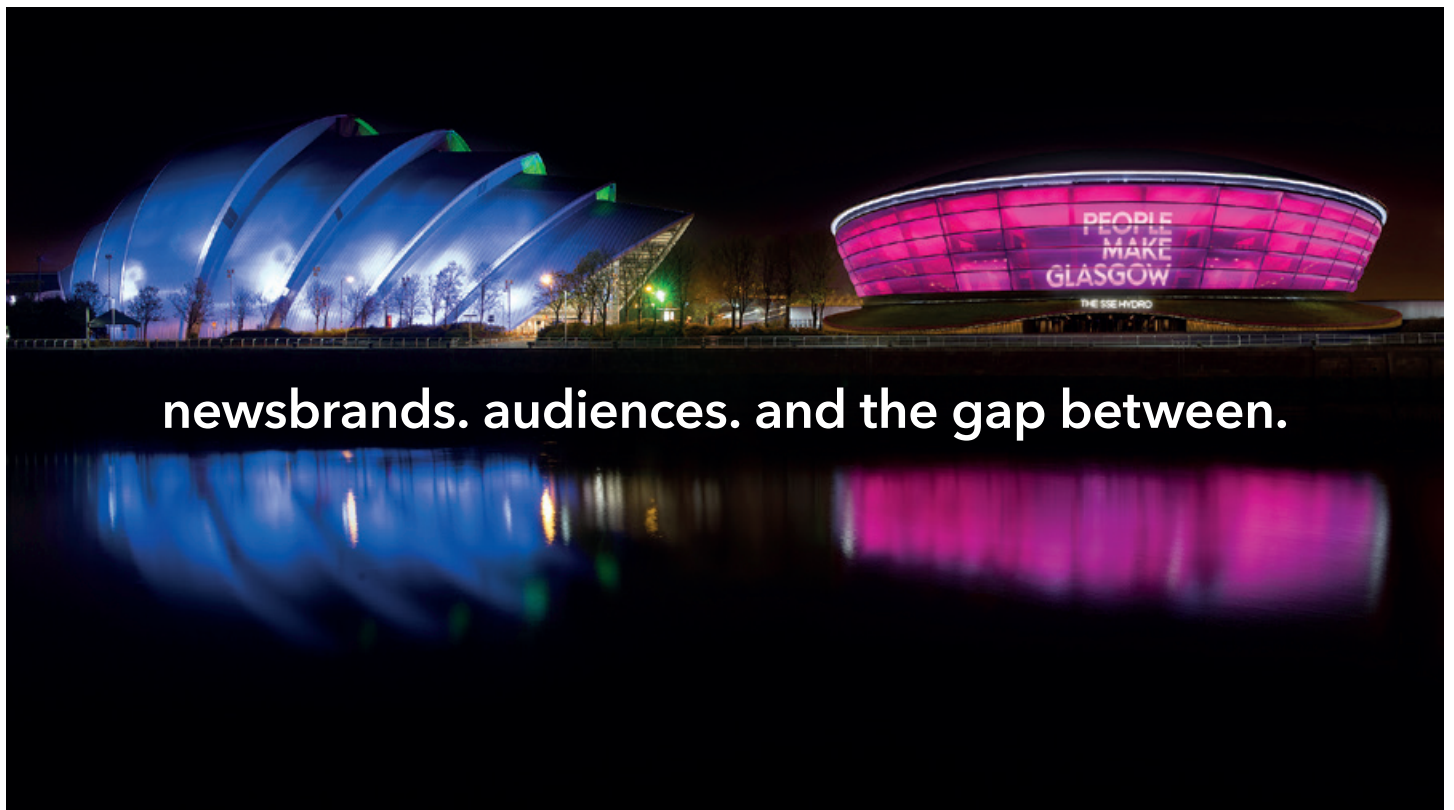


World News Media Congress

World Editors Forum

Women in News Summit



Glasgow,
Scotland, 2019

Sponsorship Opportunities

A unique global gathering of chief editors, publishers and CEOs, passionate about media freedom and taking action to ensure a sustainable news industry.

1–3 June 2019
Glasgow, Scotland

newsbrands. audiences. and the gap between

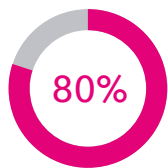
We have always focused on producing and delivering quality journalism at an affordable cost. What if, for the younger generation, this is no longer enough? We assume young adults understand our mission, journalism's role and how our newsrooms function. There is growing evidence this is not the case.

