



WorldDAB Automotive 2023

15 June 2023

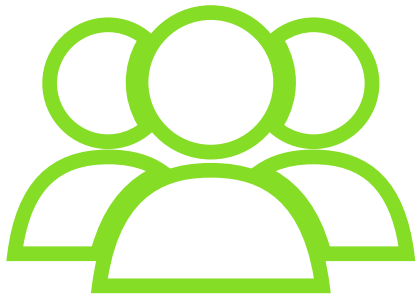
Paris, France and Online

**Sponsorship
options**

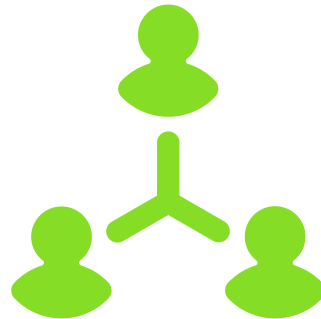
Why sponsor?

Stay connected and grow your business

WorldDAB Automotive brings together digital radio experts from across the broadcast radio and automotive industries, offering unparalleled opportunities to present your products, solutions, and services directly to the key decision-makers.



**500+ INDUSTRY
ATTENDEES FROM
75+ COUNTRIES**



**5000+ SOCIAL MEDIA
FOLLOWERS:
LINKEDIN
TWITTER
FACEBOOK**



**6000+ EVENT EMAIL
SUBSCRIBERS FROM
135+ COUNTRIES**

Audience



TELECOMS
MINISTRIES



REGULATORS



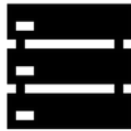
BROADCAST
ASSOCIATIONS



BROADCASTERS



NETWORK
OPERATORS



END-TO-END
MANUFACTURERS



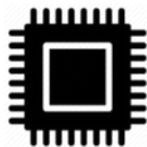
DEVICE
MANUFACTURERS



AUTOMOTIVE



RESEARCH &
DEVELOPMENT



CHIP
MANUFACTURERS



SOLUTION
PROVIDERS



MONITORING
EQUIPMENT
MANUFACTURERS

Why sponsor?

Three reasons to sponsor, exhibit or advertise at this event

- Sponsor and exhibitor logos reach an audience of 6,000+ industry contacts via our online, email and social promotions for this event
- Debut your latest products and services to delegates by placing an advertisement in the programme brochure (available online), show your advertisement on delegates' screens during the breaks or have your banner ad feature in a pre-event marketing email
- Engage with potential customers in a face-to-face discussion while showing them your products on a table-top display in the exhibition

Summary of opportunities

Option	Members	Non-Members
Partner sponsor (non-exclusive)	€4,500	€7,000
Lunch sponsor (exclusive)	€2,000	€3,000
Networking drinks sponsor (exclusive)	€1,500	€2,250
Coffee break sponsor (exclusive)	€1,200	€2,000
Lanyard sponsor (exclusive)	€1,200	€2,000
Delegate bag sponsor (exclusive)	€1,000	€2,000
Table-top display in the exhibition area	€700	€1,200
Full-page advertisement in brochure	€600	€1,200
Half-page advertisement in brochure	€300	€600
On-screen advertisement during breaks	€400	€800
Event email banner advertisement	€400	€800
Delegate bag insert	€400	€800

Partner sponsor (non-exclusive)

€4,500 members, €7,000 non-members

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

- Exhibition booth
- Company details, logo and acknowledgement as a Partner sponsor in all event collateral and including:
 - WorldDAB website
 - newsletters
 - programme brochure
 - on event signage
 - social media
- Link from the conference website to the sponsor website
- Option to have one table-top display at the event in Paris
- Option for company banner in event space
- Half-page advertisement in brochure
- One banner advertisement in one pre-event marketing email
- One advertisement visible on delegates' screens as part of a rolling slideshow shown during breaks
- Logo and link in all event emails
- Delegate bag insert

Lunch sponsor (exclusive)

€2,000 members, €3,000 non-members

The package provides a great opportunity for your company to connect with attendees and highlight your brand.

