



# DIGITAL MEDIA LATINOAMÉRICA

30-31 OCTOBER 2013 · BOGOTÁ · COLOMBIA  
SPONSORING OPPORTUNITIES

[www.wan-ifra.org](http://www.wan-ifra.org)

# DIGITAL MEDIA LATINOAMÉRICA IN BRIEF

Since 2009, WAN-IFRA "Digital Media" events focus on the latest strategies and digital business models, in order to provide the best tools to publishers wanting to strengthen their position in the digital platforms.

Wanting to keep its promise of being "the indispensable partner of newspapers and the entire news publishing industry helping them in the development of prosperous businesses and technology", the World Association of Newspapers and News Publishers will launch its first edition of Digital Media in Latin America, following the success of its latest editions in London and Asia.



Digital Media Latinoamérica aims to be the unmissable meeting point for Latin American newspapers striving for that essential added edge in today's hyper-competitive publishing environment. Through ground-breaking, provocative and highly-innovative cases at both a global and a regional level, this conference will spur creativity and innovation within our industry.

Digital Media Latinoamérica will address some of the most relevant issues to the sector today, including:

## Digital and Social Media

- Beyond the paywall and free content issue...
- How to engage digital audiences
- "Consumer-centric" approaches

## Smartphones and tablets

- Keys to media consumption
- Business Models and successful Digital Strategies
- New ways to increase your "mobile revenue"

## Digital Business Innovation

- The best digital innovations in Latin America
- How to promote innovation in your company
- Latest trends on digital and e-commerce

## MARKET TRENDS

- With more than 6 billion mobile subscribers worldwide, the mobile channel is the most widely used in the world.
- 2011 registered a world record in tablet and smartphone sales with 66 million. The estimated tablet and smartphone sales growth rate in the next two years is of 180% (154 million).
- It is estimated that ad spending will rise from 3.3 million dollars in 2011 to 20.6 million in 2015.
- Latin America will experience the most important growth in broadband penetration over the next five years, with a compound annual growth rate of 5.5%.
- The estimated effective annual rate of growth of digital advertising (wired and mobile) is 15.9% between 2012 and 2016.

## E&M (Entertainment and Media) by segment in \$US Millions

	2007	2008	2009	2010	2011p	2012	2013	2014	2015	2016	2012-2016 CAGR
Internet access wired and mobile	7,207	9,049	10,976	13,519	16,196	19,403	23,327	26,864	30,586	34,128	
% Change	32.7	25.6	21.3	23.2	19.8	19.8	20.2	15.2	13.9	11.6	16.1
Internet advertising wired and mobile	561	798	992	1,302	1,577	1,846	2,167	2,526	2,900	3,292	
% Change	57.6	42.2	24.3	31.3	21.1	17.1	17.4	16.6	14.8	13.5	15.9
Consumer magazine publishing	3,370	3,497	3,401	3,726	3,919	4,132	4,319	4,554	4,794	5,068	
% Change	7.3	3.8	-2.7	9.6	5.2	5.4	4.5	5.4	5.3	5.7	5.3
Newspaper publishing	7,138	7,498	7,239	7,653	7,995	8,403	8,865	9,369	9,905	10,470	
% Change	9.7	5.0	-3.5	5.7	4.5	5.1	5.5	5.7	5.7	5.7	5.5
Consumer and educational book publishing	3,183	3,378	3,338	3,495	3,598	3,714	3,841	3,992	4,147	4,322	

Source: PWC, Global entertainment and media outlook: 2012-2016

**DIGITAL MEDIA  
LATINOAMÉRICA 2013**  
BOGOTÁ, COLOMBIA, 30-31 OCTOBER 2013







SPONSORING OPPORTUNITIES	GOLD Sponsor	SILVER Sponsor
<b>Meet new clients</b>		
Meet and mingle with top level executives from leading media houses in Latin America	✓	✓
<b>Be visible</b>		
Placement of your logo in all promotional material (event e-brochure, website, programme) and a hyperlink to your organisation's website as a main sponsor	✓	✓
Printed logo in the attendees badges as a main sponsor	✓	✓
Company's information on products or services within the visitor bags	✓	✓
Special microsite for this event with a brief presentation of your company	✓	✓
Web banner 234x180 pixel in the event web while the event is promoted	✓	
Conference lunch: Branding display of your organisation with pull-up stands at all conference lunches	✓	
Association of your brand to an international event	✓	✓
<b>Network</b>		
Table-top exhibition stand (2x1) in the conference break area. Networking with high-profile industry partners and clients	✓	✓
Private meeting room to treat your prospect clients in an exclusive atmosphere	✓	
<b>Add-ons</b>		
Complimentary 2 days conference tickets	5 Additional tickets	3 Additional ticket
Event attendees listing (company name, person and position)	✓	✓
For 2000 EUR more you will have priority when booking the following individual sponsorship items: visitor bags, lanyards and giveaways. Both lanyards and visitor bags will carry both WAN-IFRA and the sponsors' logo and will be produced by sponsor. Giveaways also should be produced by the sponsor.	✓	✓

