

IFRA Expo & Conference

29 - 31 October, Messe Frankfurt, Germany

World Publishing Expo 2012

Promotion Opportunities 2012



[www.wan-ifra.org/
worldpublishingexpo2012](http://www.wan-ifra.org/worldpublishingexpo2012)

The World Publishing Expo 2012 (IFRA Expo & Conference) in Frankfurt offers an industry overview such as no other event can provide in such compact form. The focus during the three days will be on the latest technical trends for publishing on all digital channels as well as in print.

Besides the exhibition stand, the World Publishing Expo offers many possibilities to highlight your brand and your products before a wide audience. Present your case studies at the Media Port, avail of our online and print publications to draw attention to your presence or use vouchers to invite customers to the event. On the following pages we are pleased to present our offer aimed at ensuring that you gain maximum benefit from your event participation.

Our multilingual team (English, German, French and Spanish) is at your disposal to help you optimally prepare your exhibition participation.



We look forward to meeting you in Frankfurt!

Best wishes,

Michael Heipel
Executive Director
Marketing and Event Management
WAN-IFRA

Promotion Opportunities Deadlines

Promotion Opportunity	Deadline	Details see page
Media Port – case studies and elevator pitches	first come first served	4
Catalogue entry for online (free-of-charge)	18 June 2012	5
Catalogue entry for print (free-of-charge)	31 August 2012	5
Visitor Flyers (free-of-charge)	no deadline	6
MEDIA Executive entrance pass	31 August 2012	7
Expo Visitor pass Voucher (printed Version)	14 September 2012	8
Expo Visitor pass Voucher (online Version)	no deadline	8

Media Port

Case studies and elevator pitches

Description

Present together with a client of yours a case study at the Media Port or take part in the elevator pitches after each session.

Upgrade your Media Port presentation:

- Web banner at the Media Port event website promoting your Media Port presentation
- Logo and stand number in Media Port timetable (print & online)
- Publication of a text ad in the Executive News Service Newsletter for 1 week
- Company flyer incl. in session folder (min. 50 info packs per session)

Booking & Contact

Bettina Falk, Advertising Manager
Tel. +49.6151.733-783
e-mail: bettina.falk@wan-ifra.org



Rates

Upgrade

WAN-IFRA member	EUR 750
Non-member	EUR 890

Deadlines

Order deadline - first come first served.

Catalogue entry – free-of-charge

Description

The free-of-charge catalogue entry offers the possibility to promote products and services which you will present at your booth.

It will appear in the online catalogue (available in English, German, French and Spanish) and in the printed catalogue (available in English/German).

The English translation will be done by default, for all other languages we will charge a small fee. Additionally you have the possibility to link your entry to product categories.

Up to 10 categories are free of charge. Every further category will be charged.

Booking & Contact

Bettina Falk, Advertising Manager

Tel. +49.6151.733-783

e-mail: bettina.falk@wan-ifra.org



Rates

Translation service per language

WAN-IFRA member	EUR 150
Non-member	EUR 200

Per additional product category

WAN-IFRA member	EUR 20
Non-member	EUR 20

Deadlines

Delivery deadline online: 18 June 2012
(available online from 2 July 2012)

Delivery deadline print: 31 August 2012
(available on-site)

Visitor Flyers

Description

The visitor flyer shows general information about World Publishing Expo 2012 for mailings to your customers (opening hours, facts and figures, side events, travel, etc.). These are also available as a PDF.

You can choose between a low-resolution file (e.g. for publishing on your website or emails), and a printable high-resolution file to which you can include your logo and stand number.

The flyers are available for downloading on your Exhibitor Website in English, German, Spanish and French.

The order form for printed flyers is also available on your Exhibitor Website.

Booking & Contact

Kerstin Egger, Exhibitor Services Specialist

Tel. +49.6151.733-921

e-mail: kerstin.egger@wan-ifra.org

IFRA Expo & Conference
29 - 31 October, Messe Frankfurt, Germany

**World
Publishing
Expo 2012**

Rates

free-of-charge

MEDIA Executive pass (3 days)

Description

For your high level customers you can order the MEDIA Executive pass.

This pass allows entrance to the halls before 9.30 h and access to the CEO Networking Lounge (free food and beverages all day).

The MEDIA Executives have access to all paid-for conferences including The Power of Print – Focus Sessions, 5th Tablet & App Summit and Advertising Summit 2012, and can avail themselves of a special personal concierge service to prepare their visit and meet WAN-IFRA Board members in the CEO Networking Lounge.

Booking & Contact

N.N.



Rates

Price per pass

WAN-IFRA member	EUR 1,150
Non-member	EUR 1,590

Deadlines

Order deadline is 31 August 2012

Expo Visitor pass Vouchers (daily)

Description

Order printed and/or electronic vouchers and invite your valued clients and business friends to World Publishing Expo 2012.

ATTENTION: If your customer registers online, the entrance ticket will be mailed in advance.

