

**DIGITAL
MEDIA** | Africa2020

SPONSORING OPPORTUNITIES

Africa's Premiere Digital Innovation And Revenue Conference



DIGITAL MEDIA | Africa2020

WHEN

8-9 September, 2020

WHERE

The Capital On The Park, hotel
Johannesburg, South Africa



WHAT'S ON THIS YEAR?

We promise more interaction than ever before - with panels, case-studies and head-to-head discussions to help you discover best practice for growing digital revenue.

WHAT WILL DEFINE DMAFRICA20

1. News revenue strategy
2. Entrepreneurship and new business models
3. Future of digital advertising

WHO ATTENDS?

Digital Media Africa is expected to draw more than 150 international senior publishing executives: CEOs; Editors-in-Chief; CMOs; Digital Revenues Strategists; Heads of Sales, Media Buyers and Advertising Agencies.

OUR DIGITAL MEDIA SERIES

Our Digital Media events have been at the forefront of transformation in the news media industry for over 20 years. Digital Media Europe (DME), Asia (DMA), India (DMI), LATAM (DML), North America (DMNA) and Africa (DMAf) attract thousands of top level publishers, editors and digital executives on hot topics in the industry.

ABOUT WAN-IFRA

The World Association of Newspapers and News Publishers, or WAN-IFRA, is the global organisation of the world's press, representing more than 18,000 publications, 15,000 online sites and over 3,000 companies in more than 120 countries.

The organisation serves as a world-wide platform for the exchange of ideas, information and experiences. Our mission is "to be the indispensable partner of newspapers and the entire news publishing industry worldwide, particularly our members, in the defence and promotion of press freedom, quality journalism and editorial integrity and the development of prosperous businesses and technology." Each conference will also hold the Digital Media Awards ceremony for their region where the most engaging, innovative products and platforms are recognised.

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BRANDING

* non-members pay an additional 25 %



LOGO

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). 2 entrance tickets included.

€ 1,500*



WATER BOTTLES

Your brand will be visible to all those thirsty participants. Production and shipping are the responsibility of the sponsor. 2 entrance tickets included.

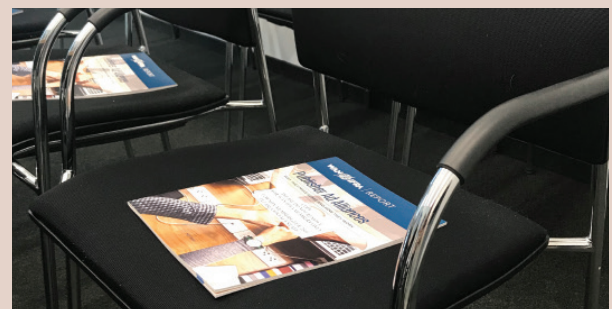
€ 2,000*



COFFEE BREAK

Be the host of our coffee breaks during the event for one day. The sponsorship will be marked on the programme with your logo. Small display items are included and one roll-up poster is to be provided by the sponsor. This sponsorship is exclusive. 2 entrance tickets included.

€ 2,000*



SEAT DROP

Get noticed by the participants during the conference. We will distribute your materials on participants seats before the conference starts. The rate is applicable for each conference day. 2 entrance tickets included.

€ 2,000*

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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. 2 entrance tickets included.

€ 2,000*



BADGES, BAGS & LANYARDS

Your company's badges/bags/lanyards will be handed out to all visitors at the registration desk. Each of this sponsorship is exclusive. Bags and lanyards to be provided by the sponsor. 2 entrance tickets included.

€ 2,000*



PLATINUM SPONSOR

Be recognised as platinum 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.

€ 20,000*



GOLD SPONSOR

Be recognised 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.

€ 15,000*

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MAILING

This option is only available to companies that have already invested at least € 2,000 in sponsorship. Your opportunity for pre or post event mailing to all conference delegates. On your behalf, WAN-IFRA will send your personalized message to all registered participants. Only 2 available.

€ 2,000*

EXHIBITING OPPORTUNITIES



TABLE TOPS

The chance to exhibit your products and services alongside the event. Stand size depending on venue. 3 entrance tickets included. Lunches and coffee breaks will be strategically served in the exhibition area, guaranteeing you a high level of delegate traffic.

€ 3,000*



CHARGING AREA

There is no question that attendees rely heavily on their mobile devices. A low battery has them looking for a place to recharge. Charge up your branding and connect with conference attendees by sponsoring the DMAFRICA Charging Area. 3 entrance tickets included.

€ 3,000*

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CONTENT OPPORTUNITIES

Bring a customer to present a success case study to the audience in an exclusive environment. Breakfast and In-Conference sessions 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.

* non-members pay an additional 25 %



BREAKFAST SESSION

- 8th September. Session to take place in main conference room. (45min)
- 3 tickets included
- This session does not require a customer presentation, but is highly recommended.
- 1 available

€ 4,000*



IN-CONFERENCE SESSION

- 8th or 9th of September. Session to take place in main conference room (20 min).
- 3 tickets included
- This session requires a customer presentation (case study), to be agreed by conference producer.
- 2 available

€ 4,000*

Add On: for an extra € 1,000 add a Table Top and be present in the Exhibition Area.

All sessions include:

- Logo sponsoring: Your company logo on all marketing material (print, web, and onsite)
- Opportunity to distribute company material at the conference
- 3 entrance tickets included. Additionally, your speaker receives a free invitation (limited to 1)
- We will announce the session as part of the conference programme

Please note:

- Breakfast session food & beverages are not included
- All content at the Breakfast/In-Conference sessions must be approved by the programme manager
- AV included
- WAN-IFRA reserves the right to change the timing of the sessions whenever unforeseen circumstances of a quality programme require changes to be made.

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AWARD OPPORTUNITIES

WAN-IFRA's DIGITAL MEDIA AWARDS is the only truly global awards program that recognizes publishers who create ground-breaking digital products that engage readers while helping the bottomline.

Launched in 2010 in Asia and over the years, WAN-IFRA's Digital Media Awards Series has become the most comprehensive media awards program in the world.

At DMAFRICA20, we will once again recognise publishers who have adopted digital media and mobile strategies as part of their total product offering to meet the major changes in how people consume news and information today. Chosen by an independent jury, the African results will be revealed at the conference.



2020 AFRICAN DIGITAL MEDIA AWARDS SPONSOR

Be an active promoter of innovation and be associated with the best. Link your brand to the winning cases of the Publishing Industry. Take advantage of a large range of benefits, such as branding the ceremony, the awards, presenting the awards on stage, plus several conference tickets. You will also be mentioned on the press release sent after the ceremony.

On your behalf, WAN-IFRA will send a dedicated email to the winners so you can congratulate them on their victory.

Find out more about our categories here:

<https://events.wan-ifra.org/events/african-digital-media-awards-2020>

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