	MEMBERS	NON MEMBERS
<b>GOLD Sponsor</b>	12.000 EUR	14.500 EUR
<b>SILVER Sponsor</b>	7.000 EUR	9.000 EUR

### WORKSHOP SPONSOR

Organize a 40 min workshops parallel to the conference on any of the programme topics (max 1 per day) positioning your logo on all promotional material (web, flyers, program notes and other printed material). Free access to the conference for one person. Check conditions with organiser.

## SPONSORING OPPORTUNITIES

	Description	Price (member / non member)	excl.
<b>Lanyards</b> 	Every participant will receive a lanyard at the start of the conference: an obvious advertising tool for placing your brand. Sponsor will provide lanyards (incl. 1 free ticket for your company).	EUR 2.500 / EUR 3.000	Yes
<b>Visitor bags</b> 	Delegate bags are something that all visitors will take home - sustained brand placement. The bags will carry both WANIFRA and the sponsors' logo and will be produced by sponsor (incl. 2 free tickets for your company).	EUR 3.500 / EUR 4.200	Yes
<b>Exhibition stand</b> 	Exhibit your products and services on your stand in the coffee break area. Table-top stand, size will be ca. 1*2 m, depending on venue facilities. Access to the exhibitors' room will be FREE. Please invite your potential customers in the region to visit you at the stand (incl. 2 free tickets for your company).	EUR 3.500 / EUR 4.200	No
<b>Catering</b> 	Host a coffee-break, lunch or a get-together for all the delegates. Organization and choice of a location in co-operation with WAN-IFRA (incl. 2 free ticket for your company).	At sponsor's cost and organization (in cooperation with WAN-IFRA)	Yes
<b>Branding Sponsorship</b> 	Place your logo on event brochures, online and on-site, together with a free ticket.	EUR 1.900 / EUR 2.300	No
	Sponsor the WIFI connection of the event with a dedicated line for all participants. Table cards or other small display items are to be provided by the sponsor (incl. 2 free ticket for your company).	EUR 3.000	Yes
<b>Give aways</b>	Include your own giveaways in the visitor bags. Category not available for notebooks or pens. Sponsor will provide giveaways (incl. 1 free ticket for your company).	EUR 2.000 / EUR 2.400	No

# CONNECT WITH THE RIGHT AUDIENCE!

Check out what our delegates have to say about our DM events:

*"What I most appreciated was to share the experiences of publishers in implementing digital projects. I think in this area, the focus of the NYT paywall or Gartner, and innovative (startups) as the Irish Times were invaluable. It is also very rewarding get in touch with new editorial approaches in the digital environment like BuzzFeed, emerging business classifieds or ground-breaking advertising models".*

*Juan Figuerola-Ferretti  
Responsible for Digital Strategy Projects, Vocento, Spain*

*"WAN-IFRA's Digital Media Conferences are pinpointed to present initiatives that are not only inspiring and innovative, but usable. It is almost impossible to leave these events without a bunch of useful alternatives for the future".*

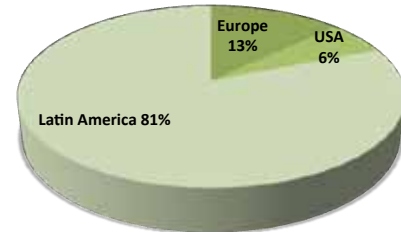
*Marcelo Rech  
Executive Director for Journalism, Grupo RBS, Brasil*

Our latest Digital Media events attracted the following audience:

- **Top Management:** Publisher, Chairman, CEO, COO, CTO, Managing Director, Digital Product Director, President, Vice President, General Manager, Editor-in-Chief, HOD.
- **Middle Management:** Senior Manager, Manager, IT Services Manager, Bureau Chief, Managing Editor, Multi-media Editor
- **Executive:** Digital Marketing Executive, Web Assistant Editor, Digital Reporter, Social Media Editor.

## WAN-IFRA AMÉRICA LATINA APRIL 2012 - CHILE

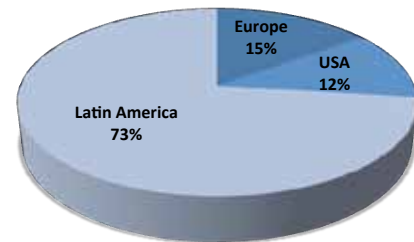
### Origin of attendees (2012)



- 186 attendees, from 95 plus companies.
- 74% of attendees were Top/Executive Managers
- 81% of attendees came from Latin America.

