

Sponsorship, exhibition and advertising opportunities

WorldDAB Automotive 2019
20 June 2019, Turin, Italy



Where broadcasters and automotive manufacturers meet

WorldDAB Automotive is our annual flagship automotive event and brings together over 200 attendees from the international digital radio and the 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.

Attendees include

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

“

Important meeting place for decision makers about the future of digital radio.

Micheal Gascoin, NRK

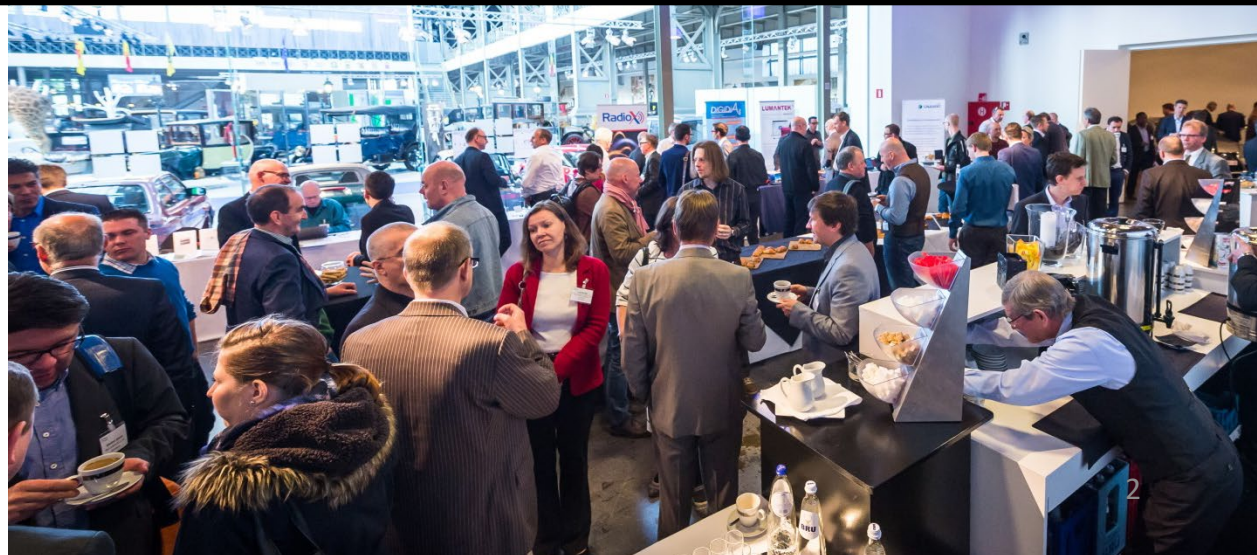
”

“

Great event, good networking opportunity and very comprehensive overview on WorldDAB activities as well as the radio industry's view

Martin Klein, NXP

”



Three reasons to sponsor, exhibit or advertise at this event

- Sponsor and exhibitor logos reach an audience of 7,000+ industry contacts via our online, email and social promotions for this event
- Debut your latest products and services to 200 delegates from 20 countries by placing an advertisement in the programme brochure, also shared online
- Engage with potential customers in a face to face discussion while showing them your products on a table top display in the exhibition



Summary - opportunities

Option	Members	Non-Members
Principal Sponsor (one available)	€10,000	€15,000
Event Partner Sponsor (up to three available)	€3,000	€4,000
Lunch Sponsor	€2,000	€3,000
Programme Brochure Sponsor	€1,500	€2,000
Networking Drinks Sponsor	€1,000	€1,500
Lanyard Sponsor	€1,000	€1,800
Delegate Bag Sponsor	€800	€1,600
Table-top Display (up to 20 spaces available)	€500	€1,000
Full-page advertisement in Programme Brochure (A5)	€500	€1,000
Half-page advertisement in Programme Brochure (A5)	€250	€500
Delegate Bag Insert	€150	€300

Previous sponsors, advertisers and exhibitors at this event include:



We can also consider tailored sponsorship packages. Please book your place by latest 25 April.

Sponsorship, exhibition and advertising opportunities available at WorldDAB Automotive 2019

“ WorldDAB is fundamental for the long-term success of DAB. WorldDAB offers a forum for broadcasting experts to share their knowledge and experience, contributing to the continued success of DAB.

