



DIGITAL MEDIA

LATAM 2017
Buenos Aires
14-16 Nov.

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), Africa (DMAF) and LATAM (DML) attract thousands of top level publishers, editors and digital executives wishing to keep abreast with the latest developments in digital media.

Each conference also holds the regional Digital Media Awards ceremony. The competition awards excellence in digital media publishing of news products and services.



ABOUT WAN-IFRA

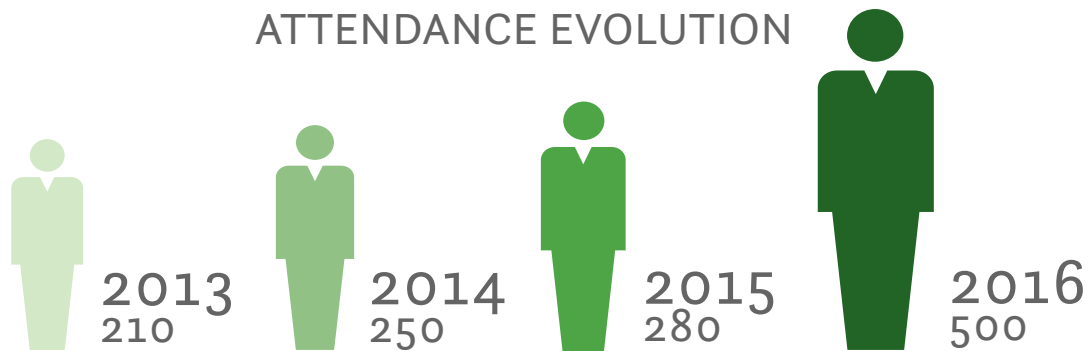
The World Association of Newspapers and News Publishers, or WAN-IFRA, is the global organisation of the world's press, representing more than 18,000 publications, 15,000 online sites and over 3,000 companies in more than 120 countries.

DMX TARGET AUDIENCE

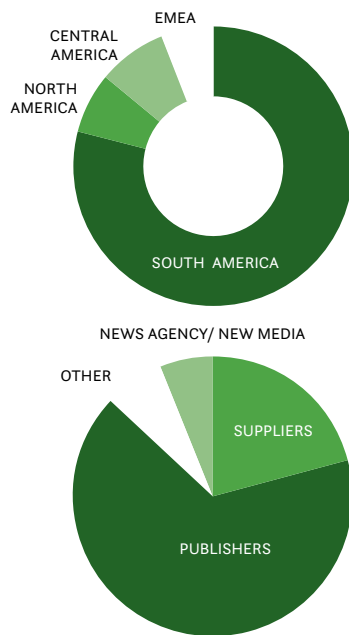
Publishers, Chairmans, CEOs, COOs, CTOs, Managing Directors, Digital Product Directors, Presidents, Vice Presidents, General Managers, Editors-in-Chief, Senior Managers, IT Services Managers, Managing Editors, Multimedia Editors, Digital Marketing Executives, Web Assistant Editors, Social Media Editors, Heads of Digital Business Units.

DML AT A GLANCE

ATTENDANCE EVOLUTION



ATTENDEES BY REGION/CATEGORY



ATTENDEES BY POSITION



Top Executives Managers Mid-Managers

80% DECISION MAKERS

SOME OF THE MEDIA COMPANIES ATTENDING DML





EXHIBITING OPPORTUNITIES

COFFEE LOUNGE

\$9,500*

- Treat the conference attendees with an all day coffee in this exclusive lounge and get the best foot traffic of the event.
- 20 sqm premium area with coffee station.
- Logo in all promo material (print and online).
- 2 app Push notifications per day.
- Included: basic lounge furniture. All extras such as extra sofas, counters, graphics AV and other equipment at sponsor's cost.
- 3 tickets.

** Member prices. Additional 25% for non members*

LOUNGE STAND \$6,500*

TABLE TOP \$4,500*

- Premium exhibition space with no separating walls.
- LOUNGE: 3x3 space (size depending on venue). Furniture: sofa, low table, armchair and TV screen. 2 tickets.
- TABLE TOP: 2x1 space (size depending on venue). Furniture: 2 bar stools and 1 high table. 2 tickets.

SPEAKING OPPORTUNITIES

BREAKFAST/SPONSORED SESSION

\$7,000*

- Bring a customer to present a success case study to the audience in an exclusive environment.
- 30 min track part of the programme.
- Room hire (main room)
- 2 app push notifications.
- Not included: room AV, decor and F&B.
- Topic/content/speaker to be agreed with programme manager.
- 2 tickets.
- Logo in all online and printed material produced from the day sponsoring agreement is signed.
- Attendee list 2 weeks before the event.
- Add a lounge stand and 1 extra ticket for only \$3,500 more.

** Member prices. Additional 25% for non members*



GIVEAWAYS

LANYARDS/VISITOR BAGS \$6,000*

- Sustained brand placement. Your company's lanyards/bags will be handed out to all visitors at the registration desk.
- Exclusive sponsorship (lanyards/bags).
- Logo in all online and printed material produced from the day sponsoring agreement is signed.
- Attendee list 2 weeks before the event.
- 2 tickets.

* Member prices. Additional 25% for non members

APP SPONSORSHIP

EVENT APP \$6,000*

- Sustained brand placement. Your company's logo will be visible at all times for attendees wanting to connect and share during the event.
- Logo in all online and printed material produced from the day sponsoring agreement is signed.
- Attendee list 2 weeks before the event.
- Logo in app timeline and start screen.
- 2 tickets.
- 2 app push notifications.

