



WorldDAB General Assembly 2016
9-10 November, 2016
Vienna, Austria

Sponsorship, exhibition and advertising opportunities





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



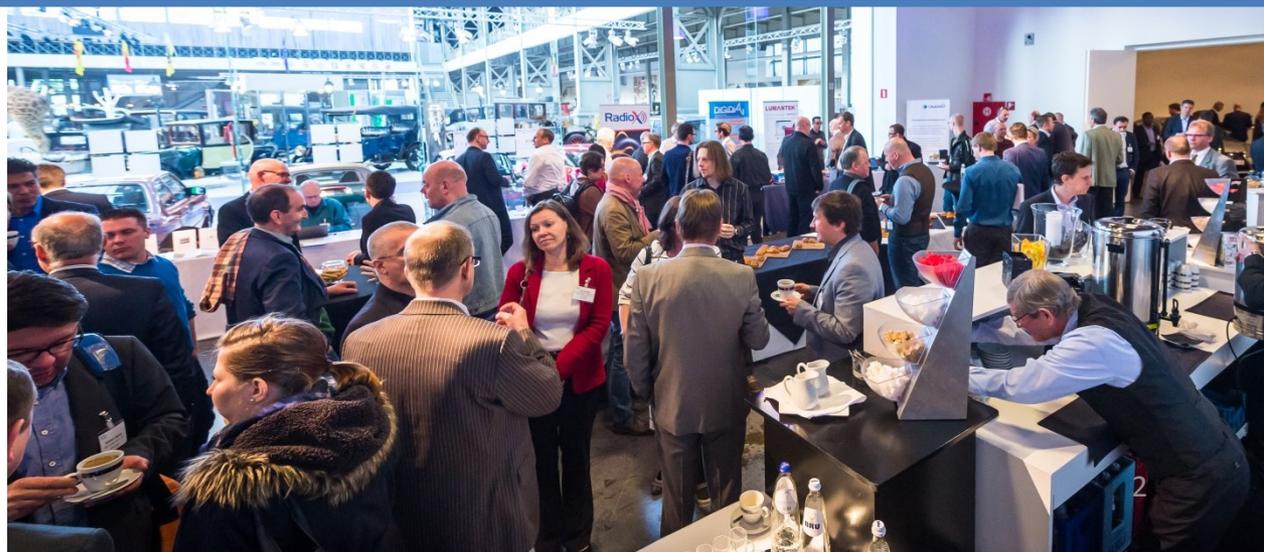
WorldDAB General Assembly 2016

Digital radio leaders meet here

The WorldDAB General Assembly is our annual flagship event and brings together over 200 attendees from the international digital radio, broadcasting, electronics and 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 6% and 5% year on year respectively.

Attendees include

- ▶ Commercial and public broadcasters
- ▶ Chip, receiver and equipment manufacturers
- ▶ Network operators
- ▶ Regulatory bodies
- ▶ Automotive manufacturers (OEMs, Tier 1s, Tier 2s)
- ▶ National digital radio rollout bodies



Sponsorship, Exhibition and Advertising Opportunities

Available at the WorldDAB General Assembly 2016

Available opportunities

- ▶ Major Sponsor
- ▶ Event Partner Sponsor
- ▶ Gala Dinner Sponsor
- ▶ Lunch Sponsor
- ▶ Programme Brochure Sponsor
- ▶ Lanyard Sponsor
- ▶ Delegate Bag Sponsor
- ▶ Delegate Bag Insert
- ▶ Table-top Display in exhibition area
- ▶ Full-page or half-page advertisement



Sponsorship, exhibition and advertising opportunities

Option	Price for Members	Price for Non-Members
Major Sponsor	€15,000	€15,000
Event Partner Sponsor	€5,000	€5,000
Gala Dinner Sponsor	€30,000	€30,000
Lunch Sponsor	€2,500	€2,500
Programme Brochure Sponsor	€1,500	€2,000
Lanyard Sponsor	€600	€1,100
Delegate Bag Sponsor	€500	€1,000
Delegate Bag Insert	€150	€300
Table-top Display	€350	€700
Full-page advertisement in Programme Brochure	€300	€600
Half-page advertisement in Programme Brochure	€200	€400

Previous sponsors, advertisers and exhibitors at this event include:





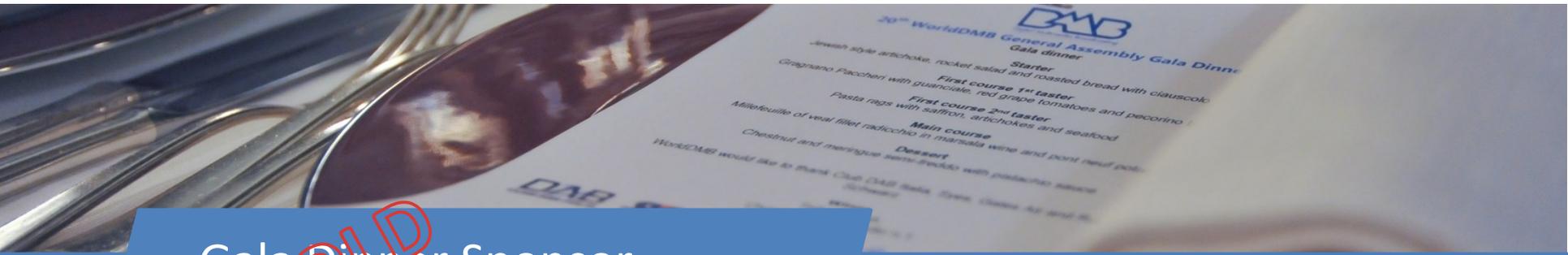
Major Sponsor

One available at €15,000

Available solely at the General Assembly, 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