Via your personal exhibitor website you can see which of your customers have already pre-registered with your vouchers. Exchanged vouchers will be charged after the show.

Please bear in mind that these vouchers do not allow entrance to the halls before 9.30 h.

Booking & Contact

Kerstin Egger, Exhibitor Services Specialist

Tel. +49.6151.733-921

e-mail: kerstin.egger@wan-ifra.org



Rates

Price per exchanged voucher EUR 15

You can find the order form on your Exhibitor Website for downloading.

Deadlines

Order deadline print: 14 September 2012

Order deadline online: no deadline

Advertising Opportunities Deadlines

Advertising Opportunity	Deadline	Details see page
Banner ads on the Event Website	first come first served	10
Banner ads on the live Event Blog	first come first served	11
Advertising in the Online Catalogue	18 June 2012 (or later on request)	12
Ads in the WAN-IFRA Magazine	27 August 2012	13
Advertising in the Print Catalogue	31 August 2012	14 – 15
Ads in the Hall Plan	10 September 2012	16
Ads in the show Gazette	21 September 2012	17
Printing Sponsor of the show Gazette	20 August 2012	18

Banner ads on the Event Website

Description

Place your banner ad on

www.wan-ifra.org/worldpublishingexpo2012

the only place where visitors will find detailed information on the World Publishing Expo 2012 (IFRA Expo & Conference).

With an average of 40,000 unique visitors, this is a premium place for your banner.

Available formats:

- JPEG or GIF (linked with URL named by you)
- Flash or html 5 (with embedded URL)

Booking & Contact

Bettina Falk, Advertising Manager

Tel. +49.6151.733-783

e-mail: bettina.falk@wan-ifra.org



Rates

Banner size 234 x 180 pixel

Per banner

WAN-IFRA member EUR 950

Non-member EUR 1,200

Deadlines

Order deadline – first come first served

Banner ads on the live Event Blog

Description

We will chronicle the World Publishing Expo 2012 through an up-to-the-minute live Event Blog.

www.wan-ifra.org/wpe2012_blog

This will allow visitors and exhibitors and all interested parties worldwide, right now and during the event, to follow what is happening.

The live blog is already active and will stay online at least for the following 12 months.

It generates up to 10,000 page impressions per day during the event, an average of 4,000 page impressions per month after the exhibition.

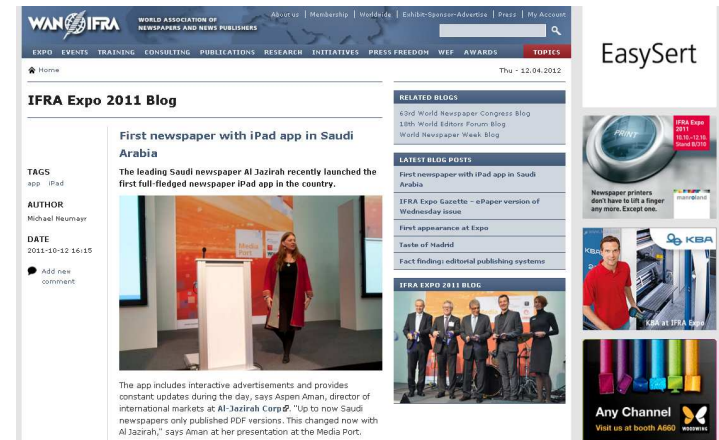
A perfect environment for your banner ad.

Booking & Contact

Bettina Falk, Advertising Manager

Tel. +49.6151.733-783

e-mail: bettina.falk@wan-ifra.org



Rates

Banner size 234 x 180 pixel

Per banner

WAN-IFRA member

EUR 590

Non-member

EUR 650

Deadlines

Order deadline – first come first served

Advertising in the Online Catalogue

Description

In addition to the text entry exhibitors have the opportunity to highlight their product/service description with the publication of the company logo, a product picture and banner ads.

The online catalogue for World Publishing Expo 2012 will be online from 2 July 2012 on

www.wan-ifra.org/wpe2012.

Visitors use it as an up-to-the-minute source of information when preparing their visit.

Booking & Contact

Bettina Falk, Advertising Manager

Tel. +49.6151.733-783

e-mail: bettina.falk@wan-ifra.org

Rates

Logo online only

WAN-IFRA member	EUR 25
Non-member	EUR 50

Picture online only

WAN-IFRA member	EUR 50
Non-member	EUR 100

Per Banner/Category

WAN-IFRA member	EUR 420
Non-member	EUR 520

Media Pack print/online

WAN-IFRA member	EUR 390
Non-member	EUR 450

Deadline

Order deadline is 18 June 2012
(or later on request)

Ads in the WAN-IFRA Magazine

Description

The September/October 2012 issue of our bi-monthly trade publication is the ultimate guide to the technologies and events awaiting thousands of publishing industry buyers and decision-makers.

