

WorldDAB Automotive 2020

18 June 2020, Turin, Italy



Where digital radio leaders meet

WorldDAB Automotive is our annual flagship automotive event and 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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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 Bischoff, AUDI

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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



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 23 April, 2020.

Summary of opportunities

Option	Members	Non-Members
Principal sponsor (one available)	€8,000	€10,600
Event partner sponsor (up to three available)	€5,000	€6,600
Lunch sponsor	€3,500	€4,600
Programme brochure sponsor	€1,500	€2,000
Networking drinks sponsor	€1,500	€2,000
Coffee break sponsor	€1,500	€2,000
Lanyard sponsor	€1,500	€2,000
Delegate bag sponsor	€1,000	€1,300
Table-top display (up to 20 spaces available)	€500	€1,000
Full-page advertisement in Programme Brochure (A4)	€500	€1,000
Half-page advertisement in Programme Brochure (A4)	€250	€500
Delegate bag insert	€150	€300

Previous sponsors, advertisers and exhibitors:



(one available)

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

- keynote presentation
- company details, logo and acknowledgement as principal sponsor in all event collateral and including:
 - logo displayed on lectern in session venue
 - WorldDAB website
 - newsletters
 - programme brochure, including front cover
 - all session opening slides
 - on event signage
 - social media
- acknowledgement in opening and closing speeches
- 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

Event Partner Sponsors



Event partner sponsor

(three spaces available)

€5,000 members, €6,600 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



Lunch sponsor

€3,500 members, €4,600 non-members

To cover the cost of lunch for over 200 delegates. 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

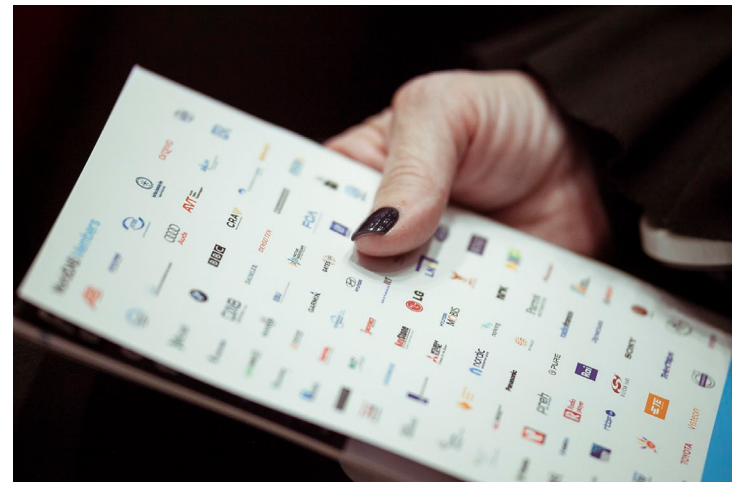
Programme brochure sponsor

€1,500 members, €2,000 non-members

To cover the cost of printing the programme brochure for over 200 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



Networking drinks sponsor

€1,500 members, €2,000 non-members

To cover the cost of networking drinks for over 200 delegates. 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
- 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



Coffee break sponsor

€1,500 members, €1,600 non-members

To cover the cost of all coffee breaks for over 200 delegates during WorldDAB Automotive. 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
- 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



Lanyard sponsor

€1,500 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). 220 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





Delegate bag sponsor

€1,000 members, €1,300 non-members

Your company's logo and/or web address will be included on all 220 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





Table-top display

€500 members, €1,000 non-members

Promote your products and services to leading international decision makers at WorldDAB Automotive. 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



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 Automotive 2020 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

€150 members, €300 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 WorldDAB Automotive 2020, please contact Rebecca Keene, Stakeholder Relations Manager, WorldDAB.

Please book your place by latest Thursday 23 April, 2020.

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



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The WorldDAB Automotive Event is 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

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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. Follow WorldDAB on Twitter: @WorldDAB.