

# World Publishing Expo 2016

10-12 October 2016, Messe Wien, Vienna

Photo: Reed Messe Wien, Copyright: Christian Husar

## **Standbooking options**

Are you a company providing services to the news industry?

Then join us at the World Publishing Expo in Vienna and present your solutions to our international audience:

We bring together established suppliers, decision makers from the publishing industry and upcoming tech companies from more than 100 countries.

[www.worldpublishingexpo.com](http://www.worldpublishingexpo.com)

# World Publishing Expo 2016

## Standbooking options

### The leading exhibition for technology to publish news on tablets, mobile, in print and online

More than 85 % of the World Publishing Expo visitors are decision-makers at publishing companies – coming from more than 100 countries.

As exhibitor you benefit from the entire spectrum of communication channels WAN-IFRA has to offer. Present your business against a backdrop of leading suppliers to the industry and form cooperation agreements and alliances. Your participation ensures you a first-class service and return-on-investment for your marketing spend.

**More than 200 exhibitors on about 12.000 sqm – 3,200+ unique visits – 7000+ overall visitors from 100 countries – 2 high quality free conferences.**



## Exhibition



### Stand space only

Booking a stand space only you bring your own stand equipment and present your company according to your corporate identity.

#### Prices:

WAN-IFRA members  
Non-members

EUR 299.– + VAT per sqm  
EUR 359.– + VAT per sqm

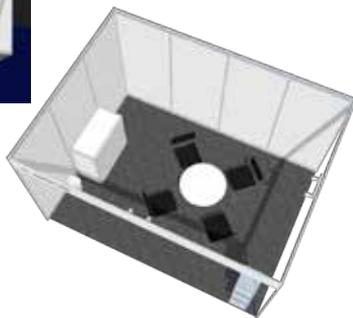
## Standard / Lounge Stand Packages

Together with our partner for stand construction, Gielissen, we offer a standard or a lounge stand package for rent (available for stand spaces from 6–50 m<sup>2</sup>).

Whether you choose an aisle stand, corner stand, peninsula stand or an island stand – everything is possible!

### Standard Stand Package

- Stand space
- Walls, white (h = 250 cm)
- Carpet in colour of choice (standard grey)
- Fascia board on each open side
- Lettering on fascia board, max. 20 letters (standard lettering = exhibitor name)
- 1 round table Ø = 80 cm, 4 chairs (standard furnishing) **or** 1 bar table with 3 bar stools, black
- 1 counter with lockable doors
- 1 brochure rack, one-sided, 3 x DIN A4 tray
- 1 paper basket
- Spotlights, 1 pc. per 3 sqm
- 1 mains connection 3kW
- 1 double outlet
- Electricity consumption
- Basic cleaning before the exhibition
- Daily cleaning



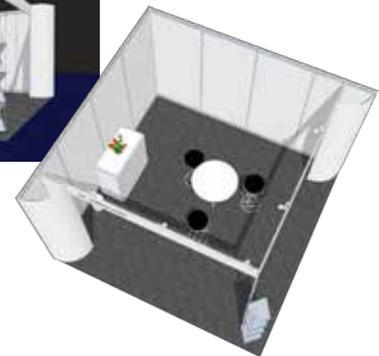
### Prices:

WAN-IFRA members	EUR 389.– + VAT per sqm
Non-members	EUR 449.– + VAT per sqm

To make your presence even more exclusive choose the:

### Lounge Stand Package

- Stand space
- Walls, white (h = 250 cm)
- Curved side panels, white
- Carpet in colour of choice (standard grey)
- Lettering on fascia board, max. 20 letters (standard lettering = exhibitor name)
- 1 bar table with 3 barstools (standard furnishing) **or** 1 low table with 3 lounge chairs
- 1 sideboard (lockable)
- 1 floral arrangement
- 1 brochure rack, one-sided, 3 x DIN A4 tray
- 1 paper basket
- Spotlights, 1 pc. per 3 sqm
- 1 mains connection 3 kW
- 1 double outlet
- Electricity consumption
- Basic cleaning before the exhibition
- Daily cleaning



### Prices:

WAN-IFRA members	EUR 399.– + VAT per sqm
Non-members	EUR 459.– + VAT per sqm

For both options the as standard mentioned items will be provided. Alternative options, as well as any other additional items can be ordered through the web-shop of Gielissen.



