72nd World News Media Congress
28-30 September 2021, Taipei, Taiwan

Sponsorship Brochure
Since 1948, the World News Media Congress is the most important annual gathering of news media leaders. Over three days, the Congress and Forums address the business, journalism, policy and freedom issues facing the industry. A Gala Dinner and a reception offer unmatched networking opportunities for delegates, speakers and partnering technology entrepreneurs. WNMC 2021 will see a renewed offering via:

**Golden Pen of Freedom Award**, an annual award made by WAN-IFRA to recognise the outstanding action, in writing or deed, of an individual, a group or an institution in the cause of press freedom. The 2020 laureate is Jineth Bedoya Lima from Columbia.

**World Media Leaders Summit**, a stream for publishers, owners, CEOs and all those invested in building sustainable news organisations.

**The World Editors Summit**, for editors, editorial managers and journalists who put journalism and its freedoms first when leading their newsrooms through challenging times.

**World News Day**, aims to raise awareness of the critical role that journalists play in providing credible and reliable news in the rapidly changing world.

**Women in News Summit**, an invigorating gathering to support WAN-IFRA’s sector-leading initiative to increase women’s leadership and voices in news.

**Digital Media Awards Worldwide**, the news media industry’s only truly global digital media competition. The 2021 winners will come from the winners of our 2020 regional Digital Media Awards.
Attendees at a Glance

- **10%** North America
- **20%** Europe
- **45%** Asia
- **5%** South America
- **15%** Africa

Target Audience

CEOs, Editors-in-Chief, COOs, CMOs, CTOs, Chief Digital Officers, Managing Directors, Publishers, Digital Revenue Strategists, Innovation Managers, Online Product/Project Managers, Heads of Digital Business Units and more.

Average of 800+ participants from 80+ countries, 70+ international speakers, 700+ companies

Snapshot of companies at WNMC in the past

- Reuters
- Axel Springer
- Luxemburger Wort
- DMG Media
- Süddeutsche Zeitung
- Bloomberg
- The Washington Post
- BBC
- Telegraph Media Group
- Azernews
- The Irish Times
- The New York Times
- Al Jazeera
- JPI Politiken/Hus
- Toronto Star
- Daily Nation
- Schibsted
- Le Télégramme
- Media Prima
- O Globo
- SPH
- Anp
- The Globe and Mail
- El Universal
- Nation
- The Economist
- Independent News & Media PLC
- Caxton
- DN Media
- Inquirer
- The Star
- Mitt Media
- Fairfax Media

Contact us today for all sponsoring possibilities: connect@wan-ifra.org
Become a WNMC.21 Sponsor and engage with the world-leading media companies

The 72nd World News Media Congress (WNMC.21) offers a unique gathering of chief editors, publishers and CEOs looking for answers and solutions to their challenges. They want to know what to do next.

As a sponsor and expert in your field, you can become part of that answer.

Brand Awareness

We bring together 800+ participants, from 80+ countries, 70+ international speakers, 700+ companies. This is your opportunity to connect your brand with a global, diverse and elite community.

Lead Generation

You will be joined by hundreds of your global peers at the Congress. Many of the attendees have key roles in shaping the future of their organisations by selecting their best potential business partners. You might meet your next business partner right here at the WNMC.21 in Taipei.

Thought Leadership

Do you have the perfect case study to share? A new product to launch? Perhaps you would like to position your company at the front and centre of a key industry issue. Host one of our Breakout / Breakfast sessions and lead a discussion on a current topic that resonates with the attendees.

Relationship Management

You have secured your clients. Now it is time to nurture those relationships. WNMC.21 offers a great place to meet your clients and ensure they feel valued and engaged. By exhibiting with us you will have a base to meet them face-to-face and have a meaningful conversation.

Networking

With various dedicated tracks, including two major social events, we have something for everyone. Are you looking to recruit new talents? Want to compare notes with your peers and competitors? Join us and meet the industry’s most interesting and influential people.

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.

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<tr>
<th>NO. OF TICKETS</th>
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<tr>
<td>PRICE</td>
<td>50,000 €*</td>
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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%
**Sponsorship Opportunities:**

**Content Sponsors**

**BREAKFAST**

Host your own session or bring a customer to present a case study to the audience in an exclusive environment. Breakfast and Breakout sessions are an integral part of the programme. These sessions should ideally showcase successful and innovative cases from the industry and offer attendees the opportunity to discuss, reflect, and learn from the speakers in a more intimate setting.

- 45-60 minutes session.
- Includes room rental, basic AV and catering (tea, coffee and pastries).
- Your breakfast session will be promoted in one marketing newsletter before the Congress (together with the other breakfast/breakout sessions).
- Your guest(s) will receive 10% off the normal registration price.
- Includes all core entitlements.
- 2 Available

Note: The content for these sessions need to be approved by the programme managers. All extra AV or catering requirements will be at your own expense.

**NO. OF TICKETS** | **PRICE**
--- | ---
3 + 1 for speaker | 10,000 €*

**BREAKOUT**

Host your own session or bring a customer to present a case study to the audience in an exclusive environment. Breakfast and Breakout sessions are an integral part of the programme. These sessions should ideally showcase successful and innovative cases from the industry and offer attendees the opportunity to discuss, reflect, and learn from the speakers in a more intimate setting.

- 45-60 minutes session.
- Includes room rental and basic AV.
- Your breakout session will be promoted in one marketing newsletter before the Congress (together with the other breakfast/breakout sessions).
- Your guest(s) will receive 10% off the normal registration price.
- Includes all core entitlements.
- 3 Available

Note: The content for these sessions need to be approved by the programme managers. All extra AV or catering requirements will be at your own expense.