Join us in Glasgow for the 71st World News Media Congress (WMNC.19) we will look at the many ways to reconnect our newsbrands with the people that will influence future societies. WMNC.19, including the one-of-a-kind Women in News Summit, and the World Editors Forum is of value to every news professional seeking to better understand and address the unprecedented forces at work at this time. The Congress is a vital forum for discussions – on the future of news, press freedom and issues facing our society and its citizens.

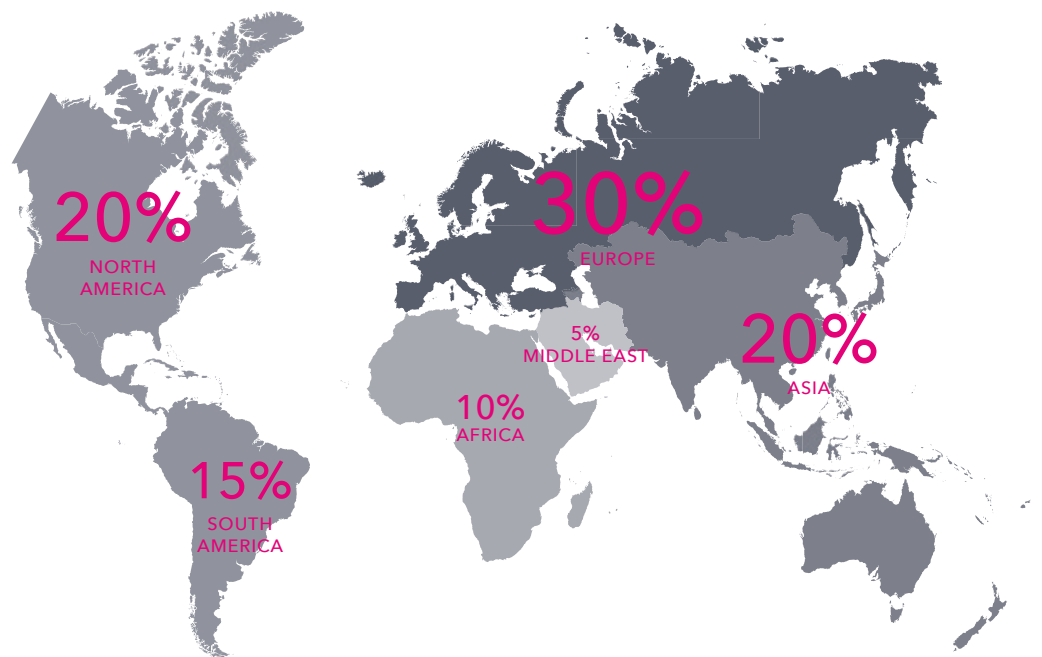


Who comes? Visitors at a glance

Average of 800+ participants from 65+ countries, 70+ international speakers, 700+ companies



SENIOR LEVEL/
C-LEVEL



Growing number of women



60%

40%

PREVIOUS SPEAKERS



**ANDIARA
PETTERLE**

Vice-President
Newspapers & Digital
Media, **RBS Group**
Brazil



**ARTHUR O.
SULZBERGER, JR.**

Chairman
The New York Times
Company & Publisher
The New York Times
USA



EMILY BELL

Director, Tow Center for
Digital Journalism,
**Columbia Graduate
School of Journalism**
USA



**ERNST-JAHN
PFAUTH**

Publisher
De Correspondent
The Netherlands



**DORTHE BJERRE-
GAARD-KNUDSEN**

Executive Vice President,
COO
JP/Politikens Hus
Denmark



GARY LIU

CEO
**South China Morning
Post Publishers Ltd**
Hong Kong



**LYDIA
POLGREEN**

Editor-in-Chief
The Huffington Post
USA



8 reasons why you should attend

- **celebrate.** women in news. tomorrow's leaders, digital trailblazers
- **salute.** press freedom champions
- **gather.** strategic business intelligence and emerging trends
- **focus.** on the future
- **build.** grow a network of peers, market leaders and experts
- **contribute.** add your voice to critical industry debates
- **protect.** quality journalism
- **take-home.** practical ideas to emulate

Who attends

CEO's
 Publishers
 Editors
 Women in news
 Commercial directors
 Digital directors
 Advertising directors
 Product managers
 Suppliers
 Academics

The World News Media Congress

is the annual meeting of news executives, including publishers, editors and owners, of newspapers from all over the world. It is hosted in a different city each year. The 2018 Congress in Portugal drew around 900 people from over 60 countries for three days of conferences, executive meetings, networking and social events.