# World Publishing Expo 2016

## Digital Advertising Pavillon



**You are a perfect fit for this pavilion, if you offer innovative and inventive solutions for publishers on how to drive their digital advertising revenues.**

SAd Platforms	Ad Servers
Native Advertising	Anti AdBlockers
Programmatic Advertising	SSP's / Publishing Tools
Re-targeting	Exchanges
Inventory Creation	Analytics and Measurement
Location data	Attribution
Big Data	Mobile Advertising
Social Networks	Video Advertising

### Your area on the Digital Ad Pavillon

By exhibiting at the Digital Advertising Pavilion you will be part of:

- A 150 m<sup>2</sup> stand out pavilion, well marketed to our audience, focusing on digital advertising solutions
- "Turnkey" solution
- Guided tour destination - We will bring groups looking for ideas on how to facilitate digital growth.
- Central position in the exhibition hall

### Prices:

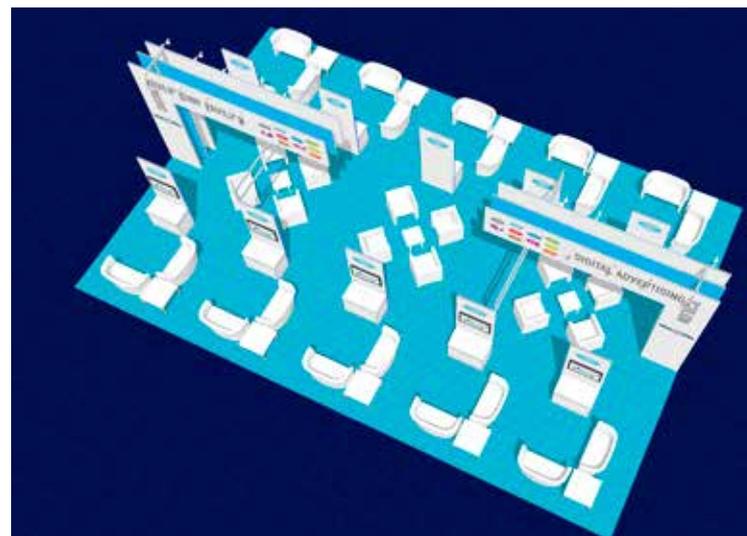
WAN-IFRA members	EUR 4,999.–
Non-members	EUR 6,249.–

This offer includes

- Exhibitor kiosk with lockable desk
- Seating arrangement with coffee table
- 1 LCD screen 32"
- Electricity (1kW)
- Company logo or name on exhibitor kiosk
- Company logo on the eyecatcher
- Single use broadband connection (2 Mbits dedicated)
- Daily Stand cleaning
- 2 exhibitor passes

### For further information, please contact:

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# 5 reasons for you to be at the #WPE16



**Join a deeply engaged digital advertising community:** at WAN-IFRA we have worked with hundreds of leading digital ad players, running digital events since the dawn of the world wide web. In 2015 alone we heard from PubNative, Improve Digital, Teads TV, Twitter, Snapchat, Google, Facebook, MoPub, IAB, Sourcepoint, PageFair, Wibbitz, made.for.digital, Localstars, Sharethrough & many more.



**Expand into new markets:** Vienna is a hub for new digital business in western and eastern Europe. Austrian media players like Russmedia and Styria are increasingly mobile focused. And with a high concentration of cutting edge CMS suppliers, our Expo aims to be a one-stop-shop for industry buyers.



**Meet the right people in news publishing:** over 3 days, WPE brings together more than 3000 news publishing executives from 100 different countries. 85% have decision making power and are looking to procure new solutions



**Experience more than an exhibition:** we run open conference stages in parallel including advice for publishers on digital advertising strategies. Our Adblocking Action Day on 11 Feb 2016 grew out of a first meeting at Expo. We recently published definitive publisher reports on Programmatic Advertising and Data Privacy and are seen as go-to experts on digital revenue in news publishing.



