

# **DIGITAL MEDIA** | Africa2017

29-30 November 2017 | Nairobi, Kenya

## **SPONSORING OPPORTUNITIES**

| Africa's #1 digital revenue-focused  
conference for the publishing industry

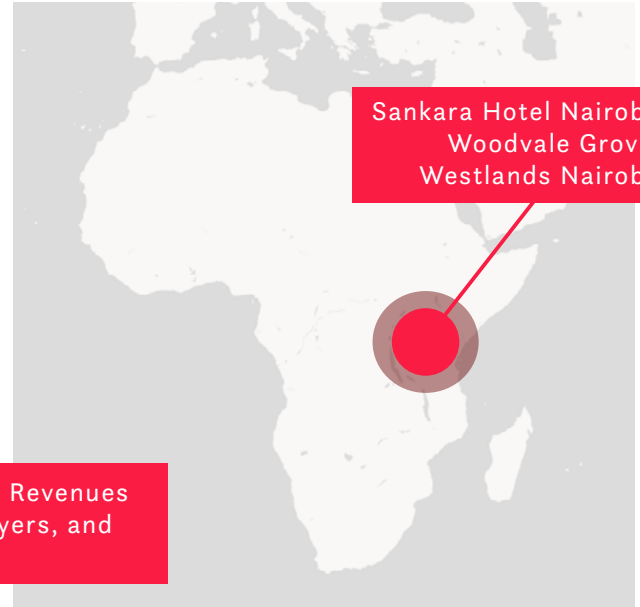


# DIGITAL MEDIA

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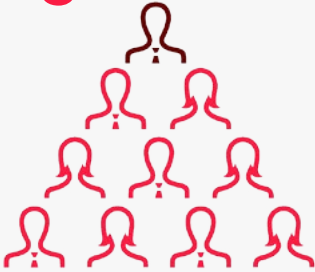
WAN-IFRA supports the digital transformation of the African news industry and some of Africa's leading publishers are advising us in this endeavor. The second edition of Digital Media Africa is coming to Kenya where we are expecting to draw over 200 participants as we did last year in Johannesburg, with an exciting programme and a ceremony to honor the most engaging and innovative products in the region.



## TARGET SECTOR

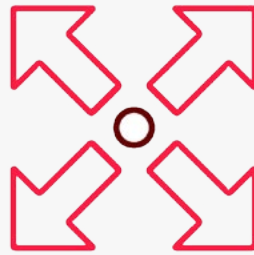
CEOs, Editors-in-Chief, CMOs, Digital Revenues Strategists, Heads of Sales, Media Buyers, and Advertising Agencies

9 out of 10



citizens have cellphones\*

Continuous growth in



mobile news consumption

Increasing engagement



on social platforms

\*South Africa, Kenya, Ghana, and Nigeria

## SPONSORING OPPORTUNITIES

### LOGO SPONSORSHIP

Your company logo on all event marketing materials (print, web, and onsite). Opportunity to distribute company material at the conference (agreement prior to the event required) and one entrance ticket included.

2,000€\*

### STARTUP OFFER

Is your company not yet past its 2nd birthday? This is your chance to meet and mingle with top executives in a startup area at the event. Logo sponsorship and one entrance ticket included.

1,000€\*

CONTACT US TODAY FOR ALL SPONSORING POSSIBILITIES OR TO RESERVE YOUR OPTION!

Tel. +49.69.24.00.63-251 · ralf.ressmann@wan-ifra.org

## SPONSORING OPPORTUNITIES

### COFFEE BREAK

Be the host of our coffee breaks during the event for one day. The sponsorship will be marked on the brochure with your logo. Small display items are included and one roll-up poster is to be provided by the sponsor. This sponsorship is exclusive. Two entrance tickets included.

4,000€\*

### LUCKY DRAW

Offer a lucky draw among the participants. You will be presenting the gift (provided by sponsor) to the lucky draw winner on stage. Logo Sponsorship and three entrance tickets included.

5,000€\*

### OPENING VIDEO

Address all the delegates by presenting the conference opening video. Content and duration have to be decided in cooperation with the event manager. Two entrance tickets included.

4,000€\*

### TABLE TOP

The chance to exhibit your products and services alongside the event. Stand size depending on the venue. Two entrance tickets included.

5,000€\*

4,000€\*

### BADGES/ LANYARDS

Your company's badges/bags/ lanyards will be handed out to all visitors at the registration desk. Each of this sponsorship is exclusive. Production of lanyards is to be provided by the sponsor. Three entrance tickets included.

1,000€\*

### APP: GET UNIQUE RECOGNITION

- Your logo on the loading screen (640 x 240 pixel)
- Your logo on the banner above the timeline (240 x 240 pixel), 1 push notification, and 1 sponsored content posts ensure that you will be seen and heard
- Includes one entry ticket
- Your company logo will be displayed on our website, print material, in our app and on our logo wall on-site.

### HAPPY HOUR

Are you ready to party? Be the exclusive sponsor at the Happy Hour! Company logo on all event related marketing materials and five entrance tickets included. On-site branding opportunities to be discussed.

7,500€\*

### GOLD SPONSOR

Be recognized as gold sponsor on all marketing and communication materials. This sponsorship is tailored to your needs. Details to be discussed and agreed upon between the sponsor and the event manager. Logo Sponsorship and eight entrance tickets included.

10,000€\*

\* non-members pay an additional 25 %

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## Do You Want To Be Part Of The **DIGITAL MEDIA** Africa Programme?

### **BREAKFAST / BREAKOUT SESSIONS**



Bring a customer to present a success case study to the audience in an exclusive environment. Breakfast and breakout sessions are parallel tracks and are an integral part of the programme.

These sessions showcase best success and innovation cases from the region and the industry and offer attendees the opportunity to discuss, reflect, and interact with the speakers in a more intimate setting.

#### **Price:**

**6000 €** (Members)

**7500 €** (Non-members)

#### **Breakfast and breakout sessions include:**

- Room hiring (45 min) for an exclusive audience (40-60 pers.)
- Logo sponsoring: Your company logo on all marketing material (print, web, and onsite). Opportunity to distribute company material at the conference
- Four entrance ticket
- We will announce the session as part of the conference programme
- We will advertise your session in one marketing newsletter (together with the other breakout/ breakfast sessions)

#### **Please note:**

- Food, beverages and AV are not included
- Breakfast sessions do not require a customer presentation
- All content at the breakfast/breakout sessions must be approved by the programme manager.

\* non-members pay an additional 25 %

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## SPONSORING OPPORTUNITIES

### Fill in the sponsoring form and send it to:

WAN-IFRA · Rotfeder-Ring 11 60327 Frankfurt a.M. · Germany · Phone +49.692400630 · virginia.melero@wan-ifra.org

Name

Surname

Company

Position

Address

Post code, City

Country

Email

Telephone

Fax

WAN-IFRA Member  Yes  No

### Sponsoring opportunities

Gold Sponsor

Demo Session

Exhibition Stand

Lanyards / Bags / Badges

Lucky Draw

Catering

Welcome cocktail  Coffee breaks  Lunch

Logo Sponsor

Water bottle

Payments should meet upon invoice reception and never later than 3 weeks before the event

Signature and stamp

By signing I accept WAN-IFRA Sponsoring opportunities conditions

### Payment methods (please select one)

Payment upon invoice reception.

By card

American Express  Visa  Euro-/MasterCard  Diners

Card Number

Expiry date  CCV

Full name printed in the card

Signature and stamp

Please send the invoice to the following address

Name

Surname

Company

Position

Address

Post code

Country