The World Editors Forum (WEF)

organises the editorial stream of the Congress. WEF is built on a commitment to defend press freedom and promote editorial excellence. It is at the forefront of newsroom change and connects editors on issues that matter for the future of independent and free news publishing.

Women in News (WIN) Summit

is a gathering to support WAN-IFRA's sector-leading initiative to increase women's leadership and voices in news through capacity building, training and advocacy.

WAN-IFRA

is the World Association of Newspapers and News Publishers. Its mission is to protect the rights of journalists across the world to operate free media, and provide its members with professional services to help their business prosper in a digital world and perform their crucial role in open societies. With formal representative status at the United Nations, UNESCO and the Council of Europe, it derives its authority from its global network of leading news publishing companies and technology entrepreneurs, and its legitimacy from its 80 national association members representing 18,000 publications in 120 countries.

PREVIOUS SPEAKERS



JOHN ELKANN
 Chairman
 Fiat and Chairman
 Editrice, La Stampa
 Italy



MARIA RESSA
 CEO and Executive
 Editor, Rappler
 Philippines



LOUIS DREYFUS
 President
 Groupe Le Monde
 France



MARTA GLEICH
 Executive Editor
 Zero Hora
 Brazil



MIKI TOLIVER KING
 Vice President Marketing
 The Washington Post
 USA



DAVID PEMSEL
 Chief Executive Officer
 Guardian Media Group
 UK



MARTIN BARON
 Executive Editor
 The Washington Post
 USA



Location

Scottish Event Campus (SEC) Glasgow, Scotland, G3 8YW

The SEC is Scotland's largest exhibition centre, located in the district of Finnieston on the north bank of the River Clyde, Glasgow.

Hotels

There are five hotels within five minutes walking distance to the SEC. The Crowne Plaza Hotel is directly connected to the SEC. You can book a hotel of your choice through our hotel booking platform on the World News Media Congress website by following the LOCATION tab.

www.wan-ifra.org/events/wnmc19/location
 Website: www.wan-ifra.org/scotland2019

Registration

Register online at www.wan-ifra.org/scotland2019. We have early bird tickets and discounts for groups available.

Discover Scotland

Take time to explore Scotland's UNESCO world heritage cities of Music, Literature and Design: Glasgow and Edinburgh and Dundee. Or allow Scotlands breathtaking islands, mountains, lochs, glens and miles and miles of unspoilt coastlines, to feed your soul. Scotlands fascinating history stretches back thousands of years and can be seen and felt right across the compact

country. Fine castles, lavish stately homes, striking architecture, derelict fortresses along with great feats of engineering are all located in stunning landscapes that will take your breath away.

Scotland is a compact outdoor playground for the active and adventurous, exhilarating outdoor activities can be undertaken on foot, bike, boat, kayak and not forgetting that Scotland is the home of Golf. There are over 550 golf courses from championship golf course to hidden gems. Scotland has 3 of the top 10 Golf courses in the world.

Tours and more information are on our website under "discover Scotland".

Contact

For more information please reach out to:



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PREVIOUS SPEAKERS



MELISSA BELL

Publisher
 Vox News
 USA



SÉRGIO DÁVILA

Executive Editor
 Folha de S.Paulo
 Brazil



**ZUZANNA
 ZIOMECKA**

Editor in Chief
 NewsMavens
 Poland



PHILIP CRAWLEY

Publisher and CEO
 The Globe and Mail
 Canada



**SOPHIE
 GOURMELEN**

Managing Director -
 Publisher
 Le Parisien
 France



**WOLFGANG
 KRACH**

Editor in Chief
 Süddeutsche Zeitung
 Germany



**YOICHI
 NISHIMURA**

Board Director
 of Digital Business and
 International Affairs
 The Asahi Shimbun
 Japan

Sponsorship Opportunities

Please note: All prices are Member-rates. Please add 25% for non-members. 50% discount only applies to normal ticket price (i.e. excludes promotional and early bird pricing) all opportunities highlighted in blue are exclusive.



