



# Sponsorship, exhibition and advertising opportunities

WorldDAB General Assembly 2019  
5-6 November 2019, Brussels, Belgium



## Where digital radio leaders meet

The WorldDAB General Assembly brings together over 200 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.

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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

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## Attendees include

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





## 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



We consider tailored sponsorship packages. Please book your place by latest 19 September.

# Summary of opportunities

Option	Members	Non-Members
Principal sponsor (one available)	€9,000	€15,000
Event partner sponsor (up to three available)	€6,000	€10,000
Gala dinner sponsor	€4,800	€8,000
Lunch sponsor (covers lunch for both days)	€3,600	€6,000
Programme brochure sponsor	€1,800	€3,000
Networking drinks sponsor	€1,500	€2,500
Coffee break sponsor	€1,200	€2,000
Lanyard sponsor	€1,200	€2,000
Delegate bag sponsor	€1,000	€1,600
Table-top display (up to 20 spaces available)	€700	€1,200
Water cooler sponsor	€600	€1,000
Full-page advertisement in Programme Brochure (A4)	€600	€1,000
Half-page advertisement in Programme Brochure (A4)	€300	€500
Delegate bag insert	€400	€600

Previous sponsors, advertisers and exhibitors:





## Principal sponsor

(one available)

€9,000 members, €15,000 non-members

**This specially designed principal sponsor package provides tremendous presence throughout the entire event using a mix of brand exposure, networking opportunities, and conference exposure.**

Included in the package:

- keynote presentation
- company details, logo and acknowledgement as principal sponsor in all event collateral and including:
  - opening and closing speeches
  - logo displayed on lectern in session venue
  - WorldDAB website
  - newsletters
  - programme brochure, including front cover
  - all session opening slides
  - on event signage
  - social media
- link from conference website to sponsor website
- one full-page advert 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, including at registration
- delegate bag insert
- free registration for up to three delegates

Event Partner Sponsors



## Event partner sponsor

(three spaces available)

€6,000 members, €10,000 non-members

**The event partner sponsor package provides extensive presence throughout the entire event using a mix of brand exposure and networking opportunities.**

Included in the package:

- company details, logo and acknowledgement as event partner sponsor in all event collateral and including:
  - WorldDAB website
  - newsletters
  - programme brochure
  - social media
  - all session opening slides
  - on event signage
  - logo displayed on lectern in session venue
- link from conference website to sponsor website
- one half-page advert in the programme brochure
- one table-top display
- opportunity to place company banners in event space
- delegate bag insert
- free registration for two delegates





## Gala dinner sponsor

€4,800 members, €8,000 non-members

**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.**

Included in the package:

- acknowledgement as gala dinner sponsor at gala dinner welcome speech given by WorldDAB President
- company details, logo and acknowledgement as Gala Dinner Sponsor in all event collateral and including:
  - WorldDAB website
  - newsletters
  - programme brochure
  - social media
  - on event pop up stands
  - social media
- opportunity to distribute printed material, gifts, or promotional items
- 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 table-top display
- one full-page advert in the programme brochure
- free registration for two delegates
- delegate bag insert



## Lunch sponsor

€3,600 members, €6,000 non-members

**To cover the cost of lunch for over 200 delegates for both days of the General Assembly. The package provides a great opportunity for your company to connect with attendees and highlight your brand.**

Included in the package:

- link from conference website to sponsor website
- company details, logo and acknowledgement as lunch sponsor in all event collateral and including:
  - WorldDAB website
  - newsletters
  - programme brochure
  - on event signage
  - social media
- one table-top display
- logo on the menus, cards, small flags, or similar
- delegate bag insert
- half-page advert in the programme brochure
- opportunity to place company branded signage in lunch and exhibition area
- free registration for up to two delegates
- presence as lunch sponsor for both days of the General Assembly