- Company description, logo and acknowledgement as Lunch sponsor in all event collateral and including:
 - WorldDAB website
 - newsletters
 - programme brochure
 - on event signage
 - social media
- Link from the conference website to the sponsor website
- Logo on the menus, cards
- Half-page advertisement in brochure
- Banner advertisement in one pre-event marketing email
- Advertisement visible on delegates' screens as part of a rolling slideshow shown during breaks
- Logo and link in all event emails

Networking drinks sponsor (exclusive)

€1,500 members, €2,250 non-members

This package provides a great opportunity for your company to connect with attendees and highlight your brand.

- Company details, logo and acknowledgement as Networking Drinks sponsor in all event collateral and including:
 - WorldDAB website
 - newsletters
 - programme brochure
 - event venue signage
 - social media
- Link from the conference website to the sponsor website
- One advertisement visible on delegates' screens as part of a rolling slideshow shown during breaks
- Half-page advertisement in brochure
- Banner advertisement in one event email
- Up to two branded pull-up banners in the networking drinks area
- Delegate bag insert

Coffee break sponsor (exclusive)

€1,200 members, €2,000 non-members

This package provides a great opportunity for your company to connect with attendees and highlight your brand.

- Company details, logo and acknowledgement as Coffee break sponsor in all event collateral and including:
 - WorldDAB website
 - newsletters
 - programme brochure
 - on event signage
 - social media
- Link from the conference website to the sponsor website
- Banner advertisement in one pre-event marketing email
- Advertisement visible on delegates' screens as part of a rolling slideshow shown during breaks
- Half-page advertisement in brochure
- Logo and link in all event emails
- Branded pull-up banners in the coffee break area
- Delegate bag insert

Lanyard sponsor (exclusive)

€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 – option to be supplied by sponsor.

- Company details, logo and acknowledgement as Lanyard sponsor in all event collateral and including:
 - WorldDAB website
 - newsletters
 - programme brochure
 - social media
- Link from the conference website to the sponsor website
- Logo and link in all event emails
- Option to display branded pull-up banner in the registration area

Delegate bag sponsor (exclusive)

€1,000 members, €2,000 non-members

Company logo and/or web address included on all delegate bags.

- Company details, logo and acknowledgement as Delegate bag sponsor in all event collateral and including:
 - WorldDAB website
 - newsletters
 - programme brochure
 - social media
 - on event signage
- Link from the conference website to the sponsor website
- One advertisement visible on delegates' screens as part of a rolling slideshow shown during breaks
- Bags to be supplied by sponsor
- Logo and link in all event emails
- Delegate bag insert

Table-top display (non-exclusive)

€700 members, €1,200 non-members

Promote your products and services to leading international decision makers by booking a table-top display in the exhibition area. Up to 20 spaces are available.

- Company details, logo and acknowledgement as an Exhibitor in all event collateral and including:
 - WorldDAB website
 - newsletters
 - programme brochure
 - event signage
 - social media
- One table-top display in the exhibition area
- Link from the conference website to the sponsor website
- Logo and link in all event emails
- Option to display branded pull-up banners in the exhibition area

Advertisement in the programme brochure

Full-page €600 members, €1,200 non-members

Half-page €300 members, €600 non-members

- Full-colour advertisement in programme brochure (exclusively available online)
- Programme brochure distributed to 500+ delegates electronically
- Programme brochure available online post-event on the event webpage on the WorldDAB website
- Artwork supplied by sponsor

On-screen advertisement

€400 members, €800 non-members

- Your advertisement will be shown to 500+ delegates
- Your image will be visible on delegates' screens as part of a rolling slideshow which will be shown during the breaks
- Artwork provided by the sponsor

Event email banner advert

€400 members, €800 non-members

- Your banner advert featured in one pre-event marketing email
- 6000+ event email subscribers
- Advert linked to sponsor's website
- Artwork provided by the sponsor

Delegate bag insert

€400 members, €800 non-members

Raise awareness of your brand by having a gift inserted in the delegate bag.

- Given to 150+ in-person delegates
- Option to be supplied by sponsor
- We will insert your brochure, flyer, or other gift into the delegate bags

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 members from over 30 countries include regulators, broadcasters, network providers, manufacturers of receivers, chips, professional equipment and automobiles. Together we define and promote DAB+ and offer support on all aspects of the switch from analogue to digital radio to include 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

We can consider tailored sponsorship packages. For more information and to book contact:

Rebecca Keene, Stakeholder Relations Manager
rebecca.keene@worlddab.org

Read the WorldDAB Sponsorship Guidelines [here](#).



www.worlddab.org