Logo Sponsorship

3.000 €

Show your support for the news media industry and book a logo sponsorship with us!

Includes:

- One ticket to the WNMC.19 for you, a colleague or your clients
- Your company logo will be displayed on our website, print material, in our app and on our logo wall on-site.

Start-ups

4.000 €

Have your own table at the WNMC.19 exhibition area. This is where all the lunches and coffee breaks will be served, guaranteeing a great level of traffic throughout the stands.

Includes:

- One table and two chairs
- Two tickets to the WNMC.19 for you, a colleague or your clients

World News Media Congress App

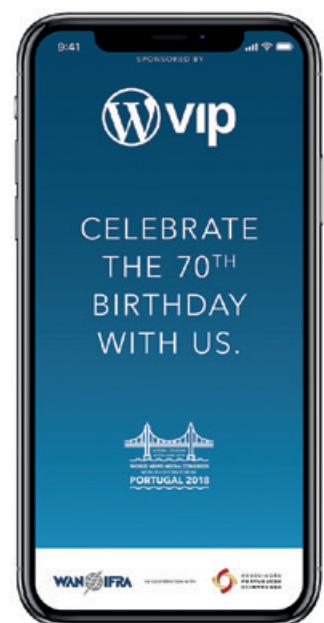
5.000 €

Unique recognition guaranteed

Since 2015, more than 85% of the delegates have downloaded the app and 65% used the app for private conversation. Get maximum recognition by all the delegates with this exclusive sponsorship!

Includes:

- Your logo will be on the loading screen (640 x 240 pixel).
- Your logo will be on the banner above the timeline (240 x 240 pixel).
- Welcome and say goodbye to our delegates, who downloaded the APP via personal notification.
- Two push notification, and four sponsored content posts ensure that you will be seen and heard.
- Two tickets to the WNMC.19 for you, a colleague or your clients
- Your company logo will be displayed on our website, print material, in our app and on our logo wall on-site.





Ecofriendly Bags

5.000 €

for all attendees of the 71 World News Media Congress.

Exclusive with unique recognition guaranteed.

This is your opportunity to brand an item that is distributed to all our delegates, and to increase your visibility in the newspaper and media industry. We will take care of everything; you only need to send us your logo. Brand the bag as you wish and include your logo and website information.

Includes:

- Two ticket to the WNMC.19 for you, a colleague or your clients
- Your company logo will be displayed on our website, print material, in our app and on our logo wall on-site.

Press Freedom Charity Run

3.000 €

Don't miss the opportunity to support our first Press Freedom Charity Run along the river Clyde in Glasgow. We will donate the fee for the run to the WAN-IFRA Media Freedom Assistance Fund, allowing WAN-IFRA to provide urgent assistance to media in need around the world. The Fund offers small grants to support newsrooms, media companies, individual editors or journalists and can be offered in the form of relocation support for those forced to leave their home countries, help in replacing stolen or seized equipment, contributions to legal fees, etc.

The charity run will be held at 7am on the 2nd June 2019.

Includes:

- One ticket to the WNMC.19 for you, a colleague or your clients
- Your company logo will be displayed on the t-shirt of our official run, on our website, print material, in our app and on our logo wall on-site.

Hotel Room Drop

5.000 €

Unique recognition guaranteed

Target our international 50+ speakers with your personalized message, which will be placed in their hotel room. Be the first brand our speakers will have contact with.

Includes:

- Two tickets to the WNMC.19 for you, a colleague or your clients
- Your company logo will be displayed on our website, print material, in our app and on our logo wall on-site.

Shell Scheme Booth/ Counter

Have your own booth at the WNMC.19 exhibition area. This is where all the lunches and coffee breaks will be served, guaranteeing a great level of traffic throughout the stands.

Choose your booth style and size!

Counter: white counter with two high chairs (5.000 € or 6.000 € with monitor)

Includes:

- Graphics
- Two tickets to the WNMC.19 for you, a colleague or your clients

Booth: classic shell scheme booth with three hard walls, horizontal sign of your company name, one table, two chairs and one basket.