**Stand out from the crowd:** the digital ad pavilion will be a visible focal point and a perfect place to network and develop new leads

# World Publishing Expo 2016

## Additional options

### Conference Counters

For the first time this year, the World Publishing Expo will offer top-notch digital and print conferences to all visitors free of charge. The conference counter is your chance to exhibit your products and services right next to one of the main focus points in the hall. Your counter booking includes:

- 1 counter
- 2 barstools
- Lettering (max. 19 letters)
- 1 monitor (40")
- Cable internet connection
- Electricity
- 2 exhibitor passes



#### Prices:

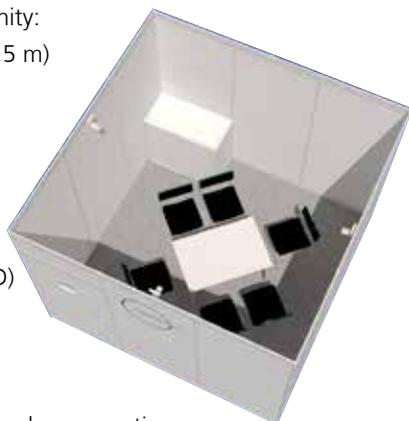
WAN-IFRA Members	EUR 3,499.- + VAT
Non-members	EUR 3,999.- + VAT

First-time Exhibitors: 10 % discount, incl. company logo in the online-catalogue

### Rent-an-Office

Be available for more than 7,000 decision makers of the News-Media-Community:

- Walls, white (h = 2,5 m)
- Lockable door
- Carpet tiles
- Company name on the wall
- 1 table, black  
130 x 80 cm (W x D)
- 6 chairs
- 1 lockable counter
- Lighting
- Power connection and consumption,  
1 double outlet
- 1 exhibitor pass



#### Prices:

WAN-IFRA Members	EUR 2,499.- + VAT
Non-members	EUR 2,899.- + VAT

### Start-Up Package

Are you a Start-Up and want to be at the World Publishing Expo for the first time\*? Choose to exhibit with one of our Start-Up booths!

This offer includes:

- White system wall (incl. company name)
- 1 lockable counter
- 2 bar stools
- Carpet
- One roll-up (to be provided by exhibitor) per booth
- 1 full color panel can be added for 129 € (optional)
- Electrical supply up to 3 kW
- 2 exhibitor passes