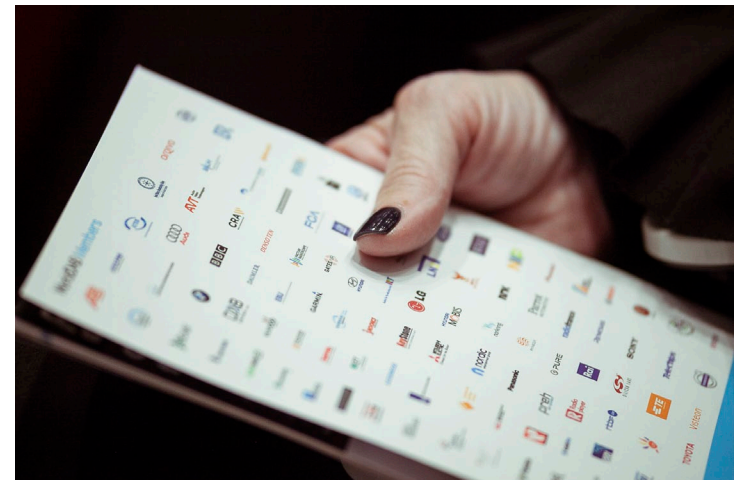
## Programme brochure sponsor

€1,800 members, €3,000 non-members

**To cover the cost of printing the programme brochure for 250 delegates. Your company's logo will be displayed prominently on the brochure.**

Included in the package:

- company details, logo and acknowledgement as programme brochure sponsor in all event collateral and including:
  - WorldDAB website
  - newsletters
  - programme brochure
  - on event signage
  - social media
- sponsor logo on front cover of programme brochure
- delegate bag insert
- link from conference website to sponsor website
- free registration for one delegate





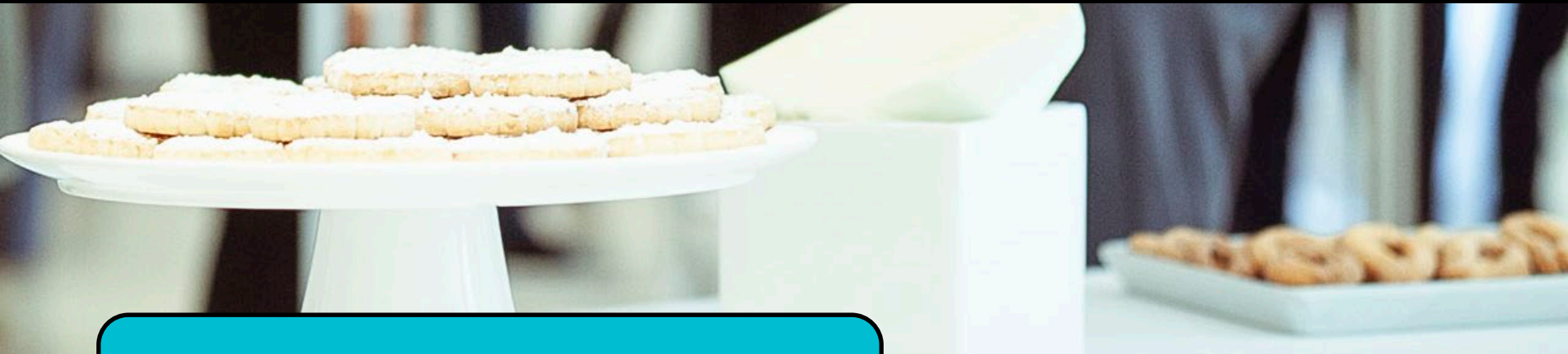
## Networking drinks sponsor

€1,500 members, €2,000 non-members

**To cover the cost of networking drinks for over 200 delegates before the Gala Dinner. The package provides a great opportunity for your company to connect with attendees and highlight your brand.**

Included in the package:

- acknowledgement as networking drinks sponsor in Gala Dinner welcome speech given by WorldDAB President
- company details, logo and acknowledgement as networking drinks sponsor in all event collateral and including:
  - WorldDAB website
  - newsletters
  - programme brochure
  - event signage
  - social media
- sponsor may place up to two branded pull-up banners in networking drinks area
- link from conference website to sponsor website
- full-page advert in programme brochure
- delegate bag insert
- free registration for one delegate



