



WORLD

DAB

General Assembly 2015
3 - 4 November, London
Register now

**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 General Assembly

Digital Radio Leaders Meet Here

The WorldDAB General Assembly is our annual flagship event and brings together the international digital radio industry. 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 15% and 300% 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

Option	Price for Members	Price for Non-Members
Major Sponsor	€15,000	€15,000
Event Partner Sponsor	€5,000	€5,000
Gala Dinner Sponsor	€8,000	€8,000
Lunch Sponsor	€4,000	€4,000
Programme Brochure Sponsor	€2,000	€2,000
Lanyard Sponsor	€500	€1000
Delegate Bag Sponsor	€500	€500
Delegate Bag Insert	€150	€300
Table-top Display	€300	€600
Full-page advertisement in Programme Brochure	€250	€500
Half-page advertisement in Programme Brochure	€150	€300

Previous sponsors, advertisers and exhibitors at this event include:



Sponsorship, Exhibition and Advertising Opportunities

Available at the WorldDAB General Assembly 2015

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
- ▶ Advertisement





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

- ▶ 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
- ▶ One table top display
- ▶ Insert in delegate bag
- ▶ Free registration for up to three delegates

Event Partner Sponsors



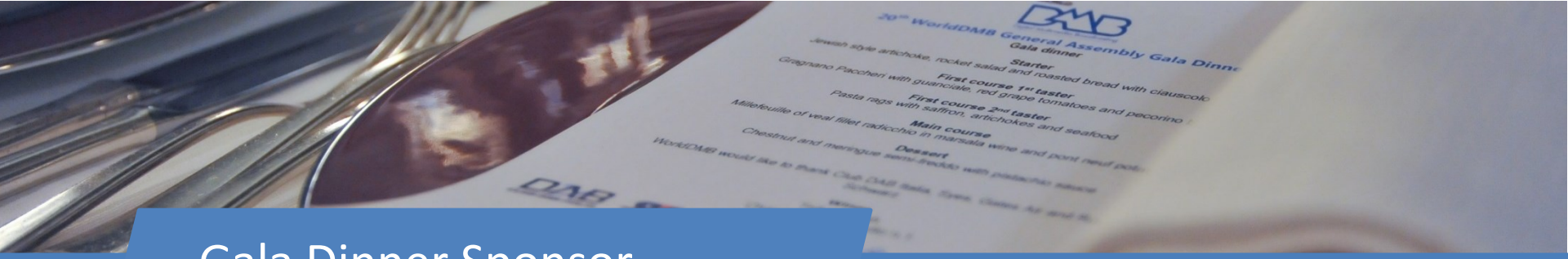
Event Partner Sponsor

€5,000

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 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 table top display
- ▶ Insert in delegate bag
- ▶ Free registration for up to two delegates



Gala Dinner Sponsor

€8,000 or two sponsors at €4,000 each

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
- ▶ Insert in delegate bag





Lunch Sponsor

€4,000

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

- ▶ Opportunity to distribute printed material, gifts, or promotional items
- ▶ Sponsor may place up to four branded pull-up banners in lunch 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
- ▶ Free registration for up to two delegates



Programme Brochure Sponsor €2,000

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
- ▶ Free registration for up to two delegates



Lanyard Sponsor

€500 for members €1000 for 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

- ▶ Company details included on conference proceedings and programme
- ▶ Link from conference website to sponsor website
- ▶ Free half-page advertisement in programme brochure



Delegate Bag Sponsor

€500

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.

Sponsorship Package

- ▶ One brochure, flyer, or other gift inserted into Delegate bags
- ▶ Given to over 200 delegates





Table-top Display

€300 members, €600 non-member

Promote your products and business to the leading international decision makers at the WorldDAB General Assembly.

Exhibition Package

- ▶ Company details included on conference proceedings and programme
- ▶ Link from conference website to sponsor website
- ▶ One free registration





Advertisement

Full-page €250 members, €500 non-members
Half-page €150 members, €300 non-members

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

Details

- ▶ Full colour advertisement in programme brochure
- ▶ Given to over 200 delegates
- ▶ Available online





Contact Us

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

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Website: www.worlddab.org

WORLD



Defining the future of digital radio



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

Micheal Gascoin, NRK



ABOUT WORLDDAB

WorldDAB is the global forum for digital radio, facilitating the adoption and implementation of digital broadcast radio based on the DAB family of standards. Its membership includes public and commercial broadcasters, network providers, receiver, chip and car manufacturers. WorldDAB's membership is made up of senior executives and technical professionals from across the industry involved in the rollout of digital radio. Headquartered in Geneva, Switzerland, WorldDAB has an operational office in London providing on-the-ground support to its global network of digital radio professionals.

WorldDAB delivers tailored solutions and advice on all aspects of the switch from analogue to digital radio including regulation, licensing, technical trials, network build out, marketing and production of new digital radio content. Solutions are delivered through leading-edge industry events, car manufacturers' workshops, tailored workshops and seminars and via the WorldDAB website and members-only information portal.

For more information please visit the WorldDAB website at www.worlddab.org. Follow WorldDAB on Twitter: @WorldDAB.