Digital Media Conferences 2021

Sponsorship Brochure

Digital Media Middle East & Middle Eastern Digital Media Awards
24-25 Nov 2021 • Riyadh

Digital Media Europe & European Digital Media Awards
09-10 Nov 2021 • Vienna

Digital Media Africa & African Digital Media Awards
04-05 May 2021 • Virtual

Digital Media Asia & Asian Digital Media Awards
01-03 Dec 2021 • Hong Kong

Digital Media LATAM & LATAM Digital Media Awards
2-4 Nov 2021 • Mexico City

Digital Media India & Indian Digital Media Awards
02-04 Mar 2021 • Virtual

World Association of News Publishers
WAN-IFRA DM Series emphasizes digital revenue topics and depending on the region covers key issues such as digital transformation, diversification of revenue streams, media trends, digital subscription, reader engagement, advertising and media innovation.

It combines local cases with international success stories, features established publishers who have become disruptors in their communities and prioritizes networking and roundtable discussions.

If you are working on a product or solution that can support publishers improving and navigating through their digital transformation, this is the place to be! In some of the regions you can even secure an exhibition Table Top and be part of the Speed Meeting session!

The WAN-IFRA Digital Media Awards is the news media industry’s only truly global digital media competition. It recognizes outstanding work done by news publishers in digital media and are an integral part of each regional Digital Media event.

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.
Conferences Worldwide

1. DIGITAL MEDIA INDIA
   02-04 Mar • Virtual • 150-200 attendees

2. DIGITAL MEDIA AFRICA
   04-05 May • Virtual • 150-200 attendees

3. DIGITAL MEDIA LATAM
   02-04 Nov • Mexico City • 400-450 attendees

4. DIGITAL MEDIA EUROPE
   09-10 Nov • Vienna • 300-350 attendees

5. DIGITAL MEDIA MIDDLE EAST
   24-25 Nov • Riyadh • 150-200 attendees

6. DIGITAL MEDIA ASIA
   01-03 Dec • Hong Kong • 350-400 attendees
**Sponsorship Opportunities:**

**Digital Media India & Digital Media Africa (Virtual)**

<table>
<thead>
<tr>
<th>Level</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GOLD</strong></td>
<td>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 &amp; mailings). Complimentary ten (10) event tickets to share with your staff and clients.</td>
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<tr>
<td><strong>SILVER</strong></td>
<td>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. Connect with attendees on the Meeting Hub throughout the conference duration. Receive attendee contact list including name, 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 &amp; mailings). Complimentary four (4) event tickets to share with your staff and clients.</td>
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<tr>
<td><strong>BRONZE</strong></td>
<td>Corporate profile featured on the Event Website. 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). Be featured on the rotating banner on the top of the event feed. Company Logo featured on all marketing (website &amp; mailings). Complimentary two (2) event tickets to share with your staff and clients.</td>
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5,000 €* 3,000 €* 1,500 €*

*non-members pay an additional 25%
Sponsorship Opportunities:
Digital Media Europe, Latin America, Middle East and Asia

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 opportunities for you.

Includes all core entitlements and 20 event tickets.

<table>
<thead>
<tr>
<th>Region</th>
<th>Cost</th>
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<tbody>
<tr>
<td>LATAM, EUROPE, ASIA</td>
<td>30,000 €*</td>
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<tr>
<td>MIDDLE EAST</td>
<td>20,000 €*</td>
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GOLD

Be recognised as the Gold 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 opportunities for you.

Includes all core entitlements and 12 event tickets.

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<tr>
<th>Region</th>
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<tr>
<td>LATAM, EUROPE, ASIA</td>
<td>20,000 €*</td>
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<td>15,000 €*</td>
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</table>
**SESSION SPONSORS**

**BREAKFAST**

- Host your own 45 minutes Breakfast Session. Provide a relevant, educational topic, with your own expert speaker. WAN-IFRA reserves the right to decline the topic if it is of little relevance to the event audience.
- This sponsorship opportunity excludes food & beverages for the session.
- This session doesn’t require a customer presentation (case study), although one is highly recommended.
- Includes all core entitlements and 2 event tickets plus an additional 1 for your speaker.

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<tr>
<th>Region</th>
<th>Price</th>
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<tr>
<td>LATAM, EUROPE, ASIA</td>
<td>6,000 €*</td>
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<tr>
<td>MIDDLE EAST</td>
<td>4,000 €*</td>
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**BREAKOUT**

- Host your own 45 minutes session which will take place in an adjacent room, parallel to the main program.
- Provide a relevant, educational topic, with your own expert speaker. WAN-IFRA reserves the right to decline the topic if it is of little relevance to the event audience.
- This session doesn’t require a customer presentation (case study), although one is highly recommended.
- Includes all core entitlements and 2 event tickets plus an additional 1 for your speaker.

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**IN CONFERENCE**

- Host your own 20 minutes session which will take place in the main room.
- Provide a relevant, educational topic, with your own expert speaker. WAN-IFRA reserves the right to decline the topic if it is of little relevance to the event audience.
- This session requires a customer presentation (case study).
- Includes all core entitlements and 2 event tickets plus an additional 1 for your speaker.

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<tr>
<td>MIDDLE EAST</td>
<td>6,000 €*</td>
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**SESSION SPONSOR (VIDEO)**

- Your marketing video will be featured at the beginning of the session.
- The content of this video should be a maximum of 30 seconds in length.
- Logo acknowledgement as „Brought to you by...“ within the specific session will be featured on the event program.
- Includes all core entitlements and 2 event tickets.

