

# World Publishing Expo 2015

5-7 October 2015, Hamburg Messe



## The Digital Advertising Pavilion

# 5 REASONS FOR YOU TO BE AT THE WPE

## 7000 visitors from 100 countries



Mobile advertising decoded by specialists at WPE 2014 : session includes Styria Digital One, Havas Media Group, Sanoma, PubNative and Teads TV

CloudSense @cloudsense · Oct 15 - "We are still talking #Adselfies at the CloudSense booth. Drop by and say hello- #WPE14"



## 95 % of visitors have **decision making power**

## The Advertising Pavilion is the focal point for a truly global WAN-IFRA publisher audience



Irene Salo@irkkula · Oct 15 - "Use multichannel advertising system anytime, anywhere - from your own device. Meet us at 9.520 #Tietowanifra #WPE14"

Use multichannel advertising system anytime, anywhere - from your own device. Meet us at 9.520. #Tietowanifra #WPE14



Captivated audience at the Media Port stage last year. Among ad topics to be addressed at WPE15 on the Media Port stages: Programmatic progresses; the rise of ad blockers and native advertising/branded content.

## Strategic conferences + open stages + workshops

## Rapidly and efficiently gain high level sales leads & network with industry colleagues



Ad technology delivering a customer's advert in multiple formats (online, mobile and print): it's Localstars @ WPE

# YOUR PRESENCE @ THE DIGITAL ADVERTISING PAVILION

The Digital Advertising Pavilion is the perfect place for companies aiming to connect their sales and marketing teams with the right audience to boost their sales revenue!

The pavilion offers its exhibitors the following:

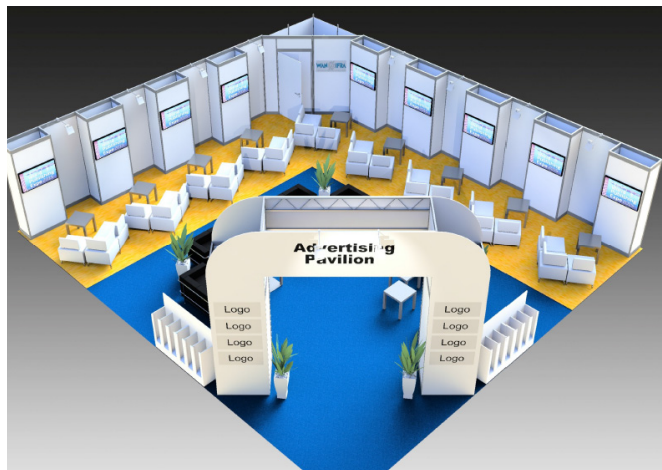
- Two exhibitor passes
- One seating arrangement, one table, and one 32" screen, one shelf in the corner shelving unit for storage
- Presentation of case study at the Media Port\*
- 1kW for each workstation incl. consumption
- Company logo on the entrance
- Logo sponsorship (one entrance ticket included) for one of our strategic conferences: [Mobile News Summit](#) / [Newsroom Summit](#)
- 50 free eVouchers to invite existing or potential clients
- One free sponsored content post on the WPE blog which will also be announced via our WPE twitter account
- One free sponsored content post on the WPE event app timeline

## Prices:

WAN-IFRA members: 4500€ + VAT

Non-members: 5000€ + VAT

Additional items (i.e. WiFi) can be order via [ausstellerservice@hamburg-messe.de](mailto:ausstellerservice@hamburg-messe.de) at the exhibitors cost.



## Contact:

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\* Presented by your clients, 15 minutes max. Limited availability.





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**International  
Newsroom  
Summit**

#Newsroom15

**Mobile  
News  
Summit**

#MNS15

**World  
Printers  
Forum**

#WPF15

**Media Port  
Open  
Stages**

Halls A1 A4

**Media  
Innovation  
Day**

[mid.wan-ifa.org](http://mid.wan-ifa.org)

**Innovation  
Tours &  
Workshops**

5-7 October