

world **dab** automotive 2026

11 June Frankfurt

Sponsorship and  
Exhibition details

#WorldDABAuto26

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 120 members from 40 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.

# Why sponsor?

## Stay connected and grow your business

WorldDAB Automotive 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.



**200+ INDUSTRY  
ATTENDEES FROM  
75+ COUNTRIES**



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



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

# Audience



TELECOMS  
MINISTRIES



REGULATORS



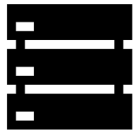
BROADCAST  
ASSOCIATIONS



BROADCASTERS



NETWORK  
OPERATORS



END-TO-END  
MANUFACTURERS



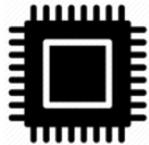
DEVICE  
MANUFACTURERS



AUTOMOTIVE



RESEARCH &  
DEVELOPMENT



CHIP  
MANUFACTURERS



SOLUTION  
PROVIDERS



MONITORING  
EQUIPMENT  
MANUFACTURERS

# Why sponsor?

## Three reasons to sponsor, exhibit and 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 event brochure, showcase your current product (advert to be shown as part of a slideshow on stage during breaks), or feature your product as a banner advert in one of our regular marketing emails.
- An opportunity to engage with potential customers in a face-to-face discussion while showing them your products at your exhibition table.

# Summary of opportunities

<b>Option</b>	<b>Members</b>	<b>Non-Members</b>
Partner sponsor (non-exclusive)	€5,200	€10,500
Networking dinner sponsor (exclusive)	€3,500	€7,000
Lunch sponsor (exclusive)	€2,700	€5,400
Post-event video sponsor (exclusive)*	€2,100	€4,200
Lanyard sponsor (exclusive)*	€2,100	n/a
Coffee break sponsor (exclusive)	€1,600	€3,200
Table-top display in exhibition area (non-exclusive)	€900	€1,800
Full-page advertisement in ebrochure*	€750	€1,500
Advertisement shown on stage during breaks*	€475	€750
Event email banner advertisement	€475	€950
Delegate bag insert*	€475	€950
Half-page advertisement in ebrochure*	€375	€750

\*See appendix for more detail

VAT not charged

# Partner sponsor (non-exclusive)

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€5,200 members, €10,500 non-members

**The 'Partner sponsor' package provides a prominent presence for the organisation, offering a high level of brand exposure to the WorldDAB membership and wider industry audience database (6,000+)**

- Table top display in exhibition
- Acknowledgement as a Partner sponsor in event collateral:
  - WorldDAB website
  - Event marketing emails
  - ebrochure
  - event signage
  - social media
- Link from the conference website to the sponsor website
- Company's signage in event space
- Half-page advertisement in ebrochure
- Advertisement in rolling slideshow shown on stage during breaks
- Banner advertisement in one event email
- Logo and link in all event emails
- Delegate bag insert\*

# Networking dinner sponsor (exclusive)

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€3,500 members, €7,000 non-members

**Taking place on 10 June at the Gerbermühle Restaurant. The networking dinner provides an excellent opportunity to connect with attendees and highlight your brand.**

- Table top display in exhibition
- Acknowledgement as Networking dinner sponsor in event collateral:
  - WorldDAB website
  - Event marketing emails
  - ebrochure
  - event signage
  - social media
- Link from the conference website to the sponsor website
- Company's signage in event space
- Half-page advertisement in ebrochure
- Advertisement in rolling slideshow shown on stage during breaks
- Banner advertisement in one event email
- Logo and link in all event emails
- Delegate bag insert\*

# Lunch sponsor (exclusive)

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€2,700 members, €5,400 non-members

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

- Acknowledgement as Lunch sponsor in event collateral:
  - WorldDAB website
  - Event marketing emails
  - ebrochure
  - on event signage
  - social media
- Link from the conference website to the sponsor website
- Company's signage in event space
- Half-page advertisement in ebrochure
- Banner advertisement in one event email
- Advertisement in rolling slideshow shown on stage during breaks
- Delegate bag insert\*

# Post-event video sponsor (exclusive)

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€2,100 members, €4,200 non-members

