Since 1948, the World News Media Congress (WNMC) is the most important annual gathering of news media leaders. The Congress and Forums address the business, journalism, policy and freedom issues facing the industry. The event also provides a wide networking opportunity for delegates, speakers and partnering technology entrepreneurs. The various tracks covered at the WNMC include:

**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

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

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.

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.

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.

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 your own 30-mins session and lead a discussion on a current topic that resonates with the attendees.

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 virtually exhibiting with us you will have a base to have a meaningful conversation with them through the Live Video Call option.

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:

**GOLD**

- 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.
- Be featured on the rotating banner on the top of the event feed.
- Company Logo featured on all marketing (website & mailings).
- Complimentary eight (8) event tickets to share with your staff and clients.

7,000 €*

**SILVER**

- 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 5 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 four (4) event tickets to share with your staff and clients.

5,000 €*

**BRONZE**

- 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 and 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 & mailings).
- Complimentary two (2) event tickets to share with your staff and clients.

3,000 €*

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

### Products by Community

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<tr>
<th>Digital Revenue Network</th>
<th>CEOs</th>
<th>Editors</th>
<th>Print</th>
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<td><strong>Conferences</strong></td>
<td>World News Media Congress Media Leaders Summit World News Media Congress Newsroom Summit</td>
<td>World News Media Congress APAC, Middle Eastern, LATAM, Francophone, Indian, Spanish World Media Trends Outlook Trends in Newsrooms Series The Newsroom Barometer</td>
<td>European Printers Summit World Printers Summit Indian Printers Summit</td>
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<tr>
<td><strong>Reports</strong></td>
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<td>World Media Trends Outlook The Newsrooms Series</td>
<td>The Tools &amp; Trends in Content Management Systems</td>
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<tr>
<td><strong>Newsletters</strong></td>
<td>Digital Business Executive News Service Leadership &amp; Strategy</td>
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<td><strong>Webinars</strong></td>
<td>Customized Topics</td>
<td>Customized Topics</td>
<td>Customized Topics</td>
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