

Sponsor

world **dab**  
**SUMMIT**  
2024

13-14  
November  
Zagreb

Exhibit

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.

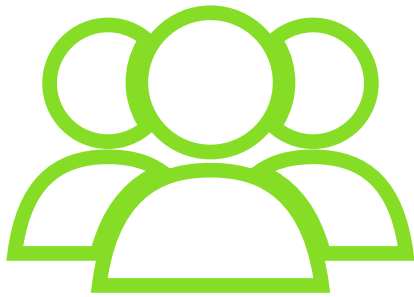
With unique cross-industry representation, our members from over 30 countries include regulators, broadcasters, network providers, manufacturers of receivers, chips, professional equipment and automobiles. Together we define and promote DAB+ and offer support on all aspects of the switch from analogue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

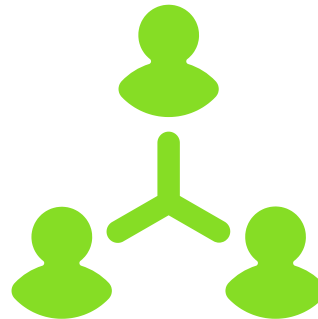
# Why sponsor?

## 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



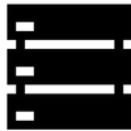
BROADCAST  
ASSOCIATIONS



BROADCASTERS



NETWORK  
OPERATORS



END-TO-END  
MANUFACTURERS



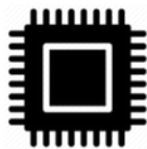
DEVICE  
MANUFACTURERS



AUTOMOTIVE



RESEARCH &  
DEVELOPMENT



CHIP  
MANUFACTURERS



SOLUTION  
PROVIDERS



MONITORING  
EQUIPMENT  
MANUFACTURERS

# Why sponsor?

## Three reasons to sponsor, exhibit and 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 stage 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)	€5,000	€10,000
Gala dinner sponsor (exclusive)	€3,000	€6,000
Lunch sponsor (exclusive)	€2,500	€5,000
Post-event video sponsor (exclusive)* <b><u>NEW</u></b>	€2,000	€4,000
Networking drinks sponsor (exclusive) - <b>SOLD</b>	€1,750	€3,500
Coffee break sponsor (exclusive) - <b>SOLD</b>	€1,500	€3,000
Lanyard sponsor (exclusive)* - <b>SOLD</b>	€1,500	n/a
Delegate bag sponsor (exclusive)* - <b>SOLD</b>	€1,500	€3,000
Table-top display	€800	€1,600
Full-page advertisement in ebrochure*	€700	€1,400
Half-page advertisement in ebrochure*	€350	€700
Advertisement shown on stage during breaks*	€450	€900
Event email banner advertisement	€450	€900
Delegate bag insert*	€450	€900

\*See appendix for more detail

VAT not charged

# Partner sponsor (non-exclusive)

---

€5,000 members, €10,000 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+)**

- Table top display in exhibition
- Acknowledgement as a Partner sponsor in event collateral:
  - WorldDAB website
  - Event marketing emails
  - ebrochure
  - event signage
  - social media
- Link from the conference website to the sponsor website
- Company's signage in event space
- Half-page advertisement in ebrochure
- Advertisement in rolling slideshow shown on stage during breaks
- Banner advertisement in one event email
- Logo and link in all event emails
- Delegate bag insert\*
- Free registration for two delegates

# Gala dinner sponsor (exclusive)

---

€3,000 members, €6,000 non-members

**Taking place on 13 November at Esplanade Zagreb Hotel, 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
  - ebrochure
  - event signage
  - social media
- Link from the conference website to the sponsor website
- Option to have one table-top display at the event in Zagreb
- Option to have your company's branded pop-up banner in event space
- Half-page advertisement in ebrochure
- One banner advertisement in one pre-event marketing email
- Advertisement in rolling slideshow shown on stage during breaks
- Logo and link in all event emails
- Delegate bag insert\*
- Free registration for two delegates