It includes special, detailed coverage of our event in Frankfurt and high-lights expert picks for “not to miss” exhibits.

It will be mailed together with the preliminary hall plan to all WAN-IFRA members and subscribers and will be distributed on-site.

With an ad you will reach the top management of the news publishing industry worldwide, directly and without waste coverage.

Booking & Contact

Bettina Falk, Advertising Manager

Tel. +49.6151.733-783

e-mail: bettina.falk@wan-ifra.org



Rates for 4c ads, in all 4 language editions

Page format: 210 mm x 297 mm

1/1 page	EUR 3,680
1/2 page vertical/horizontal	EUR 2,770
1/4 page horizontal	EUR 2,220

Details on all formats and rates are listed in the Media Information (www.wan-ifra.org/mediainfo_magazine)

If translation is required, we would be pleased to offer our assistance.

Deadline

Order deadline is 27 August 2012

Advertising in the Print Catalogue

Description

The catalogue will feature the preview including detailed descriptions of products and services from the exhibitors. It will be published in English and German and will be distributed at World Publishing Expo 2012.

Exhibitors can stand out from other exhibitors by using the catalogue as an advertising vehicle.

A very attractive advertising opportunity.

For rates please see next page.

Booking & Contact

Bettina Falk, Advertising Manager

Tel. +49.6151.733-783

e-mail: bettina.falk@wan-ifra.org



In addition to ads is the Media Pack which includes the publication of the company logo and a product picture in the print and online catalogue plus a banner ad in the online catalogue.

Deadlines

Order deadline is 31 August 2012

Advertising in the Print Catalogue

Rates for ads

Page format: 210 mm x 297 mm

1 column vertical 4c

WAN-IFRA member	EUR 1,900
Non-member	EUR 2,200

2 columns vertical 4c

WAN-IFRA member	EUR 2,900
Non-member	EUR 3,200

1/4 page horiz. 4c

WAN-IFRA member	EUR 2,000
Non-member	EUR 2,300

1/2 page horiz. 4c

WAN-IFRA member	EUR 2,600
Non-member	EUR 2,900

1/1 page 4c

WAN-IFRA member	EUR 3,600
Non-member	EUR 3,900

Cover page 4c

WAN-IFRA member	EUR 3,900
Non-member	EUR 4,200

Rates for logo, picture and banner

Media Pack print and online

WAN-IFRA member	EUR 390
Non-member	EUR 450

Logo print only

WAN-IFRA member	EUR 75
Non-member	EUR 100

Picture print only

WAN-IFRA member	EUR 150
Non-member	EUR 200

Deadlines

Order deadline is 31 August 2012

Booking & Contact

Bettina Falk, Advertising Manager

Tel. +49.6151.733-783

e-mail: bettina.falk@wan-ifra.org

Ads in the Hall Plan

Description

With an ad in the hall plan, you come to the attention of visitors every time they need to orientate themselves around the World Publishing Expo 2012. Besides the hall floor, the plan includes the list of exhibitors and is available free of charge at the exhibition entrance to all participants.

A pre-print of the hall plan will be mailed together with the September/October issue of the WAN-IFRA Magazine and with all kinds of pre-registered visitor passes.

Due to space limitations, we offer ad space only on the cover pages.

Booking & Contact

Bettina Falk, Advertising Manager

Tel. +49.6151.733-783

e-mail: bettina.falk@wan-ifra.org



Rates

Ad format: 210 mm x 297 mm (A4)

cover pages 4c, each

WAN-IFRA member

EUR 2,300

Non-member

EUR 2,600

Deadlines

Order deadline is 10 September 2012

Ads in the show Gazette

Description

World Publishing Expo 2012 Gazette is visitors' must-read during the show as it features the latest trends in newspaper production, new product highlights, opinion and analysis, and reports about all events taking place in Frankfurt as well as tips and information about the venue. It is published in English and distributed to all participants in the World Publishing Expo (IFRA Expo & Conference).

The printed Gazette will be accompanied by an ePaper version providing unique, worldwide access opportunities to the entire industry.

Booking & Contact

Bettina Falk, Advertising Manager

Tel. +49.6151.733-783

e-mail: bettina.falk@wan-ifra.org



Rates for 4c ads in print and ePaper

Cover page 4c

WAN-IFRA member	EUR 3,500
Non-member	EUR 3,900

1/1 page 4c

WAN-IFRA member	EUR 3,200
Non-member	EUR 3,600

1/2 horiz./vert. 4c

WAN-IFRA member	EUR 1,800
Non-member	EUR 2,000

Deadlines

Order deadline is 21 September 2012

Printing Sponsor of the show Gazette

Description

Associate your brand with the publication of our event newspaper – the World Publishing Expo 2012 Gazette.

