

Strategic Conferences @ World Publishing Expo 2013

7 - 9 October 2013, Messe Berlin, Germany

Sponsorship Opportunities

The Strategic Conferences at the World Publishing Expo 2013 provide an exclusive, international platform for those involved in big data, digital printing strategies, new revenue streams, tablets & apps development, newsroom management and editorial workflow.

This is the perfect environment to reach key customers and decision makers.

Link your company name to at least one of these key industry events!

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Sponsorship opportunities

The following conferences are open for sponsoring:



7 - 9 October

Digital printing strategies: the benefits

Monday, 7 October

The possibilities of digital printing for newspaper production are quite well known, but join this Forum to find out more about how you can better use this technology for your business. A strategic look how to consider digital printing in short and long term planning.

Audience analytics: Turning big data into revenue

Tuesday, 8 October

A deeper dive into the hot topic of **Big Data**. This forum will consider analytics from an advertiser as well as a publisher's point of view and how it can benefit both in different ways. An interesting collection of how to turn data into a revenue generating factor.

New revenue streams: ideas for increasing your earnings

Wednesday, 9 October

We all like to hear a good, profitable tip. Join this Forum and hear plenty! Creativity, innovation and in genius new ideas are the common denominator of new ways to generate revenue at publishing houses of all sizes across all platforms.

wan-ifra.org/sfn-forums_2013



7 - 8 October

As mobile audiences grow in huge steps, so does the need for publishers to make the right move on their next app & tablet editions. At the Summit, attendees will focus on those who have best combined the quality of user experiences with strategies to increase mobile revenues.

wan-ifra.org/tablet-and-app-summit



8 - 9 October



The accelerating pace of the digital revolution is surprising many editors who must now think of further and faster integration. Traditional walls – including those between commercial and editorial as well as newspapers and broadcasters – are under pressure in this new world where the search for revenue is the top priority.

wan-ifra.org/newsroomsummit

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Sponsorship opportunities

The following items are open for sponsorship:

	Description	Price per option and conference item			exclusive	Ticket/s incl.
		Member	Non member	Exhibitor		
Moving Logo 	Session or break sponsoring: Your moving logo and recorded message will be displayed for 30 sec. on main conference screen. Company logo + message to be delivered by the sponsor.	EUR 2.500	EUR 3.000	EUR 2.000	no	1
Visitor bags 	Delegate bags are something that all visitors will take home sustained brand placement. The bags will carry the WAN-IFRA and the sponsors logo. They will be produced by sponsor.	EUR 3.000	EUR 3.500	EUR 2.500	yes	1
Catering 	Be the host of one of our catering gatherings (Lunch, Welcome Cocktail, Coffee breaks or Dinner). The sponsorship will be marked on the brochure with your logo. Small display items are included. One roll-up poster is to be provided by the sponsor.	EUR 3.500	EUR 4.000	EUR 3.000	yes	1
Branding Sponsorship 	Logo placement on conference brochures (print), conference website (online) and on-site.	EUR 1.500	EUR 2.000	EUR 1.250	no	1
Give-aways 	Sponsors can provide give-aways for the conference attendees. The give-aways will be distributed at the conference.	EUR 2.200	EUR 2.600	EUR 1.800	no	1

Benefits of sponsoring:

- Your company logo branding all Conference marketing materials (web, print, on-site)
- Opportunity to display company marketing material at the Conference
- Company information in delegate packs

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List of companies that have attended in the past:

20 Minuten Schweiz, 24sata, A. Beig Druckerei und Verlag, ABP, Abu Dhabi Media Company ADMC, Aftenposten, Aftonbladet, Agora, Ahmdak Enterprises, Al Ahram Newspaper, Al Nisr Publishing, Allgäuer Zeitungsverlag, AllianceBernstein, Alma Media Kustannus, Al-Yaum Media House, Amedia, ANSA - Agenzia di Informazione, Anzeigen & Marketing Kleine Zeitung, Apple Daily, Archant, AS Postimees, Asahi Shimbun International, Asociación de Entidades Periodísticas Argentinas (ADEPA), Associated Newspapers, Athesi-adruck, Avisa Nordland, Avenire Nuova Editoriale Italiana, Axel Springer, AZ Medien, Bangor Daily News, Barometern, Baylaucq & Co, Berlingske Media, Bladet Nordlys, Block Communications, Bohmann Druck und Verlag, Bonner Zeitungsdruckerei und Verlagsanstalt, Bonnier Business Press, Boom regionale uitgevers, Brabants Dagblad, Brasilhaas Unternehmenskommunikation, Briefing Media, Budstikka Media, Bulls Pressedienst, C.A. Últimas Noticias, Caxton & CTP Publishers and Printers, CE-MI komunikacije, Challenges, Chamber of Commerce Cote d'Ivoire, chastnik, China Daily, City University London, CJSC Action-Media, Comeresa Prensa, Comunican S.A., Consorcio Periodístico de Chile, Core Group, CORE, Aarhus School of Business, Aarhus University, Corelio, CoreMedia, Corporación de Medios de Extremadura, Ctrl Publishing, Dagbladet, Dagbladet Børsen, Dagens Nyheter, Dalai, Inc., Dar Al-Sharq Printing, Publishing & Distribution, De Montfort University, Delo, Desk-Net, Desmi Publishing, DeWeZet - Deister- & Weserzeitung Verlagsges., Diario El Correo, Diários Associados, Die Presse Media, Digital Pages, DMG Media, Dogan Gazetecilik A.S., Donaukurier Verlagsges., dpa Deutsche Presse-Agentur, Dr. Bihler Communications, Druck- und Verlagshaus Frankfurt am Main, Economia, Edda Digital, Ediciones Zeta, Editions Medecine & Hygiène, Editorial Altamirano Madriz, Editorial Cantabria Interactiva, Editorial Prensa Ibérica, Editpress Luxembourg, Edytor Sp., Eesti Ajalehtede Liit - EALL, Eesti Päevalehe, Ekstra Bladet, El Tribuno, Empresa Editora El Comercio, Empresa Periodística la Tercera, Esan Kirjapaino Oy, Express Publications (Madurai), FAZ - Frankfurter Allgemeine Zeitung, Federation of the Finnish Media Industry, Forrester Research, Funke Mediengruppe, Fuse, Geassocieerde Pers Diensten Netherlands Press Association, Gebrüder Gerstenberg, Getter Graphics, GFR Media, GIRARDET

Verlag, Global News Paper, GMDE, Groupe Express-Roularta, Groupe Hersant Media Services, Grupo A Tarde, Grupo Estado, Grupo Nación GN, Gruppo Editoriale L'Espresso, Guardian Media Group, Ha'Aretz Daily Newspaper, Hälsingetidningar, Hamar Media, Hanauer Anzeiger GmbH & Co Druck- und Verlagshaus, Haymarket Media, Heilbronner Stimme, Helsingborgs Dagblad, Hong Kong Economic Times, HSS Media, HT Media, Hürriyet Gazetecilik ve Matbaacilik, ICCKNet Digital Media Group, IKEA Communications, Ilta-Sanomat, Independent Newspapers Ireland, Infoglobo Comunicação e Participações, International Herald Tribune, J. Hoffmann, Jornal de Negocios, Journal Register Company, JP/Politikens Hus, JSC Publishing House Rossiyskaya Gazeta, Jyllands-Posten, Kaleva, Katholische Nachrichten-Agentur dreipunkt drei medien-gesellschaft, Kazanskiye Vedomosty newspaper, Keski-suomalainen, Kleine Zeitung, Komsomolskaya Pravda, Koninklijke BDU Uitgeverij, Kreiszeitung Böblingen Bote, KSF Media, Kustannus Oy Aamulehti, Kvällstidningen Expressen, Kviris Palitra, Kyodo News, La Presse Ltée, La Voix du Nord, Lagardère Active, Lambra-kis Press, Le Temps, L'Equipe SNC, Les Editions de l'Avenir, Les Pages Jaunes, Lettles Media/Mentor Medier, LLC Krugozor.web, LR Medienverlag und Druckerei, Lübecker Nachrichten, Madsack Online, MAFRA, Main Media, Main-Post, Makfax, Malayala Manorama Company, Märkisches Verlags- und Druckhaus, MAZ - Die Schweizer Journalistenschule, Media Digital, Media Unlimited, MediaCorp, Mediehuset, medien holding:nord, MEMORI, Metro Associated Newspapers, MFRD Media Forum for Research & Development, MINDS International, Mittelbayerischer Verlag, MOZ-Redaktion, Münchner Zeitungs-Verlag, MundusMedia, Muscat Press and Publishing House, Naftemporiki Financial Newspaper, Namibia Press Agency, National Newspapers of Ireland, NDC Media-groep, NDS France, Neue Osnabrücker Zeitung, Neue Pressegesellschaft, Verlag der Südwest Presse, Neue Zürcher Zeitung, New Bulgarian Media Group Holding, News Corporation, News International Newspapers, Newscom, Newspapers & Technology, noodles.com, Nordbayerischer Kurier GmbH + Co. Zeitungsverlag, Norrbottens Media, Norsk Telegrambyrå, North West of Ireland Printing & Publishing, Northeast Press, Norwegian Broadcasting Corp, Norwegian Media Authority,

