



WorldDAB Automotive 2018
15 May, 2018
Holiday Inn – City Centre, Munich,
Germany

Sponsorship, exhibition and advertising opportunities



“
The WorldDAB Automotive Event 2017 was a great opportunity to meet key players and to bring in a broadcaster's view for user experience and DAB receiver performance.
Roberto Moro, SRG SSR

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WorldDAB Automotive 2018

Where car makers and radio broadcasters meet

WorldDAB Automotive is our annual flagship automotive event and brings together over 150 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.

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



Three reasons to sponsor, exhibit or advertise at this event

- Debut your latest products and services to 150 delegates from 20 countries by placing an advertisement in the programme brochure, also shared online
- Sponsor and exhibitor logos reach an audience of 6,000+ industry contacts via our online, email and social promotions for this event
- Engage with potential customers in a face to face discussion while showing them your products on a table top display in the exhibition



Summary - sponsorship, exhibition and advertising opportunities

Option	Price for Members	Price for Non-Members
Event Partner Sponsor (up to three spaces available)	€3,000	€4,000
Lunch Sponsor	€1,000	€2,000
Programme Brochure Sponsor	€1,000	€1,500
Networking Drinks Sponsor	€1,000	€1,500
Lanyard Sponsor	€600	€1,100
Delegate Bag Sponsor	€500	€1,000
Table-top Display (up to 14 spaces available)	€350	€700
Full-page advertisement in Programme Brochure (A5)	€300	€600
Delegate Bag Insert	€150	€300

We can also consider tailored sponsorship packages

Previous sponsors, advertisers and exhibitors at this event include:



Sponsorship, Exhibition and Advertising Opportunities

Available at WorldDAB Automotive 2018

Available opportunities

- Major Sponsor
- Event Partner Sponsor
- Lunch Sponsor
- Networking Drinks Sponsor
- Programme Brochure Sponsor
- Delegate Bag Sponsor
- Lanyard Sponsor
- Table-top Display
- Full-page Advertisement
- Delegate Bag Insert



Event Partner Sponsors



Event Partner Sponsor

(three spaces available)

€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
- one full-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
- one Delegate Bag Insert



Lunch Sponsor

€1,000 members, €2,000 non-members

The 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 all event collateral and including:
 - WorldDAB website
 - newsletters
 - programme brochure
 - on event pop up stands
- sponsor may place two branded pull-up banners in lunch and exhibition area
- link from conference website to sponsor website
- one full-page advertisement in the programme brochure
- one Delegate Bag Insert



Programme Brochure Sponsor

€1,000 members, €1,500 non-members

To cover the cost of printing the programme brochure for 150 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 Delegate Bag Insert





Networking Drinks Sponsor

€1,000 members, €1,500 non-members

Sponsorship Package

- Logo and acknowledgement as Networking Drinks Sponsor in all event collateral and including:
 - WorldDAB website
 - newsletters
 - programme brochure
 - on event pop up stands
- sponsor may place up branded pull-up banners in networking drinks area
- link from conference website to sponsor website
- full-page advertisement in the programme brochure
- Delegate Bag Insert



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





Lanyard Sponsor

€600 members, €1,100 non-members

Your company's logo and/or web address will be included on all delegate, speaker and staff lanyards (along with WorldDAB logo). 150 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 space





Table-top Display

€350 members, €700 non-members

Promote your products and services to leading international decision makers at WorldDAB Automotive 2018. Up to 20 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 €300 members, €600 non-members

Promote your products and business to the leading international decision makers at WorldDAB Automotive 2018 by advertising in the programme brochure.

Details

- full colour advertisement in programme brochure (size A5)
- programme brochure distributed to over 150 delegates
- programme brochure available online



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 Event Partner Sponsor , Lunch Sponsor and Programme Brochure Sponsorship packages**

Sponsorship Package

- we will insert your brochure, flyer, or other gift into the delegate bags
- given to over 150 delegates





Contact us

For details on sponsorship opportunities and other ways you can participate at WorldDAB Automotive 2018, please contact Rebecca Keene, Stakeholder Relations Manager, WorldDAB.

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

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

Micheal Gascoin, NRK

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“

Interesting event and topics very well organised.

Farouk Fousseni, 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 100 members cover 28 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.worldddab.org. Follow WorldDAB on Twitter: @WorldDAB.