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*non-members pay an additional 25%
Sponsorship Opportunities:
Digital Media Europe, Latin America, Middle East and Asia

**TABLE TOPS + SPEED MEETING**

- Exhibit alongside the event. Stand size depends on the venue. Lunches and coffee breaks will be strategically served in the exhibition area.
- Includes entry to the sought-after **Speed Meeting Session. Limited to 10 places.**
- Includes all core entitlements and 2 event tickets.
- (In LATAM you can opt for Table Top Premium 7,000 €)

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**SEAT DROP**

- Get noticed by the attendees during the conference! We will distribute your materials on their seats before the conference starts.
- The rate is applicable for each conference day.
- Includes all core entitlements and 2 event tickets.

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Following the success of our first Speed Meeting session at the DME in 2019, we are bringing it back in 2021! The first 10 CONFIRMED exhibitors will be given a free seat at the session that will take place during a lunch break. 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!!

** This opportunity may not be available at all conferences. Kindly contact WAN-IFRA Connect for details. Places at the Speed Meeting session are not for sale. They are offered exclusively to companies that book a Table Top or Charging Lounge, to a maximum of 10 exhibitors. One place per company; multiple seats will not be offered to the same company.
Sponsorship Opportunities:
Digital Media Europe, Latin America, Middle East and Asia

BADGES
- Your corporate logo will be included on all name badges handed out to attendees at the registration desk.
- Includes all core entitlements and 2 event tickets.
- LATAM, EUROPE, ASIA: 4,000 €*
- MIDDLE EAST: 3,000 €*

BAGS
- Give attendees the opportunity to take your brand home! Event bags are a valuable commodity for the attendees experience and will be handed out at the registration desk.
- Produce these bags with your corporate identity and send them to the event location prior to the start of the conference.
- Includes all core entitlements and 2 event tickets.
- LATAM, EUROPE, ASIA: 3,000 €*
- MIDDLE EAST: 3,000 €*

CHARGING LOUNGE
- There is no question that attendees rely heavily on their mobile devices. Charge up your branding and connect with other conference attendees by sponsoring the Charging Lounge. Show them you care and give them the juice they need to stay connected in their world.
- This sponsorship opportunity includes entry to the sought-after *Speed Meeting Session.
- Includes all core entitlements and 2 event tickets.
- LATAM, EUROPE, ASIA: 4,000 €*
- MIDDLE EAST: 3,000 €*

COFFEE BREAK
- This sponsorship is exclusive. Be the host of the coffee breaks for the entire conference.
- The coffee stations will be branded with your corporate identity.
- Logo acknowledgement on the programme within the break sessions.
- Includes all core entitlements and 2 event tickets.
- LATAM, EUROPE, ASIA: 6,000 €*
- MIDDLE EAST: 4,000 €*

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Contact us today for all sponsoring possibilities: connect@wan-ifra.org
**Sponsorship Opportunities:**
Digital Media Europe, Latin America, Middle East and Asia

**DRINKS RECEPTION**
- Be the exclusive host at the Drinks Reception. The dates and time of the reception will vary according to the events.
- Customize and brand the location with your corporate identity.
- Company logo on all event related marketing materials.
- Includes all core entitlements and 4 event tickets.

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**LANYARDS**
- Benefit from the visibility of attendees wearing the conference lanyard with your brand.
- 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 and 2 event tickets.

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**LOGO SPONSOR**
- Your company logo on all event marketing (print, web and on-site).
- Opportunity to place company marketing material at the venue in a dedicated area for sponsors materials (agreement prior to the event required).
- Includes 1 event ticket.

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<tr>
<td>LATAM, EUROPE, ASIA</td>
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**OPENING VIDEO**
- Address all attendees by presenting the conference opening video. All eyes will be on you!
- Content and duration have to be decided in cooperation with the event manager.
- Includes all core entitlements and 2 event tickets.

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**Sponsorship Opportunities:**

**Digital Media Europe, Latin America, Middle East and Asia**

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**WATER BOTTLES**

- Your brand will be visible to all those thirsty attendees. The Water Bottle sponsor will have the opportunity to have their logo displayed on a water bottle distributed to all attendees.
- Interested in this sponsorship category? Contact us for more info!

<table>
<thead>
<tr>
<th>LATAM, EUROPE, ASIA</th>
<th>ASK US!</th>
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<td>ASK US!</td>
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**ADD ON MAILING**

- Your opportunity for pre- or post- event mailing to all conference attendees.
- On your behalf, WAN-IFRA will send your personalized message to all registered attendees.
- Only 2 available.
- Includes all core entitlements and 2 event tickets.

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<tr>
<th>LATAM, EUROPE, ASIA</th>
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**AWARDS 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!

| LATAM, EUROPE, ASIA | ASK US! |

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**Core Entitlements:**

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

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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

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**Products by Community**

**DIGITAL REVENUE NETWORK**

- Conferences: World News Media Congress, Digital Media, India, Africa, LATAM, Europe, Middle East, Asia
- Reports: The Tools & Trends in Content Management Systems, Reader Revenue
- Newsletters: Digital Business
- Webinars: Customized Topics

**CEOs**

- World News Media Congress, Media Leaders Summit, APAC, Middle Eastern, LATAM, Francophone, Indian, Spanish
- World Media Trends Outlook
- Executive News Service, Leadership & Strategy
- Customized Topics
- Technology Guide & Directory

**EDITORS**

- World News Media Congress, Newsroom Summit
- Executive News Service, World Editors Forum
- Customized Topics
- Technology Guide & Directory

**PRINT**

- World Printers Summit, Indian Printers Summit
- The Tools & Trends in Content Management Systems, World Printers Forum Outlook
- Executive News Service, World Printers Forum
- Customized Topics
- Technology Guide & Directory