



WorldDAB
Automotive
2024
Prague

Sponsor
and exhibit

13 June
2024

In-person
& online

About WorldDAB

WorldDAB is the global industry forum responsible for defining and promoting DAB+, the digital radio broadcasting standard of choice in Europe, Asia Pacific and beyond.

With unique cross-industry representation, our members from over 30 countries include regulators, broadcasters, network providers, manufacturers of receivers, chips, professional equipment and automobiles. Together we define and promote DAB+ and offer support on all aspects of the switch from analogue to digital radio to include regulation, licensing, technology trials, network build out, marketing and production of digital radio content.

We support and host industry events, briefings and tailored workshops providing insights, market intelligence and invaluable networking opportunities.

Why sponsor?

Stay connected and grow your business

WorldDAB Automotive brings together digital radio experts from across the broadcasting, electronics, and automotive industries. It offers unparalleled opportunities to present your products, solutions, and services directly to the key decision-makers in the industry.



**500+ INDUSTRY
ATTENDEES FROM
75+ COUNTRIES**



**5000+ SOCIAL MEDIA
FOLLOWERS:
LINKEDIN
TWITTER
FACEBOOK**



**6000+ EVENT EMAIL
SUBSCRIBERS FROM
135+ COUNTRIES**

Audience



TELECOMS
MINISTRIES



REGULATORS



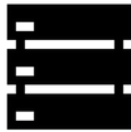
BROADCAST
ASSOCIATIONS



BROADCASTERS



NETWORK
OPERATORS



END-TO-END
MANUFACTURERS



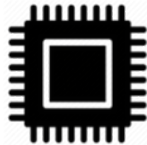
DEVICE
MANUFACTURERS



AUTOMOTIVE



RESEARCH &
DEVELOPMENT



CHIP
MANUFACTURERS



SOLUTION
PROVIDERS



MONITORING
EQUIPMENT
MANUFACTURERS

Why sponsor?

Three reasons to sponsor, exhibit and advertise at this event

- Sponsor and exhibitor logos reach an audience of 6,000+ industry contacts via our online, email and social promotions for this event.
- Debut your latest products and services to delegates by placing an advertisement in the event brochure, showcase your current product (advert to be shown as a slideshow on screens during breaks), or feature your product as a banner advert in one of our regular marketing emails.
- An opportunity to engage with potential customers in a face-to-face discussion while showing them your products at your exhibition table.

Summary of opportunities

Option	Members	Non-Members
Partner sponsor (non-exclusive)	€4,725	€7,350
Networking dinner sponsor (exclusive)	€3,000	€5,000
Lunch sponsor (exclusive)	€2,100	€3,150
Coffee break sponsor (exclusive)	€1,260	€2,100
Lanyard sponsor (exclusive)	€1,260	€2,100
Delegate bag sponsor (exclusive)*	€1,260	€2,100
Table-top display in exhibition area	€735	€1,260
Full-page advertisement in e-brochure*	€735	€1,260
Half-page advertisement in e-brochure*	€315	€630
On-screen advertisement during breaks	€420	€840
Event email banner advertisement	€420	€840
Delegate bag insert*	€420	€840

*See appendix for more detail

VAT not charged

Partner sponsor (non-exclusive)

€4,725 members, €7,350 non-members

The 'Partner sponsor' package provides a prominent presence for the organisation, offering a high level of brand exposure to the WorldDAB membership and wider industry audience database (6,000+)

- Table top display in exhibition
- Acknowledgement as a Partner sponsor in event collateral:
 - WorldDAB website
 - Event marketing emails
 - e-brochure
 - event signage
 - social media
- Link from the conference website to the sponsor website
- Company's signage in event space
- Half-page advertisement in e-brochure
- Advertisement in rolling slideshow shown on screens during breaks
- Banner advertisement in one event email
- Logo and link in all event emails
- Delegate bag insert*

Networking dinner sponsor (exclusive)

€3,000 members, €5,000 non-members

This package provides a great opportunity for your company to connect with attendees and highlight your brand

- Acknowledgement as Networking Drinks sponsor in event collateral:
 - WorldDAB website
 - Event marketing emails
 - e-brochure
 - on event signage
 - social media
- Link from the conference website to the sponsor website
- Company's signage in event space
- Half-page advertisement in e-brochure
- Advertisement in rolling slideshow shown during breaks
- Banner advertisement in one event email
- Company's signage in networking dinner event space
- Delegate bag insert*

