

DIGITAL MEDIA EUROPE

LONDON APRIL 15-17 2013

Sponsorship opportunities

v1.1 (Jan 2013)

DME13 in Brief

- Aim for 400 attendees (300 at DME12)
- Dedicated (brand new) conference venue
200 Aldersgate, St Paul's, London
- Attendee profile - News media industry CEOs, Board Members, Chief Editors, Digital Directors, IT Directors, Heads of Mobile, Heads of Sales & Advertising etc.
- 2.5 days - Industry Leading Speaker Programme
- Innovation, Monetisation, Advertising, Networking
- Part of a successful brand - also Digital Media Asia (DMA)
- Planning to launch DMx Awards (based on XMA)

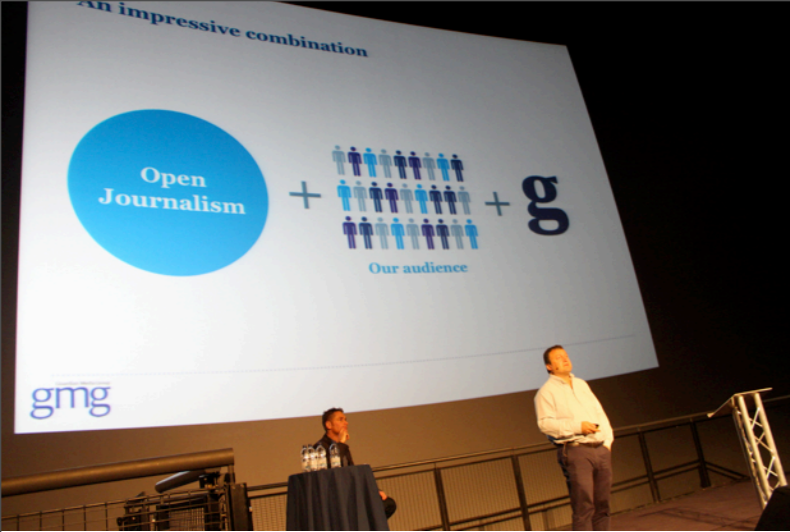


Speakers from DME12

- Arthur Sulzberger - Chairman, New York Times
- Andrew Miller - CEO, Guardian Media Group
- Alex Balfour - Head of New Media, London Olympic Games
- Anders Berglund, Sales Director, Schibsted
- and 20+ more

Speakers confirmed for DME13

- Very high profile speakers from top organisations in Brazil, France, Germany, UK, USA and more. Latest announcements on website.



2013 Concept



- Top quality keynote speakers & agenda setting content
- Highly interactive panels & debates
- Truly international networking with senior publishing execs
- Launch of European Digital Media Awards
- Closer media partnerships & Live roundup show
- Smaller parallel breakout sessions
- Very comfortable modern venue
- Maximum capacity WiFi & Event App

Outline Structure

Mon AM

Keynote*

Mobile

case studies / workshop / panel / debate

Mon PM

Keynote*

Social

case studies / workshop / panel / debate

Tue AM

Keynote*

Monetising content

case studies / workshop / panel / debate

Tue PM

Keynote*

Innovation & Investment

case studies / workshop / panel / debate

Wed AM

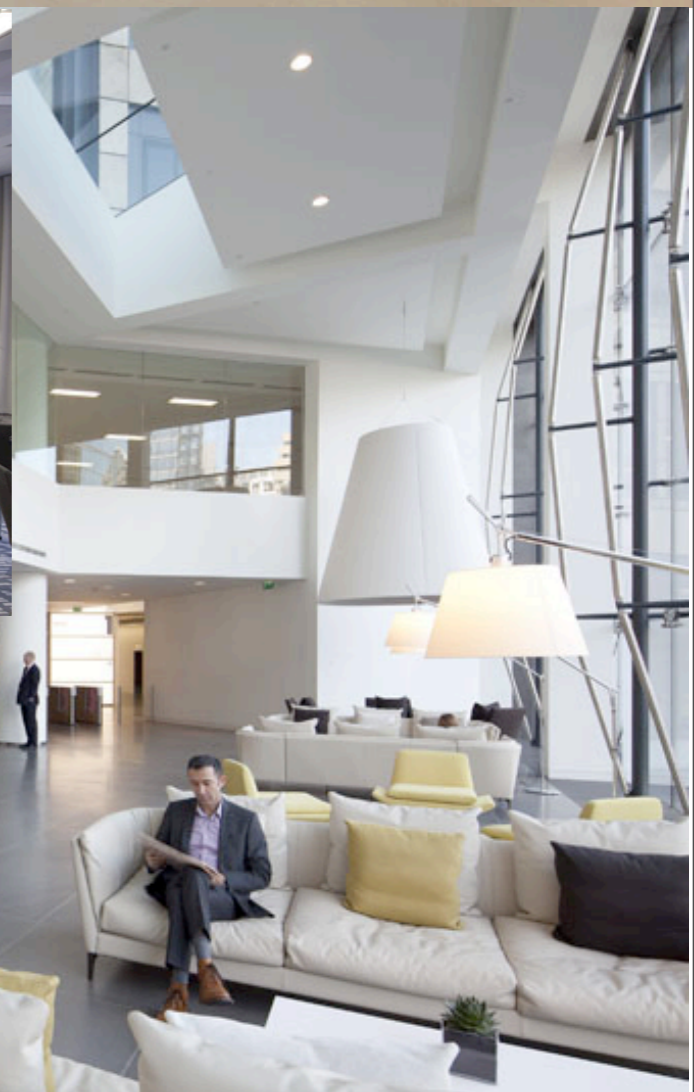
Keynote*

Advertising

case studies / workshop / panel / debate

* Digital Joker e.g. Spotify @ DME12

Our Space @ 200 Aldersgate



Sponsorship Options

1) Primary Sponsor

Potential to sponsor DMx overall
Main branding on all marketing channels & at the event
(inc. video wall)
Coverage in event reporting - e.g. live blog, magazine
Exhibition stand & 4 conference passes
Welcome greeting with moderator

Price on request

2) Awards & Evening Event Sponsor

Branding on European Digital Media Awards - all
marketing channels & evening event invites
Rollups and banner displays during event
Coverage in event reporting - e.g. live blog, magazine
Opportunity to present prizes

Price on request

3) Exhibition Stand

6m² Exhibition Space
Branding on all marketing channels & at the event
Opportunity to run promotions / competitions
1 conference pass (discount for more)

Price on request

4) Workshop Sponsor

Host parallel 40min workshop on WAN-IFRA selected topic
(max 1 per day)
Promotion in Conference Programme and marketing
channels, and by moderators
1 conference pass (discount for more)

Price on request

Contact

- To get an offer or discuss the proposals here in further detail, please contact:-

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www.wan-ifra.org/dme13