**The 'Post-event video sponsor' package provides a prominent presence for the organisation, offering a high level of brand exposure to the WorldDAB membership and wider industry audience database (6,000+). WorldDAB Automotive 2026 will be an in-person only event. This high quality video production will be available exclusively on WorldDAB's YouTube Channel shortly after the event.**

- Acknowledgement as a 'Post-event video sponsor' in event collateral:
  - On video opening slide
  - WorldDAB website
  - Event marketing emails
  - ebrochure
  - event signage
  - social media
- Link from the conference website to the sponsor website
- Half-page advertisement in ebrochure
- Advertisement in rolling slideshow shown on stage during breaks
- Banner advertisement in one event email
- Logo and link in all event emails
- Delegate bag insert\*

# Lanyard sponsor (exclusive)

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€2,100 members, available to WorldDAB members only

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

- Acknowledgement as Lanyard sponsor in event collateral:
  - WorldDAB website
  - Event marketing emails
  - ebrochure
  - social media
- Link from the conference website to the sponsor website
- Company's signage in event space

# Coffee break sponsor (exclusive)

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€1,600 members, €3,200 non-members

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

- Acknowledgement as Coffee break sponsor in event collateral:
  - WorldDAB website
  - Event marketing emails
  - ebrochure
  - on event signage
  - social media
- Link from the conference website to the sponsor website
- Company's signage in event space
- Half-page advertisement in ebrochure
- Banner advertisement in one event email
- Advertisement in rolling slideshow shown on stage during breaks
- Delegate bag insert\*

# Table-top display (non-exclusive)

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€900 members, €1,800 non-members

**Promote your products and services to leading international decision makers by booking a table within the exhibition area (limited spaces available)**

- Acknowledgement as an Exhibitor in event collateral:
  - WorldDAB website
  - Event marketing emails
  - ebrochure
  - event signage
  - social media
- Table top display in exhibition
- Link from the conference website to the sponsor website
- Company's signage in event space

# Advertisement in the ebrochure

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Full-page €750 members, €1,500 non-members

Half-page €375 members, €750 non-members

- Full-colour advertisement in ebrochure (online)
- ebrochure distributed to 500+ registered delegates, and shared widely on social media channels
- ebrochure included in marketing emails prior to the event to the wider WorldDAB professional database audience (6,000+)
- ebrochure available online two weeks prior to the event via the WorldDAB event webpage and post-event on the event webpage on the WorldDAB website
- Artwork supplied by sponsor

# Advertisement shown on stage during breaks\*

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€475 members, €950 non-members

- Your advertisement will be shown to 200+ delegates (in-person)
- Your image will be visible on the stage as part of a rolling slideshow which will be shown during the breaks at the event in Frankfurt
- Artwork provided by the sponsor

# Event email banner advert

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€475 members, €950 non-members

- Your banner advert featured in one event email
- 6,000+ event email subscribers
- Advert linked to sponsor's website
- Artwork provided by the sponsor

# Delegate bag insert\*

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€475 members, €950 non-members

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

- Provided to all registered in-person delegates
- Option to be supplied by sponsor
- Sponsor may wish to also supply the delegate bag (see appendix), minimum number of items required 200
- We will insert your brochure, flyer, or other gift into the delegate bags

# Contact us

We are happy to consider individually tailored sponsorship packages and welcome ideas. Please book your place by Friday 10 April.

For more information and to book contact:

Rebecca Keene, Stakeholder Relations Manager  
rebecca.keene@worlddab.org  
+44 207 010 0744

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



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

# Appendix

- Lanyard sponsor option only available to WorldDAB member companies
- Delegate bag - preferred size is 260x350mm, recommended material is recyclable paper or recycled cotton
- Delegate Insert - suggested items include promotional items such as a pen, notepad or other reusable item
- Half-page and full-page advertisements - will be published online no earlier than two weeks prior to the event date
- The video sponsor is not given editorial input in the content of the videos
- Advertisements shown on stage during breaks are not featured in the post-event video recording

world **dab**

# Automotive

2026



12 June Frankfurt  
In-person