

**DIGITAL  
MEDIA** | Europe2018

# SPONSORING OPPORTUNITIES

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The leading digital revenues event of the European news industry

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[DME.WAN-IFRA.ORG](http://DME.WAN-IFRA.ORG)

## WHEN?

10-11 April, 2018

## WHERE?

JP/Politikens Hus  
Copenhagen, Denmark



## WHAT'S ON THIS YEAR?

Four themes will define DME2018:

- 1 Digital reader revenue**
- 2 Innovation culture**
- 3 (Social) Platform monetisation strategies**
- 4 Pricing premium –  
beating the digital ad crisis**

## WHO ATTENDS?

Digital Media Europe is expected to draw more than 300 international senior publishing executives: CEOs; Editors-in-Chief; CMOs; Digital Revenues Strategists; Heads of Sales, Media Buyers and Advertising Agencies.

## OUR DIGITAL MEDIA SERIES

Our Digital Media events have been at the forefront of transformation in the news media industry for over 20 years. Digital Media Europe (DME), Asia (DMA), India (DMI) and LATAM (DML) attract thousands of top level publishers, editors and digital executives on hot topics in the industry.

Each conference will also hold the Digital Media Awards ceremony for their region where the most engaging, innovative products and platforms are recognised.

## ABOUT WAN-IFRA

The World Association of Newspapers and News Publishers, or WAN-IFRA, is the global organisation of the world's press, representing more than 18,000 publications, 15,000 online sites and over 3,000 companies in more than 120 countries.

The organisation serves as a world-wide platform for the exchange of ideas, information and experiences. Our mission is "to be the indispensable partner of newspapers and the entire news publishing industry worldwide, particularly our members, in the defence and promotion of press freedom, quality journalism and editorial integrity and the development of prosperous businesses and technology."

## SPONSORING OPPORTUNITIES

<b>APP</b>	Your logo on the loading screen (640 x 240 pixel) and on banner above the time-line (240 x 240 pixel), 1 push notification and 1 sponsored content posts ensure that you will be seen and heard. Your logo will be displayed on our website, print material, in our app and on our liege wall-on-site. 1 entrance ticket included.	<b>3,000 €* 23,000 DKK</b>
<b>LOGO</b>	Your company logo on all event marketing materials (print, web, and on-site). Opportunity to distribute company material at the conference (agreement prior to the event required). 1 entrance ticket included.	<b>2,000 €* 15,000 DKK</b>
<b>COFFEE BREAK</b>	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. 1 entrance ticket included.	<b>3,000 €* 23,000 DKK</b>
<b>WATER BOTTLES</b>	Your brand will be visible to all those thirsty participants. Production and shipping are the responsibility of the sponsor. 1 entrance ticket included.	<b>3,000 €* 23,000 DKK</b>
<b>LUCKY DRAW</b>	Offer a lucky draw among the participants. You will be presenting the gift (provided by sponsor) to the lucky draw winner on stage. 1 entrance ticket included.	<b>3,000 €* 23,000 DKK</b>
<b>OPENING VIDEO</b>	Address all the delegates by presenting the conference opening video. Content and duration have to be decided in cooperation with the event manager. 1 entrance ticket included.	<b>3,000 €* 23,000 DKK</b>
<b>TABLE TOP</b>	The chance to exhibit your products and services alongside the event. Stand size depending on venue. 2 entrance tickets included.	<b>4,000 €* 30,000 DKK</b>
<b>BADGES/ BAGS/ LANYARDS</b>	Your company's badges/bags/lanyards will be handed out to all visitors at the registration desk. Each of this sponsorship is exclusive. Bags and lanyards production to be provided by the sponsor. 2 entrance tickets included.	<b>4,000 €* 30,000 DKK</b>
<b>HAPPY HOUR</b>	Are you ready to party? Be the exclusive sponsor at the Happy Hour! Drinks and venue are the responsibility of the sponsor. Company logo on all event related marketing materials and 2 entrance tickets included. On-site branding opportunities to be discussed.	<b>5,000 €* 37,000 DKK</b>
<b>GOLD SPONSOR</b>	Be recognised 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 2 entrance tickets included.	<b>10,000 €* 75,000 DKK</b>

\* non-members pay an additional 25 %

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

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## BREAKFAST/BREAKOUT SESSIONS

Bring a customer to present a success case study to the audience in an exclusive environment. Breakfast and breakout sessions 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.

### **BREAKFAST SESSION:**

- 11 April (8:30 – 9:15). In main conference hall or adjacent room (45 min).
- This session does not require a customer presentation, but highly recommended.

### **BREAKOUT SESSION:**

- 10th or 11th April. Session to take place in adjacent room (45 min).
- This session does not require a customer presentation, but highly recommended.

### **IN CONFERENCE ROOM SESSION:**

- 10th or 11th April. Session to take place in conference room (20 min).
- This session requires a customer presentation (case study), to be agreed by conference producer.

### **All sessions include:**

- Logo sponsoring: Your company logo on all marketing material (print, web, and onsite)
- Opportunity to distribute company material at the conference
- 2 entrance tickets
- We will announce the session as part of the conference programme
- We will advertise your session in 1 marketing newsletter (together with the other sessions)

### **BREAKFAST/BREAKOUT SESSION PRICE:**

5,000 EUR / 37,000 DKK  
(WAN-IFRA members\*)

### **IN CONFERENCE ROOM SESSION PRICE:**

6,000 EUR / 45,000 DKK  
(WAN-IFRA members\*)

\* non-members pay an additional 25 %

### **Please note:**

- Food & beverages are not included
- All content at the breakfast/breakout sessions must be approved by the programme manager