Media Leaders Summits 2021 (Virtual)

Sponsorship Brochure

World Association of News Publishers
By becoming a sponsoring partner you will join WAN-IFRA’s global network of decision makers, and become part of a collective discussion seeking solutions. As an industry tool provider you can have a direct impact in supporting the industry in its transformation journey.

WAN-IFRAs Media Leaders Summits address the biggest questions facing change-makers and top executives at news publishers around the world.

The news media industry is going through a seismic shift, trying to cope with disruptions to its traditional business models. The pandemic has exposed the vulnerabilities of relying primarily on advertising revenue, proving that those who pivoted to audience centric approach with unique and value added content, were rewarded with an increase in digital revenues.

The goal of the Media Leaders Summits is to provide insights, trends and best practices that allow decision makers to re-evaluate business strategies, return to stability and ultimately, achieve long-term sustainability for their news organisations.

Target Audience

CEO’s, Publishers, Managing Directors, Editors-in-Chief, CMO’s, Media Leaders, Chief Executives, Senior Managers, Chief Digital Officers, Revenue Managers, Researchers and more.
Media Leaders Summits

Events Worldwide

1. APAC
07-08 Apr • Virtual • 350 - 400 attendees

2. LATAM
11-12 May • Virtual • 350 - 400 attendees

3. MIDDLE EASTERN
19-20 May • Virtual • 250 - 300 attendees

4. FRANCOPHONE
tbc May • Virtual • 150 - 200 attendees

5. INDIAN
28-29 Jun • Virtual • 350 - 400 attendees

6. SPANISH
tbc Dec • Madrid • 150 - 200 attendees

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

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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.

Connect with attendees on the Meeting Hub throughout the conference duration.

Receive attendee contact list including name, job title, company and email address (subject to their agreement upon registration).

Be featured on the “Meet the Sponsors” mailing where we introduce you alongside other sponsors to the attendees.

Corporate profile featured on the Event Website.

Be featured at the Virtual Exhibition where attendees can view and download your company materials (Videos and PDFs) throughout the conference duration.

One demo session (of up to 10 minutes) as part of the main program. Limited to the first 10 confirmed sponsors.

Be featured on the rotating banner on the top of the event feed.

Company Logo featured on all marketing (website & mailings).

Complimentary ten (10) event tickets to share with your staff and clients.

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**PLATINUM**

Be recognised as the Platinum Sponsor on all marketing and communications. This sponsorship is tailored to your needs. Combine your favorite sponsorship opportunities or let us know how you want to showcase your brand and we can customize the options for you.

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**GOLD**

5,000 €*

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*non-members pay an additional 25%
Sponsorship Opportunities

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Your marketing video will be played at the beginning of the session - max 30 sec.
-------------------------------------------
Logo acknowledgement as “Brought to you by” within the specific session featured on the event programme.
-------------------------------------------
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-------------------------------------------
Be featured on the rotating banner on the top of the event feed.
Company Logo featured on all marketing (website & mailings).
-------------------------------------------
Complimentary four (4) event tickets to share with your staff and clients.

SILVER

3,000 €*

BRONZE

Corporate profile featured on the Event Website.
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Connect with attendees on the Meeting Hub throughout the conference duration.
-------------------------------------------
Receive attendee contact list including name, title, company (subject to their agreement upon registration).
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Be featured on the “Meet the Sponsors” mailing where we introduce you alongside other sponsors to the attendees.
-------------------------------------------
Be featured on the rotating banner on the top of the event feed.
Company Logo featured on all marketing (website & mailings).
-------------------------------------------
Complimentary two (2) event tickets to share with your staff and clients.

1,500 €*

*non-members pay an additional 25%
WAN-IFRA Connect Portfolio

**BRANDING**
- Build your Brand
- 16 Global Conferences
- Webinars
- Online Advertising
- Trend Reports
- Newsletter 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
- Whitepaper Collaboration

**RELATIONSHIP MANAGEMENT**
- Enhance your Relationships
- 16 Global Conferences
- Social Events
- Board Dinners
- Board Meetings

**LEAD GENERATION**
- Generate Quality Leads
- 16 Global Conferences
- Webinars
- Exhibiting Opportunities
- Community Specific Webinars
- International Awards
- Targeted Emails
- Speed Meetings
- Customised Events

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**Products by Community**

<table>
<thead>
<tr>
<th>DIGITAL REVENUE NETWORK</th>
<th>CEOs</th>
<th>EDITORS</th>
<th>PRINT</th>
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<tbody>
<tr>
<td>Conferences</td>
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</table>
- World News Media Congress
- Digital Media
- Media Leaders Summit
- APAC, Middle Eastern, LATAM, Francophone, Indian, Spanish
| World News Media Congress
- Newsroom Summit |
| World News Media Congress |
| World Media Trends Outlook |
| Trends in Newsrooms Series |
| The Newsroom Barometer |
| The Tools & Trends in Content Management Systems |
| World Printers Forum Outlook |
| World Printers Summit |
| Indian Printers Summit |
| Reports |
- The Tools & Trends in Content Management Systems
- Reader Revenue |
- Executive News Service
- Leadership & Strategy |
- Executive News Service
- World Editors Forum |
| Executive News Service |
| World Printers Forum |
| Newsletters |
- Digital Business |
- Customized Topics |
- Customized Topics |
- Customized Topics |
| Webinars |
- Customized Topics |
- Customized Topics |
- Customized Topics |
- Customized Topics |
| Directory |
- Technology Guide & Directory |
- Technology Guide & Directory |
- Technology Guide & Directory |
- Technology Guide & Directory |

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WAN-IFRA Connect