Nottingham Post Group, NV Corelio Publishing, NV Roularta Publishing, NWZ Verlagsgesellschaft, O Estado de Sao Paulo, OAO Gazeta Gudok, Okaz Organization for Press & Publication, OÖN Redaktions, OOO Mozaika, OOO Sloboda, Open Web Technology, Orbita, Organización Publicitaria, Östersunds Tidningar, Ousboua Tensift, Pegasus Interactive, Play Bac Presse, Polska-presse, Polskie Badania Czynelnictwa Sp, Postmedia Network, Presselivre Imprensa Livre, PT Jurnalindo Aksara Grafika / Bisnis Indonesia, Público Comunicação Social, Publikompass, Publishing House Komsomolskaya Pravda v Bashkortostane, Punch Nigeria Limited, Q5 Partners, QNA - Qatar News Agency, Radio France International -rfi, Raufeld Medien, RBS-Brazil, Zero Hora Editora Jornalística, RCS Media Group, RCS Quotidiani, Reformatorisch Dagblad, Reuters Institute For The Study Of Journalism, RGB Media, Rheinisch-Bergische Verlagsgesellschaft, Rhein-Main.net, RIA Novosti - Russian News & Information Agency, Ringier, Ringier Axel Springer CZ, Ringier Axel Springer Slovakia, Ringier Romandie, RP Digital, rtfinem, rz-Reporter, La Nación, Saar + Scher Unternehmensberatung, Saarländische Wochenblatt Verlagsgesellschaft, Saint-Paul Luxembourg S.A., Salon-Press, Sanoma Media Netherlands, Sanoma News Oy, Sanoma Pro Oy, Satakunnan Kansa, Saudi Research & Publishing Co., Savon Mediat OY, SC Adevarul S.A., Schibsted, Schwäbischer Verlag GmbH & Co. KG Drexler, Gessler, SDZ Druck und Medien, Seed Consultants Branding & Design, Segodnya Multimedia, Senner Medien, SESAAB, sh:z Schleswig-Holsteinischer Zeitungsverlag, Singapore Press Holdings, Si-Phaya Publishing, Società Editrice Arena, Société Editions et Périodiques Techniques, Société Editrice du Monde, Sport Newspapers, St. Galler Tagblatt, Stappen, Stavanger Aftenblad, Stimuleringsfonds voor de Pers, Stuttgarter Zeitung Verlagsgesellschaft, Styria Digital Holding, Styria Media Group, Süddeutsche Zeitung Digitale Medien, Süddeutsche Zeitung, Svenska Dagbladet, Swissprinters, Tagblatt der Stadt Zürich, Tamedia, Telegraaf Media Groep, Telegraph Media Group, Telenor Broadcast, The Associated Press, The Byrne Partnership, The Daily Thanthi, The Danish School of Media and Journalism, The Economist Newspaper, The Futures Agency, The Globe and Mail, The Irish Times, The Mathrubhumi Printing & Publishing, The New Straits Times Press (Malaysia), The New Vision Printing and

Publishing, The New York Times Company, The New York Times News Service & Syndicate, The Observer Media, The Printers (Mysore), The Tico Times, The Wall Street Journal, TheMediaLab, Tidningarnas Telegrambyrå, Times Newspapers, Trinity Mirror, Tryckeri AB, Norrländska Socialdemokraten, TS-Yhtymä OY, TV.nu Sweden, TV4 Expressen Mobilab, Twipe Mobile Solutions, Uitgeverij Edu'Actief, Ullstein Media Marketing, United Media Holding, University of Central Lancashire, University of Pavia, Valor Economico, Vancouver Free Press Publishing Corp., Västerbottens Folkblad, Västerbottens-Kuriren, Vecernji List, Vechernyaya Moskva Kontsern, Verband Bayerischer Zeitungsverleger, Verband Schweizer Medien, Verlag Lensing-Wolff, Verlag Nürnberger Presse Druckhaus Nürnberg, Verlagsgruppe Handelsblatt, Verlagsgruppe Passau, Verlagsgruppe Rhein Main, Verlagsgruppe Weltbild, Veronica Uitgeverij, Viestilehdet Oy, Virtual Paper, VJ Movement, Vltava-Labe-Press, Vocento, Wiener Zeitung, wissenmedia, WoodWing Software, Worldcrunch, WVV-Westdeutsche Verlags- und Werbegesellschaft, Yedioth IT, ZAO Argumenty i Fakti, Zeit Online, Zeitungsverlag Aachen, Zeitverlag Gerd Bucerius, Zürcher Oberland Medien, ZV Zeitungs-Verlag Service

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Sponsoring Form

Please copy and complete the form and send or fax to:

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Sponsoring Options

Strategic Conference

Last name _____

Moving logo

SFN Forum

First name _____

Visitor bags

Digital printing strategies

Company _____

Catering:

Audience analytics

Position _____

Welcome reception (first day)

New revenue streams

Street _____

Coffee breaks

6th Tablet and App Summit

Postal code, city _____

Lunch

12th International Newsroom Summit

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Give-aways

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Others

WAN-IFRA member yes no

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Payment details (please select a method of payment):

The sponsoring fee becomes due immediately upon receipt of the invoice, or no later than 4 weeks before the beginning of the event

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by signing the contract I accept the general terms and conditions of WAN-IFRA