Klaus Bischof, AUDI

”

Available opportunities

- Principal Sponsor
- Event Partner Sponsor
- Lunch Sponsor
- Networking Drinks Sponsor
- Programme Brochure Sponsor
- Delegate Bag Sponsor
- Lanyard Sponsor
- Table-top Display
- Full-page Advertisement
- Half-page Advertisement
- Delegate Bag Insert





Principal Sponsor

(one available)

€10,000 members, €15,000 non-members

The specially designed Principal Sponsor packages provide tremendous presence throughout the entire event using a mix of brand exposure, networking opportunities, and conference exposure.

Sponsorship Package

- Keynote presentation
- Logo and acknowledgement as Principal Sponsor in all event collateral and including:
 - opening and closing speeches
 - WorldDAB website
 - email newsletters
 - programme brochure, including front cover
 - all session opening slides
 - on event pop up stands
 - logo displayed on lectern in session venue
- link from conference website to sponsor website
- one full-page advertisement in the programme brochure
- company details included on the conference proceedings and programme
- one table-top display
- opportunity to place company banners in event space
- delegate bag insert

Event Partner Sponsors



Event Partner Sponsor

(three spaces available)

€3,000 members, €4,000 non-members

The specially designed Event Partner Sponsorship packages provide extensive 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, including front cover
 - all session opening slides
 - on event pop up stands
 - logo displayed on lectern in session venue
- link from conference website to sponsor website
- one full-page advertisement in the programme brochure
- company details included on the conference proceedings and programme
- one table-top display
- opportunity to place company banners in event space
- delegate bag insert

Lunch Sponsor

€2,000 members, €3,000 non-members

To cover the cost of lunch for 200 delegates. The 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 all event collateral and including:
 - WorldDAB website
 - newsletters
 - programme brochure
 - on event pop up stands
- sponsor may place branded pull-up banners in lunch and exhibition area
- link from conference website to sponsor website
- one full-page advertisement in the programme brochure
- delegate bag insert





Networking Drinks Sponsor

€1,000 members, €1,500 non-members

Sponsorship Package

- logo and acknowledgement as Networking Drinks Sponsor in all event collateral and including:
 - WorldDAB website
 - newsletters
 - programme brochure
 - on event pop up stands
- sponsor may place up branded pull-up banners in networking drinks area
- link from conference website to sponsor website
- full-page advertisement in programme brochure
- delegate bag insert

Programme Brochure Sponsor

€1,500 members, €2,000 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

- company details on conference proceedings and programme
- link from conference website to sponsor website
- delegate bag insert





Lanyard Sponsor

€1,000 members, €1,800 non-members

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

Sponsorship Package

- company details included on conference proceedings and programme
- link from conference website to sponsor website
- table top display



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

- option to be supplied by sponsor
- company details included on conference proceedings and programme
- link from conference website to sponsor website



Table-top Display

€500 members, €1,000 non-members

Promote your products and services to leading international decision makers at WorldDAB Automotive 2019. Up to 20 tables are available.

Exhibition Package

- company details included on conference proceedings and programme
- link from conference website to sponsor website
- table-top display in exhibition space



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 WorldDAB Automotive 2019 by advertising in the programme brochure.

Details

- full colour advertisement in programme brochure (size A5)
- programme brochure distributed to 200 delegates
- programme brochure available online





Delegate Bag Insert

€150 members, €300 non-members

Raise awareness of your brand by having a gift inserted in the delegate bag. Included for free with Event Partner Sponsor , Lunch Sponsor 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 Automotive 2019, please contact Rebecca Keene, Stakeholder Relations Manager, WorldDAB.

Please book your place by latest 25 April, 2019.

Telephone: +44 (0) 207 010 0744
Email: rebecca.keene@worlddab.org
Website: www.worlddab.org



“

Interesting event and topics very well organised.

Farouk Fousseni, Pioneer

“

The WorldDAB Automotive Event 2017 was a great opportunity to meet key players and to bring in a broadcaster's view for user experience and DAB receiver performance.

Roberto Moro, SRG SSR

”

”

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 30 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. Follow WorldDAB on Twitter: @WorldDAB.