



# WorldDAB General Assembly 2018

6-7 November, 2018  
Berlin, Germany

## Sponsorship, exhibition and advertising opportunities



# WorldDAB General Assembly 2018

Digital radio leaders meet here

The WorldDAB General Assembly is our annual flagship event and brings together 200+ attendees from the international digital radio, broadcasting, electronics and automotive industries. It offers unparalleled opportunities to discuss the current issues within the digital radio industry and to create a better understanding of the challenges affecting the market. The number of participants and exhibitors is up 6% and 5% year on year respectively.

## Attendees include

- Commercial and public broadcasters
- Chip, receiver and equipment manufacturers
- Network operators
- Regulatory bodies
- Automotive manufacturers (OEMs, Tier 1s, Tier 2s)
- National digital radio rollout bodies



# Sponsorship, Exhibition and Advertising Opportunities

Available at the WorldDAB General Assembly 2018

## Available opportunities

- Major Sponsor
- Event Partner Sponsor
- Gala Dinner Sponsor
- Lunch Sponsor
- Networking Drinks Sponsor
- Programme Brochure Sponsor
- Lanyard Sponsor
- Delegate Bag Sponsor
- Delegate Bag Insert
- Table-top Display in exhibition area
- Full-page or half-page advertisement



# Sponsorship, exhibition and advertising opportunities

Previous sponsors, advertisers and exhibitors at this event include:



Option	Price for Members	Price for Non-Members
Major Sponsor	€15,000	€15,000
Gala Dinner Sponsor	€12,000	€12,000
Event Partner Sponsor (up to three spaces available)	€5,000	€10,000
Lunch Sponsor (both days)	€3,000	€6,000
Networking Drinks Sponsor	€1,000	€2,000
Programme Brochure Sponsor	€1,500	€3,000
Lanyard Sponsor	€1,000	€2,000
Delegate Bag Sponsor	€800	€1,600
Table-top Display (up to 18 spaces available) <b>12 remaining</b>	€600	€1,200
Full-page advertisement in Programme Brochure (A5)	€500	€1,000
Half-page advertisement in Programme Brochure (A5)	€250	€500
Delegate Bag Insert	€300	€600





## Major Sponsor

One available at €15,000

Available solely at the General Assembly, the specially designed Major Sponsorship packages provide tremendous presence throughout the entire event using a mix of brand exposure, networking opportunities, and conference exposure.

### Sponsorship Package

- Presentation during conference
- Logo and acknowledgement as Major Sponsor in all event collateral and including:
  - WorldDAB website
  - Newsletters
  - Programme brochure
  - On the main conference screens during breaks
  - On banner at registration desk
  - Lectern in session venue
- Link from conference website to sponsor website
- One free full-page advertisement in the programme brochure
- Company details included on the conference proceedings and programme
- One free table top display in exhibition area
- One free insert in the delegate bags
- Free registration for up to three delegates

## Gala Dinner Sponsor

€12,000

The Gala Dinner takes place on the evening of the first day of the General Assembly. The two hour Gala Dinner provides a great opportunity for your company to connect with attendees and highlight your brand.

### Sponsorship Package

- Opportunity to distribute printed material, gifts, or promotional items
- Link from conference website to sponsor website
- Company details included on conference proceedings and programme
- Opportunity for a short address/presentation during dinner
- Sponsor may place up to four branded pull-up banners in Gala Dinner area
- Logo on menu cards
- One free table-top display in exhibition area
- One free Delegate Insert option in delegate bags
- Free registration for two delegates
- One free full-page advertisement in the programme brochure



## Event Partner Sponsors



### Event Partner Sponsor

€5,000 members €10,000 non-members  
(up to three spaces available)

The specially designed Event Partner Sponsorship packages provide tremendous presence throughout the entire event using a mix of brand exposure and networking opportunities.

## Sponsorship Package

- Logo and acknowledgement as 'Event Partner Sponsor' in all event collateral and including:
  - WorldDAB website
  - Newsletters
  - Programme brochure
  - All session opening slides
  - On event banners
  - Logo displayed on lectern in session venue
- Link from conference website to sponsor website
- Company details included on the conference proceedings and programme
- One free table top display in exhibition area
- One free half-page advertisement in the programme brochure
- One free Delegate Insert option in delegate bags
- Free registration for up to two delegates



## Lunch Sponsor

€3,000 members, €6,000 non-members

Lunch takes place on both days of the General Assembly. The Lunch Sponsorship package provides a great opportunity for your company to connect with attendees and highlight your brand.

