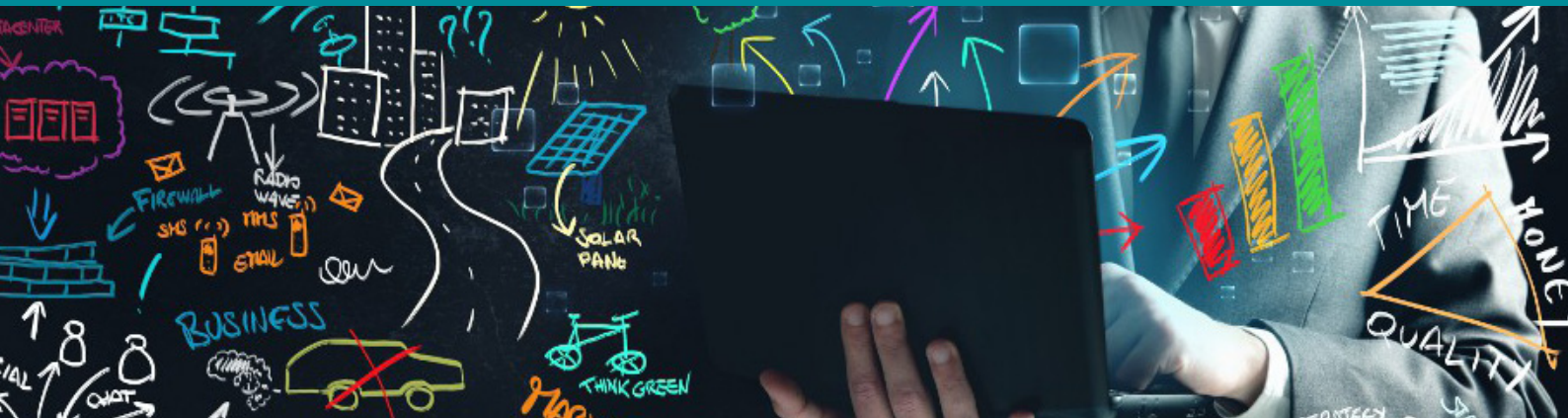


Innovation Day

Innovative technologies for your paywall, 3 December 2013, Malmö, Sweden



Speaking and exhibition opportunities

For tech providers and start-ups we offer the following two options to participate:

Gold Sponsor

Present one of your case studies to the audience and benefit from the opportunity to underline your innovative offer for a successful paywall. Duration per speaker slot is 15 minutes. Only 3 slots available (first come-first served).

WAN-IFRA members EUR 2,490.- + VAT
Non-members EUR 2,990.- + VAT

Included: 2 entry tickets for the Innovation Day, your company logo and profile on the website, display of promotional material on-site.

Silver Sponsor

Participate in the Innovation Day and meet decision makers from media companies in the Nordics. Only 10 entry tickets available for suppliers (first come-first served)!.

WAN-IFRA members EUR 590.- + VAT
Non-members EUR 790.- + VAT

Included: 1 entry ticket for the Innovation Day, your company logo and profile on the website, display of promotional material on-site.

Benefit from these promotion and networking possibilities!

Publishing meets technology

Join the networking platform that brings together established suppliers, upcoming tech companies and decision-makers from the publishing industry. Hands-on presentations will focus on smart paywall strategies and powerful technologies to support them. Also benefit from the possibility to discuss this hot topic with the experts and make valuable contacts.

On the agenda (14h - 20h):

- "Only what you charge for has a value": Providing value and other conditions for a working paywall
- Your checklist: What paywall technology can offer - and what not
- Available paywall technologies and how they support different paywall strategies (3 case studies)
- Reach increase, promotional activities, new business opportunities: Additional benefits from paywall technologies
- Experiences and success stories: Discussions between publishers and suppliers

Participants:

CIOs, CTOs, Managing Directors, Editors-in-Chief, Business development executives from publishing houses as well as tech providers, start ups and agencies.

What suppliers say about this event:

"I appreciated a lot the high level of attendees and the interesting presentations. [...] I liked this format a lot, very easy and focused and with the right number of people in order to network, and with the right time to do it."

Andrea Boverini, Neodata Group, Italy

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