## Coffee breaks sponsor

€1,200 members, €2,000 non-members

**To cover the cost of all coffee breaks for over 200 delegates during both days of the General Assembly. The package provides a great opportunity for your company to connect with attendees and highlight your brand.**

Included in the package:

- company details, logo and acknowledgement as coffee break sponsor in all event collateral and including:
  - WorldDAB website
  - newsletters
  - programme brochure
  - event signage
  - social media
- acknowledgement as coffee break sponsor before all coffee breaks over the two days
- sponsor may place up to two branded pull-up banners in coffee break area
- link from conference website to sponsor website
- full-page advert in programme brochure
- delegate bag insert
- free registration for one delegate



## Lanyard sponsor

€1,200 members, €2,000 non-members

**Your company's logo and/or web address will be included on all delegate, speaker and staff lanyards (along with WorldDAB logo). 250 lanyards – option to be supplied by sponsor.**

Included in the package:

- logo and acknowledgement as lanyard sponsor in all event collateral and including:
  - WorldDAB website
  - newsletters
  - programme brochure
  - on event signage
  - social media
- option to be supplied by sponsor
- link from conference website to sponsor website
- free registration for one delegate



## Delegate bag sponsor

€1,000 members, €1,600 non-members

**Your company's logo and/or web address will be included on all 250 delegate bags.**

Included in the package:

- company details, logo and acknowledgement as delegate bag sponsor in all event collateral and including:
  - WorldDAB website
  - email newsletters
  - programme brochure
  - on event pop up stands
  - social media
- option to be supplied by sponsor
- given to over 200 delegates
- delegate bag insert
- free registration for delegate



## Table-top display

€700 members, €1,200 non-members

**Promote your products and services to leading international decision makers at WorldDAB General Assembly 2019. Up to 20 exhibition tables are available.**

Included in the package:

- company details, logo and acknowledgement as exhibitor in all event collateral and including:
  - WorldDAB website
  - newsletters
  - programme brochure
  - on event signage
  - social media
- link from conference website to sponsor website
- table-top display in exhibition space
- free registration for one delegate





## Water cooler sponsor

€600 members, €1,000 non-members

**To cover the cost of the water cooler for delegates. The package provides a great opportunity for your company to connect with attendees and highlight your brand.**

Included in the package:

- Professional printing and installation of your company's logo as signage on water cooler used by delegates during breaks
- company details, logo and acknowledgement as water sponsor in all event collateral and including:
  - WorldDAB website
  - newsletters
  - programme brochure
  - event signage
  - social media
- sponsor may place up to two branded pull-up banners next to water cooler
- link from conference website to sponsor website

## Advertisement

Full-page €600 members, €1,000 non-members  
Half-page €300 members, €500 non-members

**Promote your products and business to the leading international decision makers at the WorldDAB General Assembly 2019 by advertising in the programme brochure.**

### Details

- full colour advertisement in programme brochure (size A4)
- programme brochure distributed to over 200 delegates
- programme brochure available online





## Delegate bag insert

€400 members, €600 non-members

**Raise awareness of your brand by having a gift inserted in the delegate bag. Included for free with principal sponsor, event partner sponsor, lunch sponsor, programme brochure sponsor and networking drinks sponsor packages.**

Included in the package:

- given to over 200 delegates
- option to be supplied by sponsor
- we will insert your brochure, flyer, or other gift into the delegate bags







## Contact us

**For details on sponsorship opportunities and other ways you can participate at the WorldDAB General Assembly 2019, please contact Rebecca Keene, Stakeholder Relations Manager, WorldDAB.**

**Please book your place by latest Thursday 19 September.**

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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Good to meet colleagues from around the world. I am inspired by successful cases and learnings shared. This is the key event to update your organisation about DAB+ and the future of radio broadcasting.

**Daniele Alberto Rascio, Rai**

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“

The WorldDAB General Assembly provides a great overview on DAB+ as well as excellent networking opportunities and discussions.

**Tamra Walsh, BBC World Service**

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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 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](http://www.worlddab.org). Follow WorldDAB on Twitter: @WorldDAB.