Benefits for sponsors:

- Publication of a full page ad in the World Publishing Expo 2012 Gazette in print and e-Paper
- Mention on the imprint page with company logo
- Logo included in all communications to readers of the World Publishing Expo 2012 Gazette

Booking & Contact

Bettina Falk, Advertising Manager
Tel. +49.6151.733-783
e-mail: bettina.falk@wan-ifra.org



Rates

Limited to 3 sponsors

WAN-IFRA member
Non-member

EUR 3,000
EUR 4,000

Deadlines

Order deadline is 20 August 2012.

Sponsoring Opportunities Deadlines

Sponsoring Opportunity	Deadline	Details see page
iPhone / Android App	31 July 2012	20
Lanyards	first come first served	21
Visitor Badge Sponsor	first come first served	22
Visitor Bags	first come first served	23
World Publishing Expo 2012 eMailing	first come first served	24
Twitter Monitor	first come first served	25
Power Station and W-LAN	first come first served	26
Media Port - Partner	31 August 2012	27
Media Port - Supporter	31 August 2012	28
XMA Cross Media Awards - Main Sponsor	31 August 2012	29
XMA Cross Media Awards - Supporting Sponsor	31 August 2012	30
XMA Cross Media Awards - Branding Sponsor	31 August 2012	31
The Power of Print 2012 – Main Sponsor	31 August 2012	32
The Power of Print 2012 – Focus Session Sponsor	31 August 2012	33
5th Tablet & App Summit – Main Sponsor	31 August 2012	34
Advertising Summit 2012 – Main Sponsor	31 August 2012	35
Women in Media	first come first served	36
Official Opening Catering	first come first served	37
'Happy Hours'	first come first served	38
Restaurant Sponsoring	first come first served	39

iPhone / Android App

Description

As a sponsor you receive in-App branding as well as on our website, in print publications, emailings and on site signage.

Rates

WAN-IFRA member	EUR 9,000
Non-member	EUR 12,000

Booking & Contact

Michael Heipel, Executive Director Marketing
and Event Management
Tel. +49.6151.733-781
e-mail: michael.heipel@wan-ifra.org



Deadlines

Order deadline is 31 July 2012.

Sponsor Lanyards

Description

Your own lanyards will be handed out to visitors at the registration counters.

You deliver the lanyards to us, we take care of the distribution.

This exclusive sponsorship is for minimum 700 lanyards.

Lanyards to be provided by sponsor.



Rates

Minimum offer per piece

WAN-IFRA member	EUR 1.00
Non-member	EUR 1.50

Booking & Contact

Mandy Hay, Exhibition Manager

Tel. +49.6151.733-924

e-mail: mandy.hay@wan-ifra.org

Deadlines

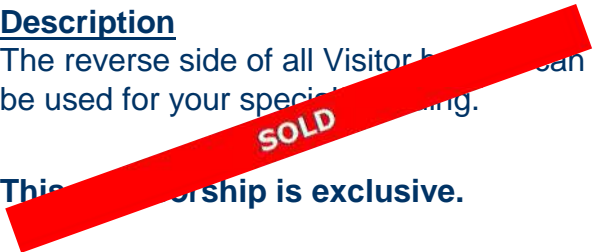
Order deadline – first come first served

Visitor Badge Sponsor

Description

The reverse side of all Visitor badges can be used for your special advertising.

This sponsorship is exclusive.



Rates

WAN-IFRA member	EUR 7.000
Non-member	EUR 9.100

Deadlines

Order deadline is 31 July 2012

Booking & Contact

Mandy Hay, Exhibition Manager
Tel. +49.6151.733-924
e-mail: mandy.hay@wan-ifra.org

Sponsor Visitor Bags

Description

Your bags will be handed out to visitors at the registration.

Design and nature of the bags must be approved by WAN-IFRA beforehand.

**This sponsorship is exclusive.
Bags to be provided by sponsor.**

Booking & Contact

Mandy Hay, Exhibition Manager
Tel. +49.6151.733-924
e-mail: mandy.hay@wan-ifra.org



Rates

Per piece

WAN-IFRA member	EUR 1.20
Non-member	EUR 1.70

Deadlines

Order deadline – first come first served

World Publishing Expo 2012 eMailing Sponsor

Description

Starting in April 2012, WAN-IFRA will update potential visitors by email of trends, special presentations, new exhibitors, exciting speakers and topics.

Associate your brand with this service by becoming our eBulletin sponsor.

This could be your logo, linked to your company website!

It is also possible to sponsor single mailings. Please contact us for an offer!

Booking & Contact

Kerstin Egger, Exhibitor Services Specialist
Tel. +49.6151.733-921
e-mail: kerstin.egger@wan-ifra.org



Rates

11 mailings sent to approx. 35,000 recipients, in four languages.

WAN-IFRA member	EUR 9,800
Non-member	EUR 12,000

Deadlines

Order deadline – first come first served

Twitter Monitor Sponsor

Description

The discussion and networking won't be limited to the events themselves – it continues on the social networks, particularly on Twitter! WAN-IFRA will place two twitter monitors at the Media Port, displaying the realtime ongoing discussion.