Lunch sponsor (exclusive)

€2,100 members, €3,150 non-members

This package provides a great opportunity for your company to connect with attendees and highlight your brand

- Acknowledgement as Lunch sponsor in event collateral:
 - WorldDAB website
 - Event marketing emails
 - e-brochure
 - on event signage
 - social media
- Link from the conference website to the sponsor website
- Company's signage in event space
- Half-page advertisement in e-brochure
- Banner advertisement in one event email
- Advertisement in rolling slideshow shown during breaks
- Delegate bag insert*

Coffee break sponsor (exclusive)

€1,260 members, €2,100 non-members

This package provides a great opportunity for your company to connect with attendees and highlight your brand

- Acknowledgement as Coffee break sponsor in event collateral:
 - WorldDAB website
 - Event marketing emails
 - e-brochure
 - on event signage
 - social media
- Link from the conference website to the sponsor website
- Company's signage in event space
- Half-page advertisement in e-brochure
- Banner advertisement in one event email
- Advertisement in rolling slideshow shown during breaks
- Delegate bag insert*

Lanyard sponsor (exclusive)

€1,260 members, €2,100 non-members

Your company's logo and/or web address will be included on all delegate, speaker and staff lanyards – option to be supplied by sponsor.

- Acknowledgement as Lanyard sponsor in event collateral:
 - WorldDAB website
 - Event marketing emails
 - e-brochure
 - social media
- Link from the conference website to the sponsor website
- Company's signage in event space

Delegate bag sponsor* (exclusive)

€1,260 members, €2,100 non-members

Company logo and/or web address included on all delegate bags

- Acknowledgement as Delegate bag sponsor in event collateral:
 - WorldDAB website
 - Event marketing emails
 - e-brochure
 - social media
 - on event signage
- Link from the conference website to the sponsor website
- Company's signage in event space
- Advertisement in rolling slideshow shown during breaks
- Bags to be supplied by sponsor
- Delegate bag insert*

Table-top display (non-exclusive)

€735 members, €1,260 non-members

Promote your products and services to leading international decision makers by booking a table within the exhibition area (limited spaces available)

- Acknowledgement as an Exhibitor in event collateral:
 - WorldDAB website
 - Event marketing emails
 - e-brochure
 - event signage
 - social media
- Table top display in exhibition
- Link from the conference website to the sponsor website
- Company's signage in event space

Advertisement in the e-brochure

Full-page €735 members, €1,260 non-members

Half-page €315 members, €630 non-members

- Full-colour advertisement in e-brochure (online)
- e-brochure distributed to 500+ registered delegates, and share widely on social media channels
- e-brochure included in marketing emails prior to the event to the wider WorldDAB professional database audience (6,000+)
- e-brochure available online two weeks prior to the event via the WorldDAB event webpage and post-event on the event webpage on the WorldDAB website
- Artwork supplied by sponsor

On-screen advertisement

€420 members, €840 non-members

- Your advertisement will be shown to 500+ delegates
- Your image will be visible on delegates' screens as part of a rolling slideshow which will be shown during the breaks
- Artwork provided by the sponsor

Event email banner advert

€420 members, €840 non-members

- Your banner advert featured in one event email
- 6000+ event email subscribers
- Advert linked to sponsor's website
- Artwork provided by the sponsor

Delegate bag insert*

€420 members, €840 non-members

Raise awareness of your brand by having a gift inserted in the delegate bag

- Provided to all registered in-person delegates
- Option to be supplied by sponsor
- Sponsor may wish to also supply the delegate bag (see appendix),
minimum number of items required 200
- We will insert your brochure, flyer, or other gift into the delegate bags

Contact us

We are happy to consider individually tailored sponsorship packages and welcome ideas. Book your place by Friday 12 April .

For more information and to book contact:

Rebecca Keene, Stakeholder Relations Manager
rebecca.keene@worlddab.org
+44 207 010 0744

Read the WorldDAB Sponsorship Guidelines [here](#).



www.worlddab.org

Appendix

- Delegate bag - preferred size is 260x350mm, recommended material is recyclable paper or recycled cotton
- Delegate Insert - suggested items include promotional items such as a pen, notepad or other reusable item
- Half-page and full-page advertisements - e-brochure will be published online no earlier than two weeks prior to the event date