

**DIGITAL
MEDIA**

Africa2016

28-30 September 2016 - Johannesburg, South Africa

SPONSORING OPPORTUNITIES

The leading digital revenues event of the African news industry



WWW.WAN-IFRA.ORG/DMAFRICA

DIGITAL MEDIA

Africa 2016

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WAN-IFRA supports the digital transformation of the African news industry and some of Africa's leading publishers are advising us in this endeavor. Digital Media Africa is our first DM event in Africa and we are expecting to draw more than 200 participants with an exciting program and a ceremony to honor the most engaging and innovative products in the region.



TARGET SECTOR

CEOs, Editors-in-Chief, CMOs, Digital Revenues Strategists, Heads of Sales, Media Buyers, and Advertising Agencies

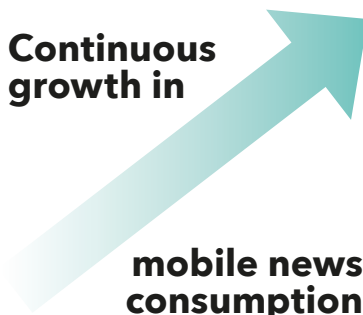


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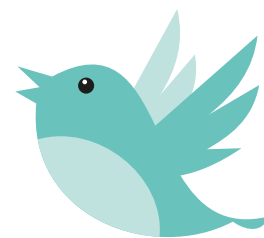
citizens have cellphones*

*South Africa, Kenya, Ghana, and Nigeria

Continuous growth in



mobile news consumption



Increasing engagement on social platforms

SPONSORING OPPORTUNITIES

LOGO

SPONSORSHIP

Your company logo on all event marketing materials (print, web, and on-site). Opportunity to distribute company material at the conference (agreement prior to the event required) and one entrance ticket included.

2,000 €*

STARTUP OFFER

Is your company not yet past its 2nd birthday? This is your chance to meet and mingle with top executives in a startup area at the event. Logo sponsorship and one entrance ticket included.

1,000 €*

COFFEE BREAK

Be the host of our coffee breaks during the event for one day. The sponsorship will be marked on the brochure with your logo. Small display items are included and one roll-up poster is to be provided by the sponsor. This sponsorship is exclusive. Two entrance tickets included.

4,000 €*

CONTACT US TODAY FOR ALL SPONSORING POSSIBILITIES OR TO RESERVE YOUR OPTION!

Tel. +49.69.240063.268 · christin.herger@wan-ifra.org

LUCKY DRAW	Offer a lucky draw among the participants. You will be presenting the gift (provided by sponsor) to the lucky draw winner on stage. Logo Sponsorship and three entrance tickets included.	5,000 €*
OPENING VIDEO	Address all the delegates by presenting the conference opening video. Content and duration have to be decided in cooperation with the event manager. Two entrance tickets included.	4,000 €*
TABLE TOP	The chance to exhibit your products and services alongside the event. Stand size depending on the venue. Two entrance tickets included.	4,000 €*
BADGES/ LANYARDS	Your company's badges/bags/ lanyards will be handed out to all visitors at the registration desk. Each of this sponsorship is exclusive. Production of lanyards is to be provided by the sponsor. Three entrance tickets included.	5,000 €*
WIFI	Highlight your brand by choosing the user name & login name for the WiFi connection available throughout. Three entrance tickets and company logo on all related event marketing materials included.	5,000 €*
BREAKOUT SESSION	<p>Bring a customer to present a success case study to the audience in an exclusive environment. Breakout sessions are parallel tracks and are an integral part of the program. These sessions showcase best success and innovation cases from the region and the industry and offer attendees the opportunity to discuss, reflect, and interact with the speakers in a more intimate setting.</p> <p>Breakout sessions include: Room hiring (45 min) for an exclusive audience (40-60 pers.), logo sponsorship and four entrance tickets. We will announce the session as part of the conference program and will advertise your session in 1 marketing newsletter (together with the other breakout sessions). Please note that food, beverages and AV are not included and that all content for the session needs to be approved by the event manager.</p>	6,000 €*
HAPPY HOUR	Are you ready to party? Be the exclusive sponsor at the Happy Hour! Company logo on all event related marketing materials and five entrance tickets included. On-site branding opportunities to be discussed.	7,500 €*
GOLD SPONSOR	Be recognized as gold sponsor on all marketing and communication materials. This sponsorship is tailored to your needs. Details to be discussed and agreed upon between the sponsor and the event manager. Logo Sponsorship and eight entrance tickets included.	10,000 €*

* non-members pay an additional 25 %

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Do You Want To Be Part Of The **DIGITAL MEDIA** Africa Programme?

BREAKFAST / BREAKOUT SESSIONS

Bring a customer to present a success case study to the audience in an exclusive environment. Breakfast and breakout sessions are parallel tracks and are an integral part of the programme.

These sessions showcase best success and innovation cases from the region and the industry and offer attendees the opportunity to discuss, reflect, and interact with the speakers in a more intimate setting

Breakfast and breakout sessions include:

- Room hiring (45 min) for an exclusive audience (40-60 pers.)
- Logo sponsoring: Your company logo on all marketing material (print, web, and on-site). Opportunity to distribute company material at the conference
- Four entrance ticket
- We will announce the session as part of the conference programme
- We will advertise your session in one marketing newsletter (together with the other breakout/breakfast sessions)

Price: 6000 EUR (Members) /
7500 EUR (Non-members)

Please note:

- Food, beverages and AV are not included
- Breakfast sessions do not require a customer presentation
- All content at the breakfast/breakout sessions must be approved by the programme manager.

100 SECONDS PITCH

Get on the main stage and present your company to a truly international audience. The 100 second pitch is the perfect start for your conversation with future customers.

Only crisp and bold ideas stick to conference attendees, you have 100 seconds to stand out from the crowd: take the stage and tell your story. For the first time ever, we will be selecting a few cases to be part of the Digital Media Africa official programme.

The 100 second pitch includes:

- 100 second pitch on the main stage
- Logo sponsoring: Your company logo on all marketing material (print, web, and on-site). Opportunity to distribute company material at the conference
- 1 entrance ticket included
- We will announce your pitch as part of the conference programme

Price: 4000 EUR (Members) /
6000 EUR (Non-members)