

SPONSORING OPPORTUNITIES



WORLD NEWS MEDIA CONGRESS WORLD EDITORS FORUM WORLD ADVERTISING FORUM

12 TO 14 JUNE 2016,
CARTAGENA DE INDIAS, COLOMBIA



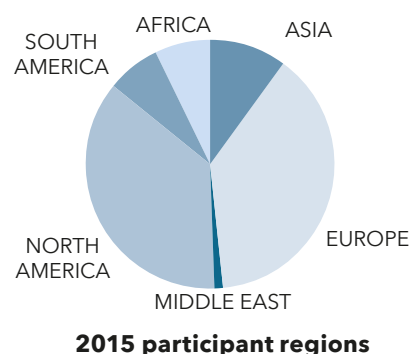
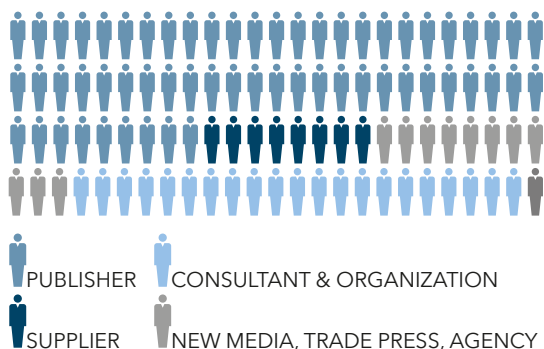
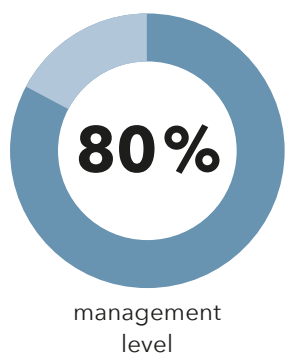
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Photo: PROCOLOMBIA

OUR 900+ VISITORS IN 2015 AT A GLANCE



THE world's leading event for top news media executives. This event has no equal and is the meeting place for developing invaluable connections, partnerships, and to interact with the Who's Who in the news media industry. Our three conferences (World News Media Congress, World Editors Forum and World Advertising Forum) turn this into the must-attend event of the industry.



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SPONSORING OPPORTUNITIES 1/2

EVENT APP ADVERTISING	Book your ad on the event app timeline! In 2015 800 delegates downloaded the app and 70 % used it for private conversation.	250 €* per ad 313 €** per ad
LITERATURE STAND	Display your newspaper for our delegates on a literature rack next to the registration and information service. Great, affordable exposure and central placement of your material next to the registration / point of information.	500 €* 625 €** Conditions: Shipment will be at your own expense.
LOGO SPONSORSHIP	Show your support for the News Media industry. <ul style="list-style-type: none">• Including one Congress ticket, second ticket 50% discount.• Your company logo will be displayed on our website, in our app and on our logo wall on-site.	3.000 €* 3.750 €**
FOOT PRINTS	<ul style="list-style-type: none">• Exclusive Sponsorship• Footprints will be placed around the venue to guide the delegates to the registration and conference area• Our delegates will walk over your brand.• Your company logo will be displayed on our website, print material, in our app and on our logo wall on-site.	3.000 €* 3.750 €** Conditions: Produce and ship your footprints at your own expense.
STARTUP LOUNGE	You are a startup, founded in the last 24 months, and want to show your products to a worldwide audience but you do not have the funds for a standard booth yet? Come and present your company at our startup lounge, placed in an exclusive area directly in our exhibition and catering hall. We have an area designated just for startups with a table and two chairs per company. Apart from that, your company logo will be displayed on our website, print material, in our app and on our logo wall on-site. One Congress ticket included, second ticket 30 % discount.	3.000 €* 3.750 €** Conditions: Shipment and other extras for your start-up space will be at your own expense.
SMOOTHIE BAR	Sponsor a Smoothie Bar during the conference breaks. Get maximum recognition by all the delegates through: <ul style="list-style-type: none">• Smoothie Bars will be named after your company• Place table tents and roll-ups on/around each smoothie bar• Your company logo will be displayed on our website, print material, in our app and on our logo wall on-site.• Including one Congress ticket, second ticket 50 % discount.	6.000 €* 7.500 €** Conditions: Production of table tents and shipment of all material at your own expense
COFFEE STATION	Sponsor a Coffee Station during the conference breaks. Get maximum recognition by all the delegates through: <ul style="list-style-type: none">• Coffee break will be named after your company (online, in our app and in all printed documents, where the coffee breaks are mentioned)• Place table tents and roll-ups on/around each coffee station• Including one Congress ticket, second ticket 50% discount.• Your company logo will be displayed on our website, print material, in our app and on our logo wall on-site	6.000 €* 7.500 €** Conditions: Production of table tents and shipment of all materials at your own expense.
CONGRESS APP	In 2015, 800 delegates downloaded the app and 70 % used the app for private conversation. Get maximum recognition by all the delegates with this exclusive sponsorship! <ul style="list-style-type: none">• Use the app in 2016 to make it impossible for participants not to see you: your logo on the loading screen (640 x 240 pixel).• Your logo on the banner above the timeline (240 x 240 pixel), 1 push notification, and 3 sponsored content posts ensure that you will be seen and heard.• Including one Congress ticket, second ticket 50 % discount.• Your company logo will be displayed on our website, print material, in our app and on our logo wall on-site.	6.000 €* 7.500 €**
CHARGING STATION	<ul style="list-style-type: none">• Exclusive sponsorship• Sponsor the charging, located in a central area of the venue opposite the registration and point of information desk.• Label the charging station with your own marketing material• Your company logo will be displayed on our website, print material, in our app and on our logo wall on-site.• Including one Congress ticket, second ticket 50 % discount.	6.000 €* 7.500 €** Conditions: Production of table tents and shipment of all materials at your own expense.
BREAKFAST SESSION	Host your own breakfast session! <ul style="list-style-type: none">• Breakfast session will be published as part of the programme on our website.• We will advertise your breakfast session in one marketing newsletter 4 weeks before the Congress (together with the other breakfast session – your banner 440 x 300 pixel).• Including one Congress ticket, second ticket 50 % discount.• Your company logo will be displayed on our website, print material, in our app and on our logo wall on-site.• Invite your guests and receive an extra 5 % discount for them.	6.000 €* 7.500 €** Conditions: You are responsible for the organization as well as the marketing of this event (speaker, programme, registration/winning of participants for the breakfast session, catering and AV). All costs will be at your own expense (except rental for room). Breakfast session will be from 08:00 am – 09:00 am, set-up time from 07:00 am – 08:00 am. Available: Monday, 13. June / Tuesday, 14. June 2016