As a sponsor, these monitors will be branded with your logo. Your brand name will also be included on our website and in the printed brochures “powered by xxx”.

Booking & Contact

Mandy Hay, Exhibition Manager
Tel. +49.6151.733-924
e-mail: mandy.hay@wan-ifra.org



Rates

WAN-IFRA member	EUR 1,200
Non-member	EUR 1,900

Deadlines

Order deadline – first come first served

Power Station and W-LAN Sponsor

Description

This special service and lounge area on the exhibition floor provides visitors of World Publishing Expo with free internet access, chargers for mobile phones and power connection for their laptops.

As a sponsor of this area, your company will be promoted before the event on our website, in brochures and emailings, and on site by logo placement in the area.



Rates

WAN-IFRA member	EUR 3,300
Non-member	EUR 3,900

Deadlines

Order deadline – first come first served

Booking & Contact

Mandy Hay, Exhibition Manager

Tel. +49.6151.733-924

e-mail: mandy.hay@wan-ifra.org

Media Port – Partner

Description

After it's successful introduction in 2010, the Media Port has quickly become an integral and important part of the show and a big pull for the audience.

This is the place where great content is presented, where networking takes place, where the media gather for the official opening and where the Happy Hours take place!

Communication Service:

- Logo placement on the Media Port stage.
- Branding on the event programme cover page
- Add. communication services see next page

Booking & Contact

Bettina Falk, Advertising Manager
Tel. +49.6151.733-783
e-mail: bettina.falk@wan-ifra.org



Rates

4 partners max.

WAN-IFRA member	EUR 9,000
Non-member	EUR 12,000

Deadlines

Order deadline is 31 August 2012.

Media Port – Supporter

Description

Key Benefit: Outstanding opportunity for dedicated suppliers to show their commitment to the converging newspaper industry and present their products and services that make cross-media publishing at all possible.

Communication Service:

Named on all communications towards publishers, on all Media Port 2012 related press releases and on all World Publishing Expo related advertising.

Logo placement on the Media Port website and in the catalogue.

Booking & Contact

Bettina Falk, Advertising Manager

Tel. +49.6151.733-783

e-mail: bettina.falk@wan-ifra.org



Rates

6 supporters max.

WAN-IFRA member	EUR 2,500
Non-member	EUR 2,900
For non-exhibitors	EUR 4,900

Deadlines

Order deadline is 31 August 2012.

XMA Cross Media Awards 2012 Main Sponsor

Description

XMA 2012 on Social Media Stars

Join us as a sponsor and get your brand associated with a platform that is truly growing!

- Transported on all communications (flyers, mailings, ads).
- A mention on all press releases related to WAN-IFRA XMA Cross Media Awards
- A presentation space at special exhibition area, together with XMA Winners
- Logo placement in the Expo catalogue

Main sponsors have the right to hand-over an award at the XMA Cross Media Awards Ceremony on Monday, 29 October 2012, 18.00 h at the Media Port.

Booking & Contact

Raquel Meikle, Programme Manager Events

Tel. +49.6151.733-927

e-mail: raquel.meikle@wan-ifra.org



Rates

Limited to 6 sponsors

WAN-IFRA member	EUR 9,000
Non-member	EUR 10,000

Deadlines

Order deadline is 31 August 2012.

XMA Cross Media Awards 2012 Supporting Sponsor

Description

This unique competition will this year be looking for the **best social media practices and strategies** in the publishing industry. Associate your brand with a platform that is enormously growing, **join us now as an XMA Sponsor!**

- Transported on all communications towards publishers and on World Publishing Expo-related advertising (flyers, mailings, ads).
- A mention on all press releases related to WAN-IFRA XMA Cross Media Awards
- Mentioned on Expo-related advertising
- Logo placement in the Expo catalogue
- A presentation space at special exhibition area, together with XMA Winners

Booking & Contact

Raquel Meikle, Programme Manager Events
Tel. +49.6151.733-927
e-mail: raquel.meikle@wan-ifra.org



Rates

Limited to 8 sponsors

WAN-IFRA member	EUR 4,000
Non-member	EUR 4,500

Deadlines

Order deadline is 31 August 2012.

XMA Cross Media Awards 2012 Branding Sponsor

Description

This unique competition will this year be looking for the **best social media practices and strategies** in the publishing industry. Associate your brand with a platform that is enormously growing, **join us now as an XMA Sponsor!**

- Transported on all communications towards publishers and on World Publishing Expo-related advertising (flyers, mailings, ads).
- A mention on all press releases related to WAN-IFRA XMA Cross Media Awards
- Mentioned on Expo-related advertising
- Logo placement in the Expo catalogue

Booking & Contact

Raquel Meikle, Programme Manager Events
Tel. +49.6151.733-927
e-mail: raquel.meikle@wan-ifra.org



Rates

Limited to 8 sponsors

WAN-IFRA member	EUR 2,000
Non-member	EUR 2,500

Deadlines

Order deadline is 31 August 2012.

