SPONSORING OPPORTUNITIES
The leading digital revenues event of the European news industry
WHEN
1-2 April, 2019

WHERE
Aula der Wissenschaften
Vienna, Austria

WHAT’S ON THIS YEAR?
We promise more interaction than ever before - with panels, parallel workshops and head-to-head discussions to help you discover best practice for growing digital revenue.

WHAT WILL DEFINE DME19
1. Battle for Engagement: Building Digital Subscriptions
2. New Ad Experiences for Loyal Users

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), LATAM (DML), North America (DMNA) and Africa (DMAf) attract thousands of top level publishers, editors and digital executives on hot topics in the industry.

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.”
Each conference will also hold the Digital Media Awards ceremony for their region where the most engaging, innovative products and platforms are recognised.
INTERESTED IN SPONSORING? CONTACT: MARIA.BELEM@WAN-IFRA.ORG

SPONSORING OPPORTUNITIES

BRANDING

LOGO

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.

€ 2,000*

WATER BOTTLES

Your brand will be visible to all those thirsty participants. Production and shipping are the responsibility of the sponsor. 1 entrance ticket included.

€ 3,000*

COFFEE BREAK

Be the host of our coffee breaks during the event for one day. The sponsorship will be marked on the programme 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.

€ 3,000*

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. 1 entrance ticket included.

€ 3,000*

* non-members pay an additional 25 %
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. 1 entrance ticket included.

€ 3,000*

HAPPY HOUR
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 3 entrance tickets included. On-site branding opportunities to be discussed.

€ 6,000*

BADGES, BAGS & LANYARDS
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 to be provided by the sponsor. 2 entrance tickets included.

€ 4,000*

GOLD SPONSOR
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.

€ 12,000*

* non-members pay an additional 25 %

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DIGITAL OPPORTUNITIES

APP
€ 4,000*
Your logo on the loading screen (640 x 240 pixel) and on banner above the timeline (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 logo wall-on-site. 2 entrance tickets included.

MAILING
€ 4,000*
This option is only available to companies that already invested at least 3,000 in sponsorship. Your opportunity for pre or post event mailing to all conference delegates. On your behalf, WAN-IFRA will send your personalized message to all registered participants. Only 2 available. 2 entrance tickets included.

EXHIBITING OPPORTUNITIES

TABLE TOPS
€ 4,000*
The chance to exhibit your products and services alongside the event. Stand size depending on venue. 2 entrance tickets included.
Lunches and coffee breaks will be strategically served in the exhibition area, guaranteeing you a high level of delegate traffic.
Free entry to the Speed Dating Session.

CHARGING LOUNGE
€ 4,000*
There is no question that attendees rely heavily on their mobile devices. A low battery has attendees looking for a charge. Charge up your branding and connect with conference attendees by sponsoring the DME19 Charging Lounge. 2 entrance tickets included. Free entry to the Speed Dating Session.

SPEED DATING
All DME19 exhibitors will be given a free seat at our first DME Speed Dating Session that will take place during the lunch of Day 1 (April 1st). Limited to 10 places only, this will be a fast and simple way for vendors to meet with publishers, in a fun and casual environment. Give your 3 min elevator pitch to 10 different publishers and exchange business cards before moving onto the next round. You never know - you might find a lifetime business partner!**

** Places at the speed dating session are not for sale. They are offered exclusively to companies that book a Table Top, to a maximum of 10 exhibitors. One place per company, multiple seats will not be offered to the same company.

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CONTENT OPPORTUNITIES

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**
- 2nd April (8:30 – 9:15). In main conference hall or adjacent room (45 min).
- **3 tickets included**
- This session does not require a customer presentation, but is highly recommended.
- 1 available
- €6,000*

**BREAKOUT SESSION**
- 1st or 2nd April. Session to take place in adjacent room (45 min).
- **3 tickets included**
- This session does not require a customer presentation, but is highly recommended.
- 2 available
- €6,000*

**IN-CONFERENCE SES.**
- 1st or 2nd April. Session to take place in conference room (20 min).
- **4 tickets included**
- This session requires a customer presentation (case study), to be agreed by conference producer.
- 3 available
- €8,000*

Add On: for an extra €3,000 add a Table Top and an exclusive free seat at the Speed Dating Table!!

All sessions include:
- Logo sponsoring: Your company logo on all marketing material (print, web, and onsite)
- Opportunity to distribute company material at the conference
- Your speaker receives a free invitation (limited to 1)
- We will announce the session as part of the conference programme

Please note:
- Breakfast session food & beverages are not included
- All content at the breakfast/breakout sessions must be approved by the programme manager
- AV included
- WAN-IFRA reserves the right to change the timing of the sessions whenever unforeseen circumstances of a quality programme require changes to be made.

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AWARD OPPORTUNITIES

WAN-IFRA’s DIGITAL MEDIA AWARDS is the only truly global awards program that recognizes publishers who create ground-breaking digital products that engage readers while helping the bottomline.

Launched in 2010 in Asia and over the years, WAN-IFRA’s Digital Media Awards Series has become the most comprehensive media awards program in the world.

At DME19, we will once again recognize publishers who have adopted digital media and mobile strategies as part of their total product offering to meet the major changes in how people consume news and information today. Chosen by an independent jury, the European results will be revealed at the conference.

EXCLUSIVE AWARDS CEREMONY SPONSOR

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!

INDIVIDUAL AWARDS CATEGORY SPONSOR

Looking into sponsoring 1 or several categories only? Get in touch and we can tell you how!

Find out more about our categories here: https://events.wan-ifra.org/events/european-digital-media-awards-2018

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