* MEMBER ** NON-MEMBER

50 % discount only applies to normal ticket price (i.e. excludes promotional and early pricing)

SPONSORING OPPORTUNITIES 2/2

EXCLUSIVE EDITORIAL COVERAGE	<ul style="list-style-type: none"> You will be announced as the official sponsor of the editorial coverage. We will do an interview with you for our magazine (World News Publishing Focus - all our members receive the magazine - more than 5.000 companies). You can write one article for us - as an industry "thought leader". Including one Congress ticket, second ticket 50 % discount. Your company logo will be displayed on our website, print material, in our app and on our logo wall on-site. 	6.000 €* 7.500 €**
PHOTOGRAPHER	<ul style="list-style-type: none"> Photographer will wear a T-Shirt with your company logo on it. Including one Congress ticket, second ticket 50% discount. Your company logo will be displayed on our website, print material, in our app and on our logo wall on-site. 	6.000 €* 7.500 €**
PHOTO CORNER	<p>Be the exclusive sponsor for our Photo Corner. This new concept is based on the demand of our participants to commemorate their visit and have pictures to share with friends and family.</p> <p>We will provide a picture wall with your company logo and the WAN-IFRA logo as well as a photographer. The photo will be available immediately after the shot and we will encourage everybody to share the pictures on their social media streams right away.</p>	6.000 €* 7.500 €**
WLAN	<p>Exclusive Sponsorship! Get maximum recognition by all the delegates through:</p> <ul style="list-style-type: none"> Table tents with your company logo and login-details will be placed throughout the venue. Choose the user name and login name for the WLAN connection during the Congress Including one Congress ticket, second ticket 50% discount. Your company logo will be displayed on our website, print material, in our app and on our logo wall on-site. 	9.000 €* 11.250 €**
ONE LUNCHEON	<ul style="list-style-type: none"> Exclusive exposure Meet and greet attendees at the entrance Brand the lunch area with your marketing materials. Including one Congress ticket, second ticket 50% discount. Your company logo will be displayed on our website, print material, in our app and on our logo wall on-site. 	9.000 €* 11.250 €**
LANYARDS	<p>Exclusive sponsorship Maximum exposure of your brand to all our delegates. Including one Congress ticket, second ticket 50% discount. Your company logo will be displayed on our website, print material, in our app and on our logo wall on-site.</p>	9.000 €* 11.250 €**
BOOTH	<ul style="list-style-type: none"> Great exposure to all delegates, your booth will be in the catering hall. Including one Congress ticket, second ticket 50 % discount. Your company logo will be displayed on our website, print material, in our app and on our logo wall on-site. <p>Standard booth includes three hard walls, horizontal sign of your company, one table, two chairs, one basket. Any upgrade can be booked at your own expense.</p>	3 X 3 SQM 6.000 €* 7.500 €** 4 X 4 SQM 9.000 €* 11.250 €** 4 X 4 SQM including 100 second elevator pitch during the Congress on stage 11.000 €* 13.750 €**
GOLD SPONSOR	<p>Combine your favorite sponsorship opportunities and receive many fantastic add-ons. For example:</p> <ul style="list-style-type: none"> 3 x 3 booth Breakfast session WLAN 5 event app advertising posts 3 additional entry tickets for your customers Personalized email to 10 participants of your choice 	20.000 €* 25.000 €**
PLATINUM SPONSOR	<p>Combine your favorite sponsorship opportunities and receive many fantastic add-ons. For example:</p> <ul style="list-style-type: none"> 4 x 4 booth including 100 second elevator pitch during the Congress on stage Charging station branding (opposite registration desk / point of information) Exclusive evening event in one of Cartagena's hotspots (like Breakfast Sessions, list of bars and restaurants for your own personal use will be provided by us, organization and costs for food and drinks will be covered by you) Lanyards 6 additional entry tickets for your customers Your own VIP table at our Gala Dinner on a square in the middle of Cartagena's old town 10 event app advertising posts Personalized email to 20 participants of your choice 	30.000 €* 37.500 €**

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