

XMA Cross Media Awards 2011

Sponsoring opportunities

Germany, March 2011

Raquel Meikle
XMA Coordinator, WAN-IFRA
raquel.meikle@wan-ifra.org

Award Profile

International Award for integrated print-digital projects presented by news publishers worldwide

- New focus every year:
2006: Football World Cup
2007: Communities
2008: Advertising
2009: Design & Branding
2010: Local markets
- Sponsored by THE leading manufacturers of the news publishing industry
- Internationally renowned media experts in XMA Jury





**WAN-IFRA Cross Media Awards focuses in 2011 on
Paid-for content apps for tablets and smartphones
Deadline for submission: 30th June 2011**

Special Exhibit Area for the XMA Awards in Hall A of the Reed Messe Vienna and Awards Ceremony

- Display **best examples** at IFRA Expo 2011 in a special exhibit area dedicated to **Sponsors**´ presentations together with **Winners**´ presentations
- **Awards Ceremony** on Monday, 10th October 2011 at 18.00 h, in conjunction with the „Get Together“ at the Media Port, Hall A



Sponsoring Opportunities

Outstanding opportunity for suppliers to show their leadership in the tablet and smartphone industries

Max. 6 Main Sponsors

- Included on all communications
- Presentation space at XMA special exhibit
- Right to hand over Prizes at Award Ceremony
- EUR 9,000 plus VAT for WAN-IFRA Members
- EUR 10,00 plus VAT for non-Members

Max. 10 Branding Sponsors

- Logo placement at XMA special exhibit
- EUR 2,000 plus VAT for WAN-IFRA Members
- EUR 2,500 plus VAT for non-Members



Max. 8 Supporting Sponsors

- Presentation space at special exhibit
- EUR 4,000 plus VAT for WAN-IFRA Members
- EUR 4,500 plus VAT for non-Members

Sponsoring opportunities include:

- Logo placement at www.wan-ifra.org/xma
- Background information about sponsor online at www.wan-ifra.org/xma
- A mention in the announcement press release (sent out to ca. 350 trade press journalists worldwide), in the post and eMailing to potential XMA participants ("XMA Award is open"), in diverse press releases "Deadline for applications is drawing near", "XMA Cross Media Awards: The Winners are..."
- Logo placement in IFRA Expo Visitor Invitation (mailed out in August 2011, all relevant visitor information about IFRA Expo including XMA, ca. 48.000 recipients worldwide)
- A mention in WAN-IFRA Magazine Sept/Oct edition (pre-Expo edition)
- Logo placement in IFRA Expo catalogue (information about XMA special exhibit at IFRA Expo)
- XMA special exhibit area at IFRA Expo 2011 in Vienna Possibility to add a sponsors press statement to the XMA press kit, to be distributed at the IFRA Expo Press Center

Response fax
Please return to Fax Nr +49-6151/733-802

Yes, I want to join the XMA Cross Media Awards 2011 as a

- Main sponsor Supporting sponsor
 Branding sponsor

Company:

Address:

Name:

Job Title:

Signature:

For further details please contact

Raquel Meikle

XMA Coordinator

WAN-IFRA GmbH & Co. KG

raquel.meikle@wan-ifra.org

Tel. +49-6151/733-927

www.wan-ifra.org/xma