The Power of Print 2012 Main Sponsor

Description

The Power of Print - Focus Sessions will add value to an Expo visit. Participants will gain valuable practical insights via case studies and hear expert opinions on the latest industry developments.

The exclusive main sponsor will benefit from:

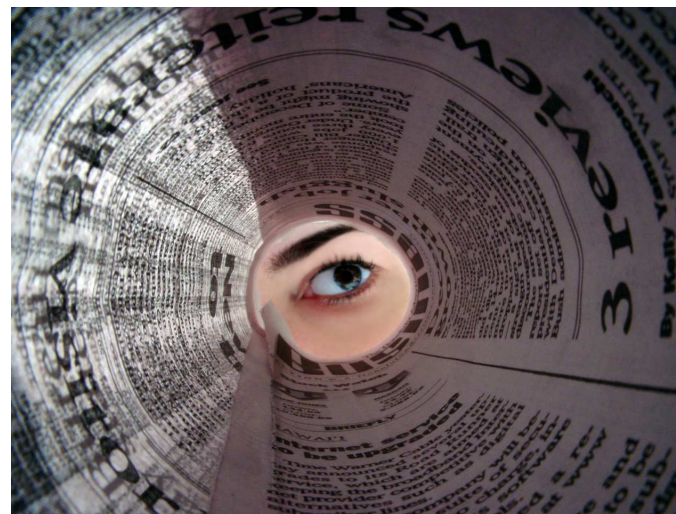
- Company logo on all side-event marketing material (brochure, advertising, web and email marketing), where applicable URL links to company website
- Distribution of your marketing flyers to the participants
- Banner on the event website (234 x 180 pix)
- 2 free Expo & Conference passes

Booking & Contact

Sergio de Oliveira, Programme Manager Events

Tel. +49.6151.733-727

e-mail: sergio.oliveira@wan-ifra.org



Rates

WAN-IFRA member	EUR 10,000
Non-member	EUR 12,000

Deadlines

Order deadline is 31 August 2012.

The Power of Print 2012 Focus Session Sponsor

Description

Again in 2012, The Power of Print - Focus Sessions will add value to an Expo visit. Participants will gain valuable practical insights via case studies and hear expert opinions on the latest industry developments.

The session sponsor will benefit from:

- Company logo on all side-event marketing material (brochure, advertising, web and email marketing), where applicable URL links to company website
- Distribution of your marketing flyers to the participants

Booking & Contact

Sergio de Oliveira, Programme Manager Events
Tel. +49.6151.733-727
e-mail: sergio.oliveira@wan-ifra.org



Rates per Session

WAN-IFRA member	EUR 2,000
Non-member	EUR 2,500

Deadlines

Order deadline is 31 August 2012.

5th Tablet & App Summit Main Sponsor

Description

The Tablet & App Summit will add value to an Expo visit. Participants will gain valuable practical insights via case studies and hear expert opinions on the latest developments in mobile publishing.

The exclusive main sponsor will benefit from:

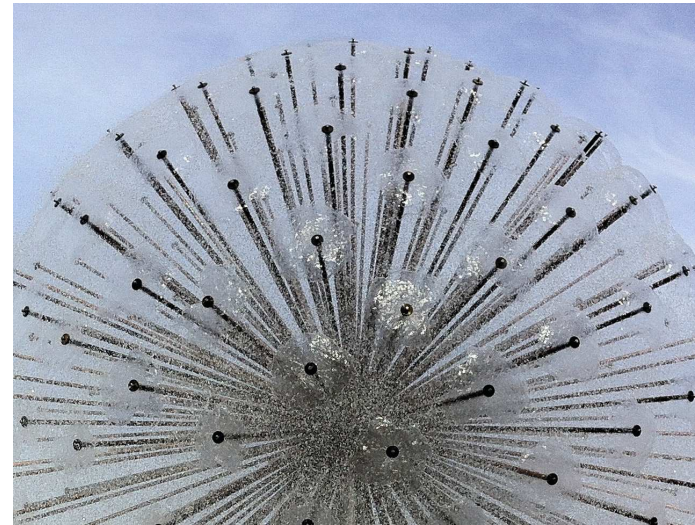
- Company logo on all side-event marketing material (brochure, advertising, web and email marketing), where applicable URL links to company website
- Distribution of your marketing flyers to the participants
- Banner on the event website (234 x 180 pix)
- 2 free Expo & Conference passes

Booking & Contact

Nick Tjaardstra, Executive Programmes Manager

Tel. +49.6151.733-778

e-mail: nick.tjaardstra@wan-ifra.org



Rates

WAN-IFRA member	EUR 10,000
Non-member	EUR 12,000

Deadlines

Order deadline is 31 August 2012.