**NO. OF TICKETS** | **PRICE**
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3 + 1 for speaker | 10,000 €*

**SESSION SPONSOR**

Choose a session from the main program that identifies best with your solution.

- Your marketing video (a maximum of 30 seconds) will be played at the beginning of that session.
- Logo acknowledgement as “Brought to you by” within that specific session will be featured on the event program.
- Includes all core entitlements.

**NO. OF TICKETS** | **PRICE**
--- | ---
2 | 4,000 €*

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Sponsorship Opportunities:

Exhibition Sponsors

- **Pod 3sqm**
  - You will have a 3sqm exhibiting area with basic furniture and branding and entry into the sought-after *Speed Meeting Session*.
  - Includes all core entitlements.
  - **Design of this area is pending so the image above may not reflect the final look.**
  - **NO. OF TICKETS** 2
  - **PRICE** €5,000*

- **Stand 9sqm**
  - You will have a 9sqm exhibiting area with basic furniture and branding and entry into the sought-after *Speed Meeting Session*.
  - Includes all core entitlements.
  - **Design of this area is pending so the image above may not reflect the final look.**
  - **NO. OF TICKETS** 4
  - **PRICE** €8,000*

- **Stand 15sqm**
  - You will have a 15sqm exhibiting area with basic furniture and branding and entry into the sought-after *Speed Meeting Session*.
  - Includes all core entitlements.
  - **Design of this area is pending so the image above may not reflect the final look.**
  - **NO. OF TICKETS** 5
  - **PRICE** €12,000*

**SPACE ONLY**

Book the space you wish and build your own stand. Our official stand builder will discuss the details and costing with you. Contact us to know more! Includes entry into the sought-after *Speed Meeting Session*. Includes all core entitlements.

- Pod 3sqm
  - **NO. OF TICKETS** 2
  - **PRICE** €5,000*

- Stand 9sqm
  - **NO. OF TICKETS** 4
  - **PRICE** €8,000*

- Stand 15sqm
  - **NO. OF TICKETS** 5
  - **PRICE** €12,000*

**CHARGING LOUNGE**

You will have a approximately 20sqm area with lounge furniture 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 entry into the sought-after *Speed Meeting Session*. Includes all core entitlements.

- **NO. OF TICKETS** 6
  - **PRICE** €15,000*

**SPEED MEETING**

*Available on a first-come-first-serve basis. The first 10 Exhibitors will be given a free seat at the Speed Meeting session that will take place during a lunch break. Limited to 10 places, this will be a fast and simple way for vendors to meet with publishers, in a fun and casual environment. Give your 4 mins elevator pitch to 10 different publishers and exchange business cards before moving onto the next round. You’ll never know - you might find your next business partner there!*

*Places at the Speed Meeting session are not for sale. They are offered exclusively to companies that book an exhibiting opportunity. One place per company, multiple seats will not be offered to the same company.*

**NO. OF TICKETS** TBD

**PRICE** €600*/per sqm

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

#### LOGO
- This sponsorship opportunity entails all of the core entitlements.

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#### BADGES
- Your brand will be prominently visible by having your corporate logo printed on the attendees badge.
- Includes all core entitlements.

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#### 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.

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#### ECO-FRIENDLY BAGS
- Each attendee will receive an eco-friendly 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.

**This sponsorship option includes other sponsors placing their non-paper items in the bag.**

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

## Sponsorship Opportunities: Branding Sponsors

### CONGRESS T-SHIRT
- This annual Congress t-shirt will be branded with your corporate logo alongside the event and WAN-IFRA logo.
- Includes all core entitlements.

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### BEVERAGE CART
- Have a fully branded beverage cart strategically located at the venue. Interested in this sponsorship category? Contact us for more information!
- Includes all core entitlements.

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### ADD ON: Attendee Bag Item (Non-Paper)
- Up to two non-paper inserts or promotional items (provided by you) will be placed in the attendee eco-friendly bag.
- Includes all core entitlements.

**This opportunity is available subject to the event having a Eco-Friendly Bag sponsor.**

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Sponsorship Opportunities:
Digital Sponsors

**OPENING VIDEO**
- Address the attendees by presenting the Congress opening video. All eyes will be on you! Content and length to be decided with the programme managers.
- Includes all core entitlements.

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**EVENT APP**
- Get maximum exposure with this exclusive sponsorship!
- Contact us for more information.
- Includes all core entitlements.

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**PHOTO BOOTH**
- Get your brand involved in a fun and memorable activity by sponsoring our live photo booth during the Congress. This exclusive opportunity allows you to promote your company well beyond our event, as attendees will share it through social media, email and many more. Contact us for more information.
- Includes all core entitlements.

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**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.
- Only 2 available!
- Includes all core entitlements.

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Sponsorship Opportunities:
Social Events Sponsor

WELCOME RECEPTION

GALA DINNER

CORE ENTITLEMENTS

- Logo placement on all event marketing (online, onsite and print) including Congress website and sponsor’s section
- Logo in pre-conference print and digital campaigns, including congress information mailings
- Corporate profile featured on the sponsors page of the congress website
- Featured in the pre-congress “Meet the Sponsors” mailing
- One (1) PowerPoint slide displayed during congress 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%

HOSTED DINNER AT A RESTAURANT

Host a dinner to a handful of selected attendees at a venue of your choice. Attendees may register for your dinner (when registering for the Congress) and it will be at your discretion to select and finalize the list of attendees you will finally host. Includes all core entitlements.

*Excludes all costs incurred in relation to the dinner itself i.e food, drinks, dinner venue booking, etc.

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## 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

### Products by Community

#### Digital Revenue Network

<table>
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<tr>
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<tbody>
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<td>Digital Media</td>
<td>Reader Revenue</td>
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#### CEOs

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#### Print

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