# Lunch sponsor (exclusive)

---

€2,500 members, €5,000 non-members

**This package provides a great opportunity for your company to connect with attendees and highlight your brand**

- Acknowledgement as Lunch sponsor in event collateral:
  - WorldDAB website
  - Event marketing emails
  - ebrochure
  - on event signage
  - social media
- Link from the conference website to the sponsor website
- Company's signage in event space
- Half-page advertisement in ebrochure
- Banner advertisement in one event email
- Advertisement in rolling slideshow shown on stage during breaks
- Delegate bag insert\*

# Post-event video sponsor (exclusive)

---

€2,000 members, €4,000 non-members

**The 'Post-event video 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+). The WorldDAB Summit will be an in-person only event. This high quality video production will be available exclusively on WorldDAB's YouTube Channel shortly after the event and is a new sponsorship opportunity for 2024.**

- Acknowledgement as a 'Post-event video sponsor' in event collateral:
  - On video opening slide
  - WorldDAB website
  - Event marketing emails
  - ebrochure
  - event signage
  - social media
- Link from the conference website to the sponsor website
- Half-page advertisement in ebrochure
- Advertisement in rolling slideshow shown on stage during breaks
- Banner advertisement in one event email
- Logo and link in all event emails
- Delegate bag insert\*

# Networking drinks sponsor (exclusive)

€1,750 members, €3,500 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
  - ebrochure
  - on event signage
  - social media
- Link from the conference website to the sponsor website
- Advertisement in rolling slideshow shown on stage during breaks
- Half-page advertisement in ebrochure
- 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)

€1,500 members, €3,000 non-members

**This package provides a great opportunity for your company to connect with attendees and highlight your brand**

- Acknowledgement as Coffee break sponsor in event collateral:
  - WorldDAB website
  - Event marketing emails
  - ebrochure
  - on event signage
  - social media
- Link from the conference website to the sponsor website
- Company's signage in event space
- Half-page advertisement in ebrochure
- Banner advertisement in one event email
- Advertisement in rolling slideshow shown on stage during breaks
- Delegate bag insert\*

# Lanyard sponsor (exclusive)

---

€1,500 members, available to WorldDAB members only

**Your company's logo and/or web address will be included on all delegate, speaker and staff lanyards – option to be supplied by sponsor.**

- Acknowledgement as Lanyard sponsor in event collateral:
  - WorldDAB website
  - Event marketing emails
  - ebrochure
  - social media
- Link from the conference website to the sponsor website
- Company's signage in event space

# Delegate bag sponsor\* (exclusive)

---

€1,500 members, €3,000 non-members

## Company logo and/or web address included on all delegate bags

- Acknowledgement as Delegate bag sponsor in event collateral:
  - WorldDAB website
  - Event marketing emails
  - ebrochure
  - social media
  - on event signage
- Link from the conference website to the sponsor website
- Company's signage in event space
- Advertisement in rolling slideshow shown on stage during breaks
- Bags to be supplied by sponsor
- Delegate bag insert\*

# Table-top display (non-exclusive)

---

€800 members, €1,600 non-members

**Promote your products and services to leading international decision makers by booking a table within the exhibition area (limited spaces available)**

- Acknowledgement as an Exhibitor in event collateral:
  - WorldDAB website
  - Event marketing emails
  - ebrochure
  - event signage
  - social media
- Table top display in exhibition
- Link from the conference website to the sponsor website
- Company's signage in event space

# Advertisement in the ebrochure

---

Full-page €700 members, €1,400 non-members

Half-page €350 members, €700 non-members

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



# Advertisement shown on stage during breaks\*

---

€450 members, €900 non-members

- Your advertisement will be shown to 200+ delegates (in-person)
- Your image will be visible on the stage as part of a rolling slideshow which will be shown during the breaks at the event in Zagreb
- Artwork provided by the sponsor

# Event email banner advert

---

€450 members, €900 non-members

- Your banner advert featured in one event email
- 6000+ event email subscribers
- Advert linked to sponsor's website
- Artwork provided by the sponsor

# Delegate bag insert\*

---

€450 members, €900 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 ideas. Please book your place by Friday 20 September.

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](http://www.worlddab.org)

# Appendix

- Lanyard sponsor option only available to WorldDAB member companies
- 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 - will be published online no earlier than two weeks prior to the event date
- The video sponsor is not given editorial input in the content of the videos
- Advertisements shown on stage during breaks are not featured in the post-event video recording