TECH SPONSORSHIP

WIFI \$8,000*

- Sponsor the WIFI connection of the event with a dedicated line for all participants.
- 2 app push notifications.
- Logo in all online and printed material produced from the day sponsoring agreement is signed.
- Attendee list 2 weeks before the event..
- 2 tickets.
- Table cards or other small display items not included.

* Member prices. Additional 25% for non members



GOLD SPONSORSHIP \$17,500*

Sponsorship tailored to your needs. Combine any sponsorship items and get extra add-ons.
Gold sponsorship example:

- Table top
- Breakfast session.
- Lanyard sponsor.
- 6 tickets.
- 5 push notifications in event app.
- Sponsored post in newsletter.
- Logo in all online and printed material produced from the day sponsoring agreement is signed.
- Attendee list 2 weeks before the event.

LOGO

\$ 2,500*

- Affordable brand awareness/brand lift
- 1 ticket.
- Logo in all online and printed material produced from the day sponsoring agreement is signed.
- Attendee list 2 weeks before the event.



“Being strategic partners gave us a chance to participate in a forum that provided different points of view in relation to the industry’s transformation. It allowed us to share with advertising agencies to what extent the industry’s focus for the future is digital and how our quality journalism guarantees loyal online audiences.”

Héctor Aranda
CEO, Clarín, Argentina





“As my first WAN-IFRA event, I was very impressed with the scale and turnout. Lots of inquisitive minds and provoking questions.”

Ryan Kellett
Director of Audience Growth
The Washington Post, USA

“What a great line-up of speakers and what a great venue and crowd! Very open and interested. Highly rewarding to be here.”

Xavier van Leeuwe
Director of Marketing & Data
NRC Media, Netherlands



LATAM DIGITAL MEDIA AWARDS

ABOUT

WAN-IFRA Digital Media Awards are:

- **Content, business development and innovation driven.** Our independent jury select the winners that demonstrate measurable evidence of improvement, revenue growth, business transformation and the will to experiment, find solutions, create new products, attract and retain audiences.
- **Knowledge sharing driven.** We celebrate excellence in the region and encourage community engagement, spur debate, innovation and idea sharing.
- **Glocal.** We select the best in digital media throughout our 6 regional contests (Africa, Asia, Europe, India, Middle East North America and LATAM).
- **Independent.** Our regional jury is brought together for their proven track record in creating winning digital media offerings.
- **Networking driven.** One of the highlights of Digital Media LATAM is the Awards gala dinner that celebrates the most innovative media projects in the region.



FACTS & MORE

- 500 plus entries worldwide.
- Over 1000 downloads per year of the "Best Practices in Digital Media" report (in-depth analysis of the World Digital Media Awards winners)
- Finalists videos in YouTube: <http://bit.ly/2jyHuod>
- Our awards have a dedicated microsite that is a hub for excellence, benchmarking and knowledge sharing featuring case studies, best practices, Q&As, and an in-depth analysis in Digital Media
- Our award ceremonies are featured in our blogs - 1.2 mill. page views from 145 countries per year - and WORLD NEWS PUBLISHING FOCUS - e-paper circulation: 24000





SPONSOR THE LATAM DIGITAL MEDIA AWARDS

For more information contact
raquel.gonzalez@wan-ifra.org

AWARDS PLATINUM SPONSOR

\$70,000

- Exclusive sponsor of the Award ceremony
- Reserved table for your clients
- Reserved space in VIP table with authorities
- 10 conference tickets + 5 app push notifications
- Public address during gala (2 mins)
- Logo on photocall, promo material and award
- Sponsored content in Awards promo newsletter
- Logo in finalist videos (<http://bit.ly/2jyHuod>)

AWARDS GOLD SPONSOR

\$25,000€

- Sponsor 3 award categories
- 3 conference tickets
- 2 app push notifications
- Logo on photocall (alongside other sponsors) , promo material and award
- Award presentation on stage to winners
- Sponsored content in Awards promo Newsletter
- Logo in finalists videos (<http://bit.ly/2jyHuod>)



SPONSORING OPPORTUNITIES

Fill in the sponsoring form and send it to:

WAN-IFRA · Rotfeder-Ring 11 60327 Frankfurt a.M. · Germany · Phone +34647676662 · raquel.gonzalez@wan-ifra.org

Name _____

Surname _____

Company _____

Position _____

Address _____

Post code, City _____

Country _____

E-mail _____

Telephone _____

Fax _____

WAN-IFRA Member ☐ yes ☐ no

Sponsoring opportunities

☐ GOLD Sponsor

☐ Break out/ Breakfast session

☐ Exhibition

☐ Table top

☐ Lanyards/ Bags/ Badges

☐ Event app

☐ Wifi

☐ Logo Sponsor

☐ Award Gold Sponsor

☐ Award Platinum Sponsor

☐ Other _____

Payments should meet upon invoice reception and never later that 3 weeks before the event

Signature and stamp

☐ By signing I accept WAN-IFRA Sponsoring Opportunities conditions

Payment methods (please select one)

☐ Payment upon invoice reception.

By card

☐ American Express ☐ Visa ☐ Euro-/Master Card ☐ Diners

Card Number

Expiry date CCV

Full name printed in the card _____

Signature and stamp

☐ Please send the invoice to the following address

Surname _____

Name _____

Company _____

Position _____

Address _____

Post code _____

Country _____