Advertising Summit 2012 Main Sponsor

Description

The Advertising Summit will add value to an Expo visit. Participants will gain valuable practical insights via case studies and hear expert opinions on the latest developments in mobile advertising.

The exclusive main sponsor will benefit from:

- Company logo on all side-event marketing material (brochure, advertising, web and email marketing), where applicable URL links to company website
- Distribution of your marketing flyers to the participants
- Banner on the event website (234 x 180 pix)
- 2 free Expo & Conference passes

Booking & Contact

Claudia Wilke, Programme Manager Events
Tel. +49.6151.733-762
e-mail: claudia.wilke@wan-ifra.org



Rates

WAN-IFRA member	EUR 10,000
Non-member	EUR 12,000

Deadlines

Order deadline is 31 August 2012.

Women in Media Luncheon

Description

On Tuesday, 30 October, 13.00 – 14.00, is the Women in Media Luncheon. Professional women from around the world share their experiences of climbing the corporate ladder and how sponsoring, rather than mentoring, is significant for career growth.

The session sponsor will benefit from:

- Company logo on all WIM marketing material (flyer, advertising, web and email marketing), where applicable URL links to company website
- Distribution of your marketing flyers to the participants
- One roll-up placed during luncheon

Booking & Contact

Kirstin Houser, Digital Communication and Marketing Manager

Tel. +49.6151.733-970

e-mail: kirstin.houser@wan-ifra.org



Rates

WAN-IFRA member EUR 2,000

Non-member EUR 2,400

Deadlines

Order deadline – first come first served

Official Opening Catering Sponsor

Description

On Monday, 29 October, 09.30 h – 10.00 h, the international press, WAN-IFRA president and Board members as well as high-ranking politicians will gather for the official opening ceremony of World Publishing Expo at the Media Port.

As a catering sponsor, you can highlight your brand and give a special welcome to the participants. Brand placement in the print brochure, on our website, in emailings and the official catalogue.



Booking & Contact

Mandy Hay, Exhibition Manager
Tel. +49.6151.733-924
e-mail: mandy.hay@wan-ifra.org

Rates

WAN-IFRA member	EUR 1,500
Non-member	EUR 1,800

Deadlines

Order deadline – first come first served

'Happy-Hours' Sponsor

Description

Sponsor a typically Frankfurt Häppchen starting at 18.00 h on Monday and Tuesday evening.

Visitors and exhibitors can mingle around the Media Port, listen to music in a relaxed atmosphere and enjoy German wine and fingerfood.



Booking & Contact

Mandy Hay, Exhibition Manager
Tel. +49.6151.733-924
e-mail: mandy.hay@wan-ifra.org



Rates

WAN-IFRA member	EUR 3,000
Non-member	EUR 4,000

Deadlines

Order deadline – first come first served

Restaurant Sponsoring

Description

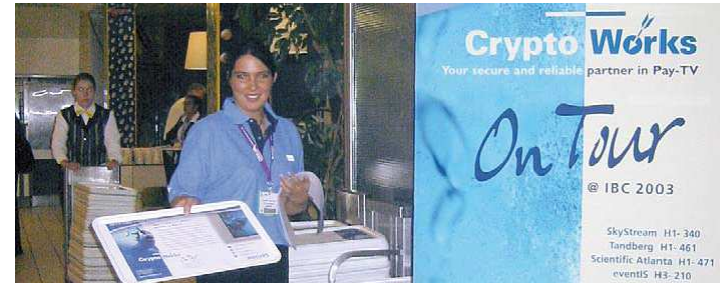
Key Benefit: Get additional visibility for your brand. Become a sponsor of the restaurant in the hall. There are several advertising possibilities available. For example napkins, place mats, etc.

Contact us for further information.



Booking & Contact

Mandy Hay, Exhibition Manager
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Rates

WAN-IFRA member
Non-member

EUR 2,200
EUR 2,700

Deadlines

Order deadline – first come first served

On-site Advertising Opportunities Deadlines

Advertising space	Deadline	Details see page
Banners in the Galleria	first come first served	41
Banners in the Via Mobile	first come first served	42
ePoster	first come first served	43
Triangle Tower	first come first served	44
Corpus Large	first come first served	45
Corpus Extra Large	first come first served	46
Stair Graphics	first come first served	47
Floor Graphics	first come first served	48
Carpet Graphics	first come first served	49
A1 Posters	first come first served	50
Slim Box - luminous	first come first served	51

Banners in the Galleria

Description

Banner in the Galleria between the registration area and entrance to the hall.

Format

B 310 x H 1.300 cm, one-sided

Booking & Contact

Mandy Hay, Exhibition Manager
Tel. +49.6151.733-924
e-mail: mandy.hay@wan-ifra.org



Rates

WAN-IFRA member	EUR 4,500
Non-member	EUR 4,900

Deadlines

Order deadline – first come first served

Banners in the Via Mobile

Description

Banner in the Via Mobile. Visitors using the metro will take this route.

