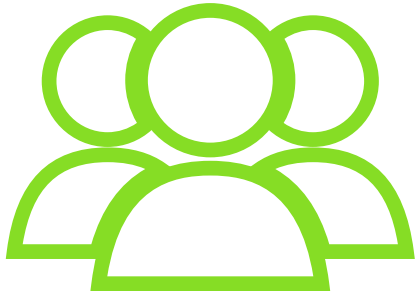


# WorldDAB Automotive 2021

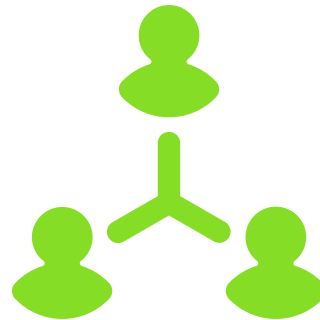
Sponsorship  
and communication  
options

# Why sponsor?

Now, more than ever, it's crucial to stay connected and continue to grow your business. WorldDAB Automotive 2021 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.



**300+ INDUSTRY  
ATTENDEES**



**5000+ SOCIAL MEDIA  
FOLLOWERS**



**5000+ EVENT EMAIL  
SUBSCRIBERS**

# Audience industries



TELECOMS  
MINISTRIES



REGULATORS



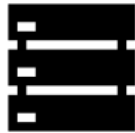
BROADCAST  
ASSOCIATIONS



PUBLIC AND  
COMMERCIAL  
BROADCASTERS



NETWORK  
OPERATORS



END-TO-END  
MANUFACTURERS



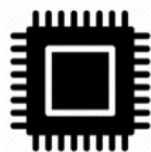
DEVICE  
MANUFACTURERS



AUTOMOTIVE



RESEARCH &  
DEVELOPMENT



CHIP  
MANUFACTURERS



SOLUTION  
PROVIDERS



MONITORING  
EQUIPMENT  
MANUFACTURERS

# Principal sponsorship

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€5,000 (exclusive, available to WorldDAB members only)

- Named and shown as the Principal Sponsor in all event communication before, during and after the event
- Three minute advertisement shown during the event (to be supplied by sponsor)
- One news article in one event email and one weekly newsletter
- One banner advertisement in three event emails
- One full page advertisement in event brochure
- 3 dedicated posts across WorldDAB social media channels - Twitter, Facebook and LinkedIn - with sponsor logo and link to website

# Event partner sponsorship

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€2,000 (non-exclusive, available to WorldDAB members only)

- Named and shown as an Event Partner Sponsor in all event communication before, during and after the event
- One full-page advertisement in event brochure
- One banner advertisement in one event email
- One dedicated post across WorldDAB social media channels (Twitter, Facebook, LinkedIn) with sponsor logo and link to website

# Communication options

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(non-exclusive)

## **Advertisement in event brochure**

**Full-page €400 members, €800 non-members**

- Event brochure distributed to 5000+ email subscribers
- Event brochure distributed to over 300 delegates
- Event brochure available online and shared on WorldDAB's social media channels
- Artwork provided by sponsor

# Communication options

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(non-exclusive)

## **Event email banner advert €400 members, €800 non-members**

- Banner advert in one event email
- 5000+ event email subscribers
- Advert linked to sponsor's website
- Artwork provided by sponsor

# 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+ member organisations from 30+ countries around the world 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.

# Contact us

[www.worlddab.org](http://www.worlddab.org)

For more information contact  
Rebecca Keene, Stakeholder  
Relations Manager, WorldDAB.

Deadline to book:  
30 April 2021



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