Newsroom Summit 2023
24 - 25 October 2023, Oslo, Norway
(23 October 2023, Workshop)
Sponsorship Brochure
NEWSROOM SUMMIT

23 October • Oslo • 50 attendees
One day Workshop brings unique opportunity to present and discuss new and in-progress outcomes, as well as experiences and visions.

24-25 October • Oslo • 120-150 attendees
Newsroom Summit is back for a two-day in-person gathering of newsroom strategists. We will discuss and share best practices from today’s newsrooms and address some of the key issues facing transformation.

Target Audience
Editors-in-Chief, Managing Editors, Digital Editors, Video Editors, Social Media Editors, Content Officers, Content Distributors, Mobile Editors, Publishers, General Managers, Senior Managers, Multimedia Editors, Web Assistant Editors, Section Heads, Analytics Managers, Heads of Paid Content and more.

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

<table>
<thead>
<tr>
<th>NO. OF TICKETS</th>
<th>PRICE</th>
<th>ASK US!</th>
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**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.

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*non-members pay an additional 25%

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Content Sponsors:

**WORKSHOP**

Host a Workshop on a relevant topic for editors.

- 1 Hour 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 Available

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

<table>
<thead>
<tr>
<th>NO. OF TICKETS</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRICE</td>
<td>7,000 €*</td>
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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.

1 Available

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<table>
<thead>
<tr>
<th>NO. OF TICKETS</th>
<th>2+1 Speaker</th>
</tr>
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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

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

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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.

**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 €* |

*non-members pay an additional 25%
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 €*

*non-members pay an additional 25%
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 €*

*non-members pay an additional 25%

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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*

| 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.

| 3 Event Tickets | 6,000 €* |

## 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.

**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.

*non-members pay an additional 25%*
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

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<tr>
<th>DIGITAL REVENUE NETWORK</th>
<th>CEOs</th>
<th>EDITORS</th>
<th>PRINT</th>
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<tr>
<td>Conferences</td>
<td>World News Media Congress</td>
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<td>World Printers Summit</td>
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<tr>
<td></td>
<td>Digital Media India, Africa, Latam, Europe, Middle East, Asia,</td>
<td>Media Leaders Summit Middle Eastern, Latam, Indian</td>
<td>Indian Printers Summit</td>
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<tr>
<td>Reports</td>
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<td>Reader Revenue Global</td>
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<td>Newsletters</td>
<td>Digital Business</td>
<td>Executive News Service</td>
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<td>Native Advertising - Survey &amp; Trends</td>
<td>Leadership &amp; Strategy</td>
<td>World Editors Forum</td>
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