- ▶ Presentation during conference
- ▶ Logo and acknowledgement as Major Sponsor in all event collateral and including:
 - ▶ WorldDAB website
 - ▶ Newsletters
 - ▶ Programme brochure
 - ▶ On the main conference screens during breaks
 - ▶ On banner at registration desk
 - ▶ Lectern in session venue
- ▶ Link from conference website to sponsor website
- ▶ One free full-page advertisement in the programme brochure
- ▶ Company details included on the conference proceedings and programme
- ▶ One free table top display in exhibition area
- ▶ One free insert in the delegate bags
- ▶ Free registration for up to three delegates (five for members)



Gala Dinner Sponsor

€30,000

The Gala Dinner takes place on the evening of the first day of the General Assembly. The two hour Gala Dinner 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
- ▶ Link from conference website to sponsor website
- ▶ Full-page advertisement in the programme brochure
- ▶ Company details included on conference proceedings and programme
- ▶ Opportunity for a short address/presentation during dinner
- ▶ Sponsor may place up to four branded pull-up banners in Gala Dinner area
- ▶ Logo on menu cards
- ▶ One table-top display in exhibition area
- ▶ Insert in the delegate bags



Event Partner Sponsors



Event Partner Sponsor

€5,000 (up to three available)

The specially designed Event Partner Sponsorship packages provide tremendous 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 banners
 - ▶ 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 table top display in exhibition area
- ▶ One insert in delegate bag
- ▶ Free registration for up to two delegates (four for members)



Lunch Sponsor

€2,500

Lunch takes place on both days of the General Assembly. The Lunch Sponsorship package provides a great opportunity for your company to connect with attendees and highlight your brand.

Sponsorship Package

- ▶ Logo and acknowledgement as 'Lunch Sponsor' in:
 - ▶ WorldDAB website General Assembly webpage
 - ▶ General Assembly promo emails
 - ▶ Programme brochure
 - Listed in Sponsors section
 - Company description and logo
- ▶ One table-top display in exhibition area
- ▶ Logo on the menus, cards, small flags, or similar
- ▶ One delegate insert in the delegate bag
- ▶ Place up to four branded banners in lunch area
- ▶ Free registration for up to two delegates (four for members)
- ▶ Presence as Lunch Sponsor for both days of the General Assembly, 9-10 November
- ▶ Half-page advertisement in the programme brochure

Programme Brochure Sponsor

€1,500 members, €2,000 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

- ▶ Logo on cover of programme brochure
- ▶ Company details on conference proceedings and programme
- ▶ Link from conference website to sponsor website
- ▶ One table-top display in exhibition area
- ▶ Free registration for up to two delegates (four for members)



Lanyard Sponsor

€600 for members, €1,100 non-members

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

Sponsorship Package

- ▶ Option to be supplied by sponsor
- ▶ Company details included on conference proceedings and programme
- ▶ Link from conference website to sponsor website
- ▶ Half-page advertisement in programme brochure





Table-top Display

€350 members, €700 non-members

Promote your products and services to leading international decision makers at WorldDAB Automotive 2016. Up to 18 tables are available. **Included for free with Gala Dinner, Major Sponsor, Lunch Sponsor, Event Partner and Programme Brochure Sponsorship Packages**

Details

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



Delegate Bag Sponsor

€500 members, €1,000 non-members

Your company's logo and/or web address will be included on all delegate bags.

Sponsorship Package

- ▶ Option to be supplied by sponsor
- ▶ Company details included on conference proceedings and programme
- ▶ Link from conference website to sponsor website



Delegate Bag Insert

€150 for members €300 for non-members

Raise awareness of your brand by having a gift inserted in the delegate bag. **Included for free with Gala Dinner, Major Sponsor, Lunch Sponsor, Event Partner and Programme Brochure Sponsorship Packages**

Sponsorship Package

- ▶ We will insert your brochure, flyer, or other gift into the delegate bags
- ▶ Given to over 200 delegates





Advertisement

Full-page €300 members, €600 non-members
Half-page €200 members, €400 non-members

Promote your products and business to the leading international decision makers at the WorldDAB General Assembly by advertising in the programme brochure. **Included for free with Gala Dinner (full page), Major Sponsor (full page), Event Partner Sponsorship Packages (half-page), Lunch Sponsor (half-page) and Lanyard Sponsor (half-page) Packages.**

Details

- ▶ Full colour advertisement in programme brochure
- ▶ Given to over 200 delegates
- ▶ Brochure available online following the event





Contact us

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

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



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The WorldDAB General Assembly for us is the most important event in the year for promoting our products. The advertising possibilities and the small exhibition at the event give great visibility to all participating companies. At the same time this is the perfect opportunity to keep updated on DAB's development-technically and geographically.

Hermann Zensen, DIGIDIA, France

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A 'must attend' conference for anyone involved in the sales of DAB solutions.

Alf M Engvik, AutoHiFi AS, Norway

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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. Follow WorldDAB on [Twitter](#), [LinkedIn](#) and [Facebook](#).