### Sponsorship Package

- Logo and acknowledgement as 'Lunch Sponsor' in:
  - WorldDAB website General Assembly webpage
  - General Assembly promo emails
  - Programme brochure
    - Listed in Sponsors section
    - Company description and logo
    - Lunch sponsor acknowledged in dedicated signage in lunch area
- One free table-top display in exhibition area
- Logo on the menus, cards, small flags, or similar
- One free Delegate Insert option in delegate bags
- One free half-page advertisement in the programme brochure
- Opportunity to place company branded signage
- Free registration for up to two delegates
- Presence as Lunch Sponsor for both days of the General Assembly





## Networking Drinks Sponsor

€1,000 members / €2,000 non-members

### Sponsorship Package

- Logo and acknowledgement as Networking Drinks Sponsor in all event collateral and including:
  - WorldDAB website
  - Newsletters
  - Programme brochure
  - Event signage
- Sponsor may place up to two branded pull-up banners in networking drinks area
- Link from conference website to sponsor website
- Full-page advertisement in the programme brochure
- Delegate Bag Insert

## Programme Brochure Sponsor

€1,500 members, €3,000 non-members

To cover the cost of printing the programme brochure for 200 delegates. Your company's logo will be displayed prominently on the brochure.

### Sponsorship Package

- Logo on cover of programme brochure
- Company details on conference proceedings and programme
- Link from conference website to sponsor website
- One free Delegate Insert in delegate bags





## Lanyard Sponsor

€1,000 for members, €2,000 non-members

Your company's logo and/or web address will be included on all delegate, speaker and staff lanyards (combined with WorldDAB logo). 200 lanyards – option to be supplied by sponsor.

### Sponsorship Package

- Option to be supplied by sponsor
- Company details included on conference proceedings and programme
- Link from conference website to sponsor website





## Table-top Display

€600 members, €1,200 non-members

Promote your products and services to leading international decision makers at the WorldDAB General Assembly 2018. Up to 18 tables are available.  
**Included for free with Gala Dinner, Major Sponsor, Lunch Sponsor and Event Partner Sponsorship Packages**

### Details

- Company details included on conference proceedings and programme
- Link from conference website to sponsor website
- Table-top display in exhibition space
- Free registration for one delegate







## Delegate Bag Sponsor

€800 members, €1,600 non-members

Your company's logo and/or web address will be included on all delegate bags.

### Sponsorship Package

- Given to over 200 delegates
- Option to be supplied by sponsor
- Company details included on conference proceedings and programme
- Link from conference website to sponsor website





## Advertisement

Full-page €500 members, €1,000 non-members  
Half-page €250 members, €500 non-members

Promote your products and business to the leading international decision makers at the WorldDAB General Assembly by advertising in the programme brochure. **Included for free with Gala Dinner Sponsor, Major Sponsor, Event Partner Sponsor and Lunch Sponsor Packages.**

### Details

- Full colour advertisement in programme brochure
- Given to over 200 delegates
- Brochure available online following the event





## Delegate Bag Insert

€300 for members €600 for non-members

Raise awareness of your brand by having a gift inserted in the delegate bag. **Included for free with Gala Dinner, Major Sponsor, Lunch Sponsor, Event Partner and Programme Brochure Sponsorship Packages**

### Sponsorship Package

- We will insert your brochure, flyer, or other gift into the delegate bags
- Given to over 200 delegates







## Contact us

For details on sponsorship opportunities and other ways you can participate at WorldDAB General Assembly 2018, please contact Rebecca Keene, Membership Marketing Manager, WorldDAB.

Telephone: +44 (0) 207 010 0744  
Email: [rebecca.keene@worlddab.org](mailto:rebecca.keene@worlddab.org)  
Website: [www.worlddab.org](http://www.worlddab.org)





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The WorldDAB General Assembly for us is the most important event in the year for promoting our products. The advertising possibilities and the small exhibition at the event give great visibility to all participating companies. At the same time this is the perfect opportunity to keep updated on DAB's development-technically and geographically.

**Hermann Zensen, DIGIDIA, France**

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A 'must attend' conference for anyone involved in the sales of DAB solutions.

**Alf M Engvik, AutoHiFi AS, Norway**

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## 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 100+ members cover 29 countries and include regulators, broadcasters and network providers through to manufacturers of receivers, chips, professional equipment and automobiles. Together we define and promote DAB+ offering support on all aspects of the switch from analogue to digital radio. This includes 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.

For more information please visit the WorldDAB website at [www.worlddab.org](http://www.worlddab.org). Follow WorldDAB on [Twitter](#), [LinkedIn](#) and [Facebook](#).