



**WorldDAB Automotive 2016**  
**11 May, 2016**  
**AutoWorld, Brussels, Belgium**

# **Sponsorship, exhibition and advertising opportunities**



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To AUDI, one of the leading promoters of Digital Radio, WorldDAB is fundamental for the long-term success of DAB. WorldDAB membership offers a forum for broadcasting experts to share their knowledge and experience, contributing to the continued success of DAB.  
Klaus Bischof, AUDI AG, Germany.

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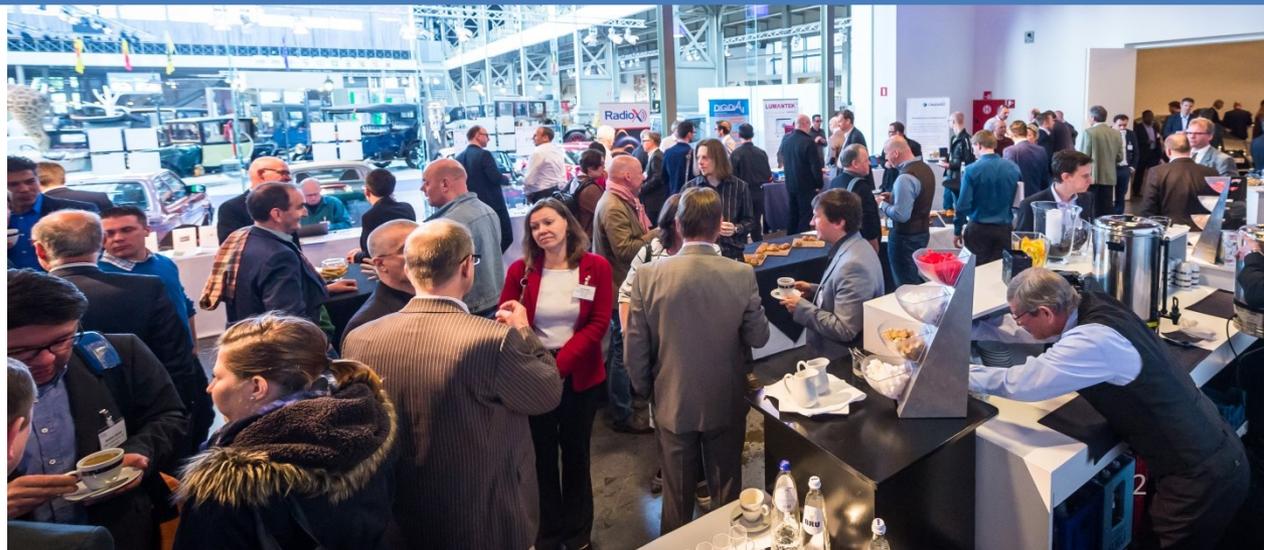
# WorldDAB Automotive 2016

## Digital Radio Leaders Meet Here

WorldDAB Automotive is our annual flagship automotive event and brings together over 200 attendees from the international digital radio and the automotive industries. It offers unparalleled opportunities to discuss the current issues within the digital radio industry and to create a better understanding of the challenges affecting the market. The number of participants and exhibitors is up 133% and 114% year on year respectively.

### 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



# Summary - sponsorship, exhibition and advertising opportunities

Option	Price for Members	Price for Non-Members
Major Sponsor	€4,000	€5,000
Event Partner Sponsor	€3,000	€4,000
Lunch Sponsor	€2,000	€3,000
Programme Brochure Sponsor	€500	€1,000
Lanyard Sponsor	€500	€1,000
Table-top Display	€200	€600
Full-page advertisement in Programme Brochure	€250	€750
Half-page advertisement in Programme Brochure	€150	€450

Previous sponsors, advertisers and exhibitors at this event include:



# Sponsorship, Exhibition and Advertising Opportunities

Available at WorldDAB Automotive 2016

## Available opportunities

- ▶ Major Sponsor
- ▶ Event Partner Sponsor
- ▶ Lunch Sponsor
- ▶ Programme Brochure Sponsor
- ▶ Lanyard Sponsor
- ▶ Table-top Display
- ▶ Full-page Advertisement
- ▶ Half-page Advertisement





**Major Sponsor**  
€4,000 members, €5,000 non-members

The specially designed Major Sponsorship packages provide tremendous presence throughout the entire event using a mix of brand exposure, networking opportunities, and conference exposure.

