



Sponsor



WorldDAB
General Assembly
&
Summit
2023



Exhibit



7-8
November
Munich
Germany
(hybrid)

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.

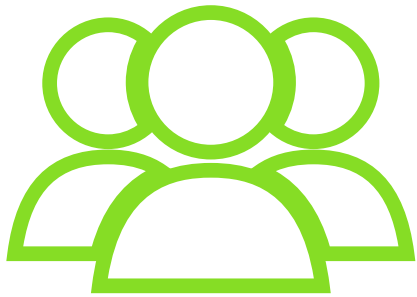
With unique cross-industry representation, our members from over 30 countries include regulators, broadcasters, network providers, manufacturers of receivers, chips, professional equipment and automobiles. Together we define and promote DAB+ and offer support on all aspects of the switch from analogue 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.

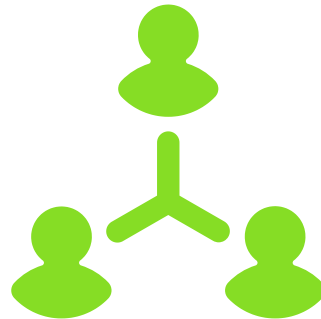
Why sponsor?

Stay connected and grow your business

The WorldDAB Summit 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.



**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



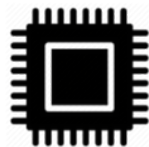
DEVICE
MANUFACTURERS



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 event brochure, showcase your current product (advert to be shown as a slideshow on screens 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

| Option | Members | Non-Members |
|----------------------------------------|----------------|--------------------|
| Partner sponsor (non-exclusive) | €4,500 | €7,000 |
| Gala dinner sponsor (exclusive) | €2,500 | €5,000 |
| 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 exhibition area | €700 | €1,200 |
| Full-page advertisement in e-Brochure* | €600 | €1,200 |
| Half-page advertisement in e-Brochure* | €300 | €600 |
| On-screen advertisement during breaks | €400 | €800 |
| Event email banner advertisement | €400 | €800 |
| Delegate bag insert* | €400 | €800 |

*See appendix for more detail

VAT not charged

Partner sponsor (non-exclusive)

€4,500 members, €7,000 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+)

- Exhibition booth
- Company details, logo and acknowledgement as a Partner sponsor in event collateral including:
 - WorldDAB website
 - Event marketing emails
 - e-Brochure
 - event signage
 - social media
- Link from the conference website to the sponsor website
- Option to have one table-top display at the event in Munich
- Option to have your company's branded pop-up banner in event space
- Half-page advertisement in e-Brochure
- One banner advertisement in one pre-event marketing email
- Opportunity to include an advert within the rolling slideshow shown on screens during breaks
- Logo and link in all event emails
- Delegate bag insert*

Gala dinner sponsor (exclusive)

€2,500 members, €5,000 non-members

Taking place on 7 November at (Weitblick Eventlocation), the gala dinner provides an excellent opportunity to connect with attendees and highlight your brand.

- Company details, logo and acknowledgement as Gala Dinner Sponsor in event collateral including:
 - WorldDAB website
 - Event marketing emails
 - e-Brochure
 - event signage
 - social media
- Link from the conference website to the sponsor website
- Option to have one table-top display at the event in Munich
- Option to have your company's branded pop-up banner in event space
- Half-page advertisement in e-Brochure
- One banner advertisement in one pre-event marketing email
- Opportunity to include an advert within the rolling slideshow shown on screens during breaks
- Logo and link in all event emails
- Delegate bag insert*
- Free registration for two delegates

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
 - Event marketing emails
 - e-Brochure
 - on event signage
 - social media
- Link from the conference website to the sponsor website
- Option to have your company's branded pop-up banner in event space
- Half-page advertisement in e-Brochure
- Banner advertisement in one pre-event marketing email
- Opportunity to include an advert within the rolling slideshow shown on screens during breaks
- Delegate bag insert*

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
 - Event marketing emails
 - e-Brochure
 - on event 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 e-Brochure
- Banner advertisement in one event email
- Option to have your company's branded pop-up banner in 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
 - Event marketing emails
 - e-Brochure
 - on event signage
 - social media
- Link from the conference website to the sponsor website
- Banner advertisement in one pre-event marketing email
- Opportunity to include an advert within the rolling slideshow shown on screens during breaks
- Half-page advertisement in e-Brochure
- Option to have your company's branded pop-up banner in event space
- 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 event collateral including:
 - WorldDAB website
 - Event marketing emails
 - e-Brochure
 - social media
- Link from the conference website to the sponsor website
- Option to have your company's branded pop-up banner at the registration desk

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 event collateral including:
 - WorldDAB website
 - Event marketing emails
 - e-Brochure
 - social media
 - on event signage
- Link from the conference website to the sponsor website
- Option for company banner in event space
- Opportunity to include an advert within the rolling slideshow shown on screens during breaks
- Bags to be supplied by sponsor
- 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 within the exhibition area (limited spaces available).

- Company details, logo and acknowledgement as an Exhibitor in event collateral including:
 - WorldDAB website
 - Event marketing emails
 - e-Brochure
 - event signage
 - social media
- One table-top display in the exhibition area
- Link from the conference website to the sponsor website
- Option to display your company's branded pop-up banners in the exhibition area

Advertisement in the e-Brochure

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

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

- Full-colour advertisement in e-Brochure (online)
- e-Brochure distributed to 500+ registered delegates, and share widely on social media channels
- e-brochure included in marketing emails prior to the event to the wider WorldDAB professional database audience (6,000+)
- e-Brochure 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

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.

- 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 initiative ideas.

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

Appendix

- 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 - ebrochure will be published online no earlier than two weeks prior to the event date.