#### Prices:

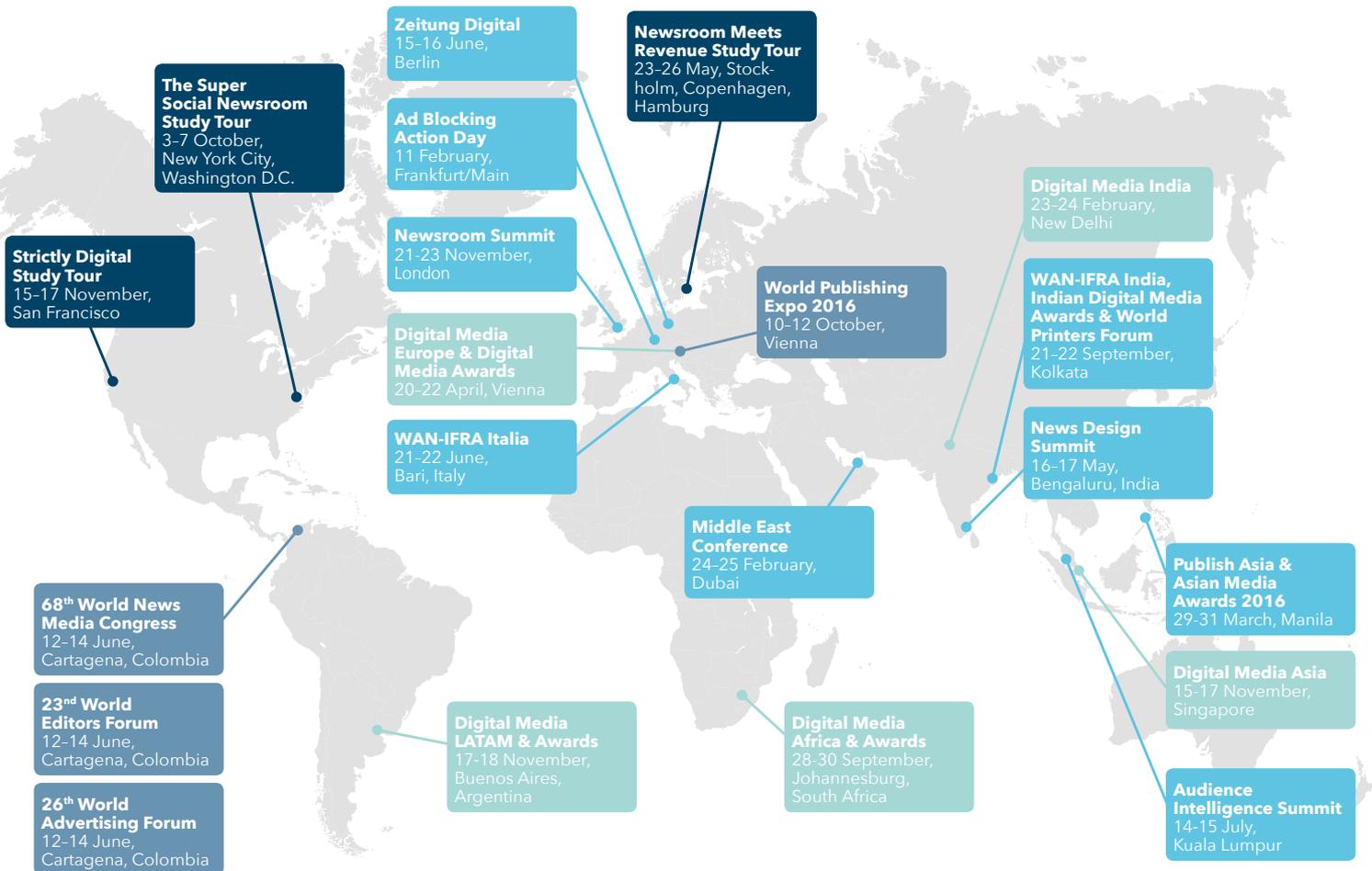
WAN-IFRA Members	1,500 EUR.- + VAT
Non-members	1,875 EUR.- + VAT

\*Only valid for first and second-time exhibitors.

### All offers include:

- Exhibitor passes, according to stand size and option
- Company entry in the online catalogue (1400 signs incl. spaces) and in the event app. Please be aware of the correspondent deadlines.

# WAN-IFRA Events 2016



## Partnership Package

Combine two or more WAN-IFRA offerings and save your 10 % discount today. The process is super simple, just give us a call, tell us which events you are interested in and what you are main focus will be and we will prepare a partnership package tailored to your needs.



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

Tel. +49.69.240063.287/289 · sales@wan-ifra.org

# World Publishing Expo 2016 CONFERENCES

## INTEGRATED CONFERENCES AND EXPO

Since its inception, World Publishing Expo has been the annual meeting point for the newspaper industry. WAN-IFRA is taking several steps to ensure that World Publishing Expo remains the premier meeting point for industry executives. World Publishing Expo 2016, taking place from 10 to 12 October in Vienna, will feature two high-quality conferences, PRINT WORLD and DIGITAL MEDIA WORLD, absolutely free to Expo visitors.

For 2016, we will bring our conferences to the hall floor in a new format that will allow time for visitors to attend sessions of their preference as well as to visit the Expo stands. We will also be linking

Guided Tours to the conference programme, reinforcing the message that what is new and topical in our industry can be heard about at the conference as well as seen on the stands.

The three-day conferences will be integrated into the Expo. Sessions of the two conferences will alternate and Guided Tours to the expo on the respective conference topics will be interlaced between the conference session. Guided Tours will be organised by WAN-IFRA Experts allowing visitors to discover the latest innovations in a short timeframe.