## WAN-IFRA AMÉRICA LATINA MARCH 2011 - COLOMBIA

### Origin of attendees (2011)

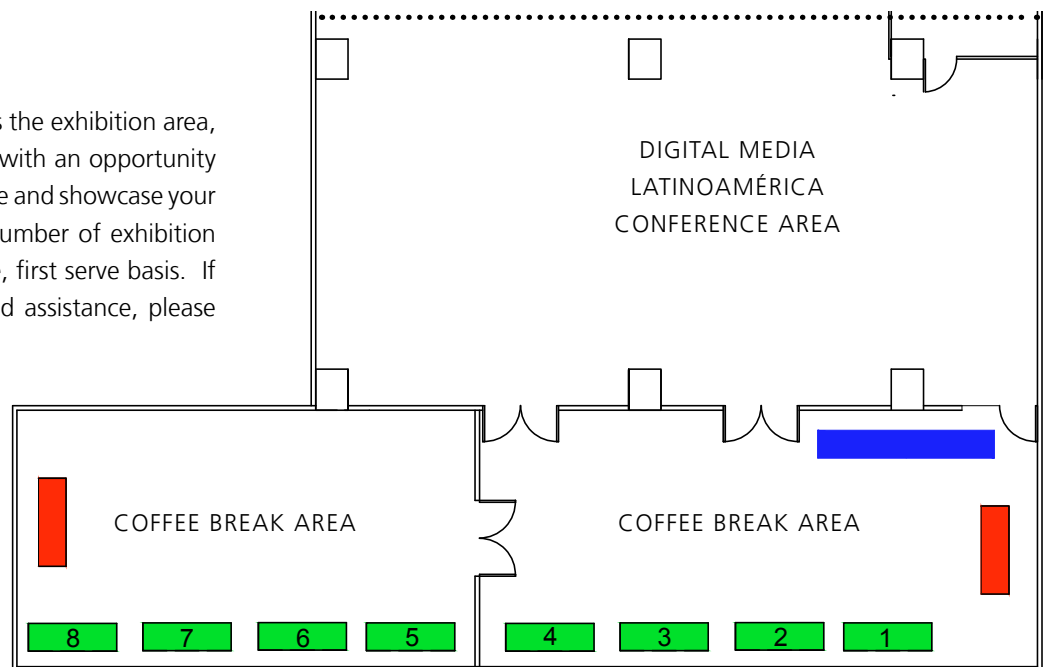


- 193 attendees, from 90 plus companies.
- 90% of attendees were Top/Executive Managers
- 73% of attendees came from Latin America.

## CONFERENCE VENUE FLOOR PLAN

Conveniently located in the foyer is the exhibition area, this space provides your company with an opportunity to engage with your target audience and showcase your products and services. A limited number of exhibition tables are available on a first come, first serve basis. If you want to book a space or need assistance, please contact:

Raquel González  
Events Manager  
+34647676662  
[eventos@wan-ifra.org](mailto:eventos@wan-ifra.org)



Coffee counter
  Foyer EXPO table
  Registration counter

# Digital Media Latinoamérica

Bogotá, Colombia, 30-31 October 2013

## Sponsoring opportunities

Fill in the sponsoring form and fax or send it to:

WAN-IFRA · Washingtonplatz 1 · 64287 Darmstadt · Germany · Phone +49.6151.733-6 · Fax +49.6151.733-802 · [eventos@wan-ifra.org](mailto:eventos@wan-ifra.org)

Name \_\_\_\_\_

Surname \_\_\_\_\_

Company \_\_\_\_\_

Position \_\_\_\_\_

Address \_\_\_\_\_

ZIP code, City \_\_\_\_\_

Country \_\_\_\_\_

E-mail \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

WAN-IFRA Member  yes  no

### Sponsoring opportunities

- GOLD Sponsor
- Silver Sponsor
- Workshop Sponsor
- Lanyards
- Visitor Bags
- Exhibition stand
- Catering
  - Welcome cocktail
  - coffee breaks
  - Lunch
  - Gala dinner
- Branding Sponsor
- Give aways
- WIFI Connection

Payments should meet upon invoice reception and never later that 3 weeks before the event

\_\_\_\_\_  
Signature and stamp

By signing I accept WAN-IFRA Sponsoring Opportunities conditions

## Payment methods (please select one)

Payment upon invoice reception.

By card

American Express  Visa  Euro-/Master Card  Diners

Card Number

Expiry date     CCV

Full name printed in the card \_\_\_\_\_

\_\_\_\_\_  
Signature and stamp

Please send the invoice to the following address

Surname \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Position \_\_\_\_\_

Address \_\_\_\_\_

ZIP code \_\_\_\_\_

Country \_\_\_\_\_