

# Digital Media Conferences 2023

## Sponsorship Brochure



World Association  
of News Publishers



Our Digital Media events have been at the forefront of transformation in the news media industry for over 20 years.

Digital Media Europe, Asia, India, LATAM, Africa & Middle East attract thousands of top level publishers, editors and digital executives on hot topics in the industry.

WAN-IFRA DM Series emphasizes digital revenue topics and depending on the region covers key issues such as digital transformation, diversification of revenue streams, media trends, digital subscription, reader engagement, advertising and media innovation.

It combines local cases with international success stories, features established publishers who have become disruptors in their communities and prioritizes networking and roundtable discussions.

#### Technology Track \*NEW in 2023\*

This new parallel track will offer insights into how supplier companies are redefining and supporting the publishing industry. You can expect insightful case studies from technology companies and/or showcases of content strategy-supporting tools.

We will highlight the value technology offers newsrooms by enabling them to automate and innovate.



## 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.

# Conferences Worldwide



## 1. DIGITAL MEDIA INDIA

15-16 Mar • Delhi • 150-200 attendees

## 4. DIGITAL MEDIA AFRICA

14-15 Sept • Virtual • 250-300 attendees

## 2. DIGITAL MEDIA EUROPE

26-27 Apr • Vienna • 150-200 attendees

## 5. DIGITAL MEDIA ASIA

19-20 • Oct • Singapore • 250-300 attendees

## 3. DIGITAL MEDIA LATAM

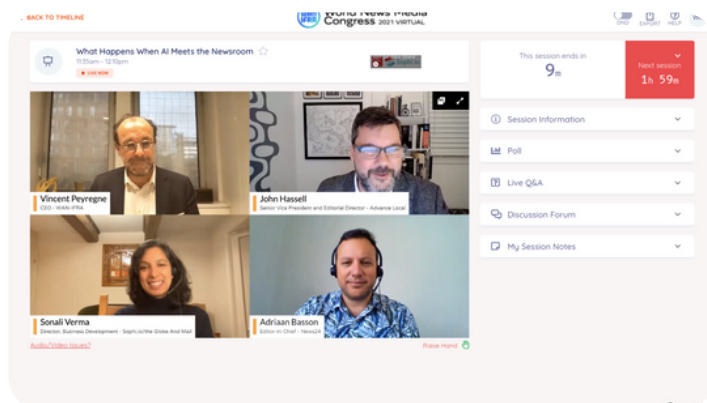
16-18 • May • Mérida • 250-300 attendees

## 6. DIGITAL MEDIA MIDDLE EAST

8-9 • Nov • Riyadh • 400-500 attendees



# Sponsorship Opportunities:



Applicable to Digital Media Africa 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).

10 Tickets

5,000 €\*

## 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).

4 Tickets

3,000 €\*

## BRONZE

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

2 Tickets

1,500 €\*

# 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, EUROPE, ASIA

ASK US!

INDIA

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, EUROPE, ASIA

ASK US!

INDIA

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.  
Excludes food & beverage costs for the session. Catering order must be placed separately at own costs.
- Logo acknowledgment as "Hosted by" under your session description featured on the event programme.
- Includes all core entitlements.
- 2 event tickets + 1 extra for speakers.

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

|                     |           |
|---------------------|-----------|
| LATAM, EUROPE, ASIA | 6,000 €*  |
| INDIA               | 4,000 €*  |
| MIDDLE EAST         | 10,000 €* |



### TECHNOLOGY TRACK PACKAGE

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

- 25 mins session which will take place in a parallel room.
- Provide a relevant, educational topic, with your own expert speaker.
- Logo acknowledgment as "Hosted by" under your session description featured on the event programme.
- Includes all core entitlements.
- 4 event tickets + 1 extra for speakers.

Package includes one (1) Table Top.

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

|                            |          |
|----------------------------|----------|
| LATAM, EUROPE, ASIA        | 8,000 €* |
| INDIA                      | 6,000 €* |
| MIDDLE EAST (Session Only) | 8,000 €* |



## Exhibition Sponsors:



### TABLE TOPS/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 €* <sup>1</sup> |
| EUROPE, ASIA, INDIA      | 4,000 €* <sup>1</sup> |
| MIDDLE EAST (9sqm Booth) | 8,000 €* <sup>1</sup> |

The  
Washington  
Post

“ I am very impressed by the scale and turnout of WAN-IFRA's Digital Media Conferences. Lots of Inquisitive minds and thought-provoking questions.

The WAN-IFRA Staff couldn't have been more helpful and supportive in getting our marketing goals accomplished!



 **viafoura**

# Branding Sponsors:



## LOGO

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

LATAM, EUROPE, ASIA

2,000 €\*

INDIA

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.

LATAM, EUROPE, ASIA

4,000 €\*

INDIA

3,000 €\*



## 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.

LATAM, EUROPE, ASIA

4,000 €\*

INDIA

3,000 €\*



## 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.

LATAM, EUROPE, ASIA

4,000 €\*

INDIA

3,000 €\*



## 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 & 2 event tickets.

LATAM, EUROPE, ASIA 4,000 €\*

INDIA 3,000 €\*



### 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.

LATAM, EUROPE, ASIA 5,000 €\*

INDIA 4,000 €\*



“ WAN-IFRA are very helpful and assistive. I can only recommend working with them.

I've followed the success of WAN-IFRA's Digital Media Conferences worldwide. It is a unique, invaluable forum on global trends in the news industry.



The University of Texas at Austin  
Knight Center for Journalism  
in the Americas  
Moody College of Communication

## 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

LATAM, EUROPE, ASIA

4,000 €\*

INDIA

3,000 €\*



### 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.

LATAM, EUROPE, ASIA

4,000 €\*

INDIA

3,000 €\*



### 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.

LATAM, EUROPE, ASIA

ASK US!

INDIA

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.
- 2 available.
- Includes all core entitlements & 2 event tickets.

LATAM, EUROPE, ASIA

4,000 €\*

INDIA

3,000 €\*



## 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 & 4 event tickets.

LATAM, EUROPE, ASIA

ASK US!

INDIA

ASK US!



### 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!

LATAM, EUROPE, ASIA

ASK US!

INDIA

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

## Branding

### Build your Brand

14 Global Conferences  
Webinars  
Online Advertising  
Trend Reports  
Newsletters 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  
White Paper Collaboration

## Relationship Management

### Enhance your Relationships

14 Global Conferences  
Social Events  
Board Dinners  
Board Meetings

## Lead Generation

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