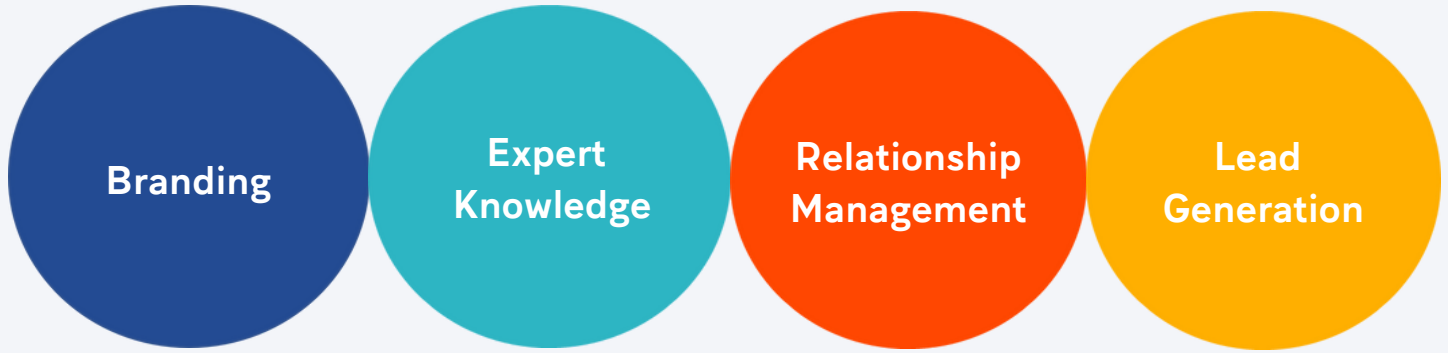
ASK US!



### 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.

# 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

### CEOs

### EDITORS

### PRINT

Conferences	World News Media Congress Digital Media India, Africa, Latam, Europe, Middle East, Asia,	World News Media Congress Media Leaders Summit Middle Eastern, Latam, Indian	World News Media Congress Newsroom Summit	World Printers Summit Indian Printers Summit
Reports	World Press Trends Reader Revenue Global Takeaways Native Advertising - Survey & Trends	World Press Trends Events: The Revenue Stream Taking Centre Stage	Best-Practice in Product Development	World Printers Forum
Newsletters	Digital Business	Executive News Service Leadership & Strategy	Executive News Service World Editors Forum	Executive News Service World Printers Forum
Webinars	Customised Topics	Customised Topics	Customised Topics	Customised Topics