Format

B 236 x H 360 cm

Rates

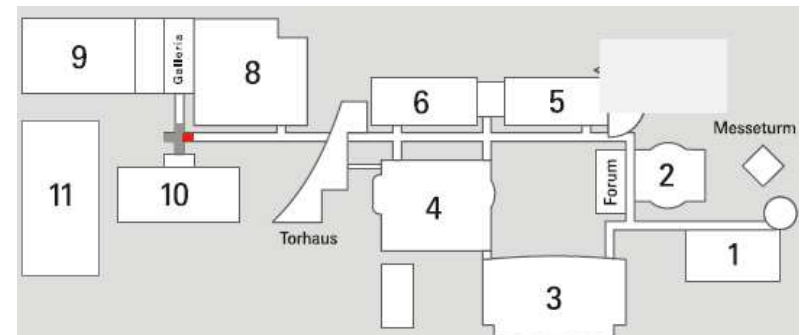
WAN-IFRA member	EUR 2,600
Non-member	EUR 3,000

Deadlines

Order deadline – first come first served

Booking & Contact

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e-mail: mandy.hay@wan-ifra.org



ePoster

Description

ePoster – Multimedia on the Via Mobile and in the Galleria and foyer.

Present photos, animations and video on these multimedia screens.

42” Screen integrated in a dark grey terminal

W 73,85cm x H 200cm D 15cm

Format: 9:16

Resolution: 768 x 1366 pixel

Booking & Contact

Mandy Hay, Exhibition Manager

Tel. +49.6151.733-924

e-mail: mandy.hay@wan-ifra.org



Rates

WAN-IFRA member

EUR 1,400

Non-member

EUR 1,800

Deadlines

Order deadline – first come first served

Triangle Tower

Description

3-sided tower, illuminated

Format

W 60 x H 200cm

Illuminated from the inside

Booking & Contact

Mandy Hay, Exhibition Manager

Tel. +49.6151.733-924

e-mail: mandy.hay@wan-ifra.org



Rates

WAN-IFRA member

EUR 1,300

Non-member

EUR 1,700

Deadlines

Order deadline – first come first served

Corpus Large

Description

3-dimensional advertising space

Format

Front: W 100 x H 200cm

Side : W 50 x H 200cm each

Booking & Contact

Mandy Hay, Exhibition Manager

Tel. +49.6151.733-924

e-mail: mandy.hay@wan-ifra.org



Rates

WAN-IFRA member

EUR 1,400

Non-member

EUR 1,800

Deadlines

Order deadline – first come first served

Corpus XL

Description

3-dimensional advertising space

Format

Front: W 145 x H 215 cm

Side : W 75 x H 215 cm each

Booking & Contact

Mandy Hay, Exhibition Manager

Tel. +49.6151.733-924

e-mail: mandy.hay@wan-ifra.org



Rates

WAN-IFRA member

EUR 1,700

Non-member

EUR 2,100

Deadlines

Order deadline – first come first served

Stair graphics

Description

Choose between the whole staircase or groups of 4 steps or just single.

Format

W 250 x H 15 cm

37 steps

Booking & Contact

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e-mail: mandy.hay@wan-ifra.org



Rates per step

WAN-IFRA member	EUR 150
Non-member	EUR 200

Deadlines

Order deadline – first come first served

Floor graphics

Description

In front of the hall, in the Via Mobile or in the Galleria next to the registration.

Format

Front: W 180 x H 120 cm

Booking & Contact

Mandy Hay, Exhibition Manager

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e-mail: mandy.hay@wan-ifra.org



Rates

WAN-IFRA member	EUR 1,000
Non-member	EUR 1,300

Deadlines

Order deadline – first come first served

Carpet graphics

Description

Put your mark on the carpet.

Format

Front: W 180 x H 120 cm

Booking & Contact

Mandy Hay, Exhibition Manager

Tel. +49.6151.733-924

e-mail: mandy.hay@wan-ifra.org



Rates

WAN-IFRA member

EUR 1,000

Non-member

EUR 1,300

Deadlines

Order deadline – first come first served

A1 Posters

Description

A1 posters positioned in the gangway leading to the registration area.

Format

A1

Booking & Contact

Mandy Hay, Exhibition Manager

Tel. +49.6151.733-924

e-mail: mandy.hay@wan-ifra.org



Rates

WAN-IFRA member

EUR 250

Non-member

EUR 290

Deadlines

Order deadline – first come first served

Slim Box - luminous

Description

This elegant slim box can be positioned in the gangway leading to the registration area, in the Galleria and directly in front of the hall.

Format

Front view: W 120 x H 200 cm

Side view: W 20 x H 200 cm

Booking & Contact

Mandy Hay, Exhibition Manager

Tel. +49.6151.733-924

e-mail: mandy.hay@wan-ifra.org



Rates

WAN-IFRA member

EUR 1,600

Non-member

EUR 2,000

Deadlines

Order deadline – first come first served