9 sqm booth (6.000 €)

Includes:

- Two tickets to the WNMC.19 for you, a colleague or your clients

12 sqm booth (7.500 €)

Includes:

- Two tickets to the WNMC.19 for you, a colleague or your clients

15 sqm booth (10.000 €)

Includes:

- Four tickets to the WNMC.19 for you, a colleague or your clients

Your company logo will be displayed on our website, print material, in our app and on our logo wall on-site.





Gold Sponsor

Starting 20.000 €

Tailor-made opportunities. Combine your favorite sponsorship opportunities or let us know how you want to showcase your portfolio. We will create a personalized offer for you.

Platinum Sponsor

Starting 50.000 €

Tailor-made opportunities. Combine your favorite sponsorship opportunities or let us know how you want to showcase your portfolio. We will create a personalized offer for you.

Literature Stand

500 €

Display your newspaper and other promotional material for our delegates in our literature rack next to the registration and information service. Do not miss this affordable exposure and central placement for your material/newspaper.

Add-on for sponsors, who invest more than 6.000€

Mailing to our delegates

5.000 €

We will send on your behalf an email to all registered delegates two weeks before the WNCM.19 starts. Do not miss this chance to reach our delegates and maximize your reach to promote your product.

(Only available 2x)

Add-on for sponsors, who invest more than 6.000€

Lanyards

5.000 €

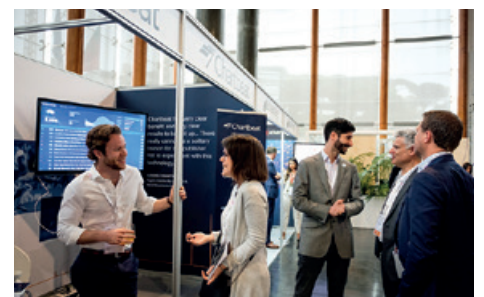
Exclusive with unique recognition guaranteed

How attendees will be wearing your company's name for three days! The lanyard sponsorship provides a highly visible level of exposure during the entire conference.

SOLD

Includes:

- Two tickets to the WNCM.19 for you, a colleague or your clients
- Your company logo will be displayed on our website, print material, in our app and on our logo wall on-site.





Charging Lounge

4.000 €

Everyone needs to recharge his/her smart phone or laptop and you can sponsor a lounge area with a charging station centrally located where the action happens.

Includes:

- 12sqm lounge area, which you can brand with your own roll-ups and other marketing materials.
- Label the charging lounge with your roll-ups and other marketing material
- One ticket to the WNMC.19 for you, a colleague or your clients (second ticket 50% off).
- Your company logo will be displayed on our website, print material, in our app and on our logo wall on-site.



Speaking Opportunities Breakfast and Breakout Sessions

7.000 €

Host your own breakfast session or bring a customer to present a success case study to the audience in an exclusive environment.

Breakfast and breakout sessions are an integral part of the programme. These sessions showcase best success and innovation cases from the industry and offer attendees the opportunity to discuss, reflect, and interact with the speakers in a more intimate setting.

Breakfast session:

- 2. June 2019 (8:30 - 9:15).

Breakfast session:

- 3. June 2019 (08:30 - 09:15).

Breakout sessions:

- 1., 2. or 3. June 2019 for one hour
- These sessions take place in one of our breakout rooms (200 people maximum capacity).

All sessions include:

- Your own room for this session.
- Standard AV included.
- Your breakfast / breakout session will be part of the official programme.

- We will advertise your breakfast session in one marketing newsletter 4 weeks before the Congress (together with the other breakfast session - your banner 440x300 pixel).
- Two ticket to the WNMC.19 for you, a colleague or your clients
- Your company logo will be displayed on our website, print material, in our app and on our logo wall on-site.
- Invite your own guests and receive a 10% discount for them.

Conditions:

You are responsible for the organization of this event (speaker, programme, registration of participants). All costs will be at your own expense (except rental and basic AV for the room). Food & beverages are not included.

The content for the breakfast/breakout sessions needs to be approved by the programme managers.



Please note: All prices are Member-rates. Please add 25% for non-members. 50% discount only applies to normal ticket price (i.e. excludes promotional and early bird pricing) all opportunities highlighted in blue are exclusive.

WAN-IFRA

The World Association of Newspapers
and News Publishers

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