## Sponsorship Package

- ▶ Keynote presentation
- ▶ Logo and acknowledgement as Major Sponsor in all event collateral and including:
  - ▶ WorldDAB website
  - ▶ Newsletters
  - ▶ Programme brochure
  - ▶ All session opening slides
  - ▶ On event pop up stands
  - ▶ Logo displayed on lectern in session venue
- ▶ Link from conference website to sponsor website
- ▶ Full-page advertisement in the programme brochure
- ▶ Company details included on the conference proceedings and programme
- ▶ Two free table-top displays in exhibition space
- ▶ Opportunity to place company banners in event space
- ▶ Opportunity to distribute printed material, gifts, or promotional items

## Event Partner Sponsors



## Event Partner Sponsor

€3,000 members, €4,000 non-members

The specially designed Event Partner Sponsorship packages provide extensive presence throughout the entire event using a mix of brand exposure and networking opportunities.

### Sponsorship Package

- ▶ Logo and acknowledgement as Event Partner Sponsor in all event collateral and including:
  - ▶ WorldDAB website
  - ▶ Newsletters
  - ▶ Programme brochure
  - ▶ All session opening slides
  - ▶ On event pop up stands
  - ▶ Logo displayed on lectern in session venue
- ▶ Link from conference website to sponsor website
- ▶ Half-page advertisement in the programme brochure
- ▶ Company details included on the conference proceedings and programme
- ▶ One free table-top display in exhibition space
- ▶ Opportunity to place company banners in event space



## Lunch Sponsor

€2,000 members, €3,000 non-members

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

### Sponsorship Package

- ▶ Opportunity to distribute printed material, gifts, or promotional items
- ▶ Sponsor may place up branded pull-up banners in lunch and exhibition area
- ▶ Link from conference website to sponsor website
- ▶ Half-page advertisement in the programme brochure
- ▶ Company details included on conference proceedings and programme
- ▶ One free table-top display in exhibition area





## Programme Brochure Sponsor

€500 members, €1,000 non-members

To cover the cost of printing the programme brochure for 200 delegates. Your company's logo will be displayed prominently on the brochure.

### Sponsorship Package

- ▶ Company details on conference proceedings and programme
- ▶ Link from conference website to sponsor website
- ▶ One free table-top display in exhibition area



## Lanyard Sponsor

€500 members, €1,000 non-members

Your company's logo and/or web address will be included on all delegate, speaker and staff lanyards (along with WorldDAB logo). 200 lanyards – option to be supplied by sponsor.

### Sponsorship Package

- ▶ Company details included on conference proceedings and programme
- ▶ Link from conference website to sponsor website
- ▶ One free table-top display in exhibition area





## Table-top Display

€200 members, €600 non-members

Promote your products and services to leading international decision makers at WorldDAB Automotive 2016. Up to 18 tables are available.

### Exhibition Package

- ▶ Company details included on conference proceedings and programme
- ▶ Link from conference website to sponsor website
- ▶ Table-top display in exhibition space





## Advertisement

Full-page €250 members, €750 non-members  
Half-page €150 members, €450 non-members

Promote your products and business to the leading international decision makers at WorldDAB Automotive 2016 by advertising in the programme brochure.

### Details

- ▶ Full colour advertisement in programme brochure
- ▶ Programme brochure distributed to over 200 delegates
- ▶ Programme brochure available online





## Contact us

For details on sponsorship opportunities and other ways you can participate at WorldDAB Automotive 2016, please contact Rebecca Keene, Membership Marketing Manager, WorldDAB.

Telephone: +44 (0) 207 010 0744  
Email: [rebecca.keene@worlddab.org](mailto:rebecca.keene@worlddab.org)  
Website: [www.worlddab.org](http://www.worlddab.org)



*Defining the future of digital radio*

“

Important meeting place for decision makers about the future of digital radio.

Micheal Gascoin, NRK

”

“

Interesting event and topics very well organised.

Farouk Foussemi, Pioneer

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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 members cover 27 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.