

**DIGITAL
MEDIA**

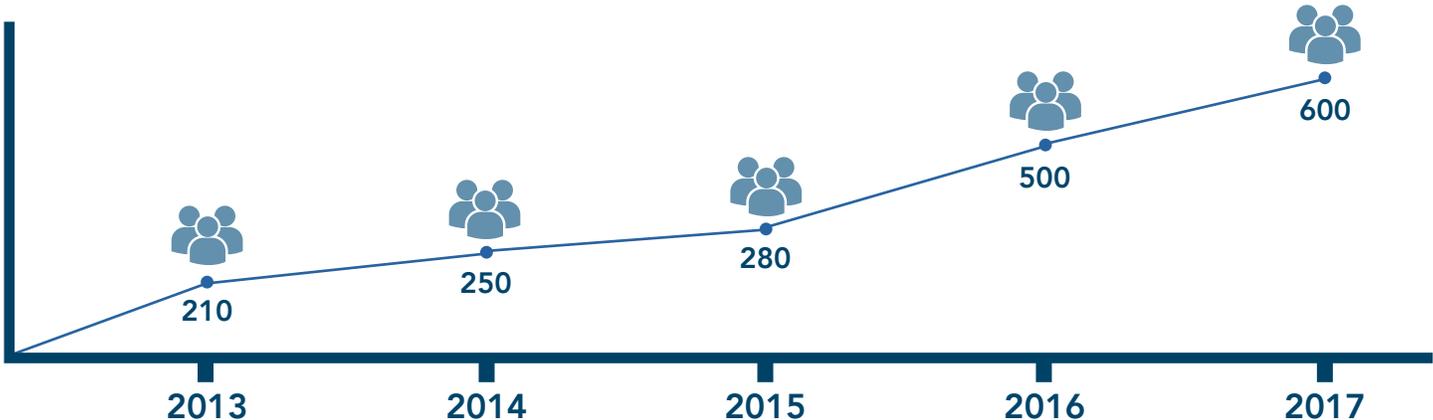
LATAM 2018

BOGOTA, COLOMBIA 14-16 NOV

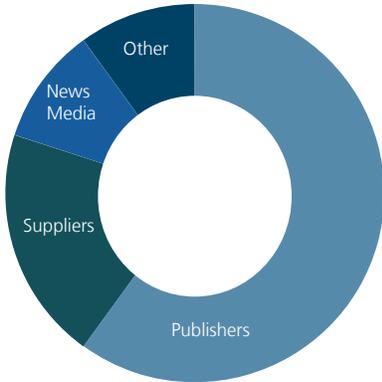
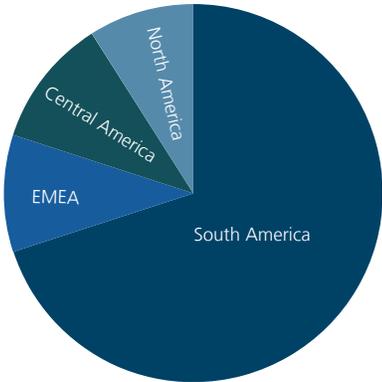
**SPONSORSHIP
OPPORTUNITIES**

DML AT A GLANCE

ATTENDANCE EVOLUTION THROUGH THE YEARS



ATTENDEES BY REGION & CATEGORY



80% DECISION MAKERS



“Last week I was in Buenos Aires for WAN IFRA’s Digital Media Latam. It was by far the best of the 3 events I attended this year. Better organized, quality speakers and above all, good and wide regional attendance which made it very productive.”

Jacques Alfandary
Business Development, LATAM, Wochit Inc, USA



I'm delighted to be at a WAN-IFRA's Digital Media LATAM. WAN-IFRA has done an amazing job bringing together both legacy media and digital media. It is a great gathering where people can learn from each other and improve the industry."

Jeff Jarvis, Professor and Director, Tow-Knight Center for Entrepreneurial Journalism, CUNY Graduate School of Journalism, USA



Digital Media LATAM is today's most relevant event for executives working in the media industry throughout Latin America. It is, without a doubt, the one that best addresses the key issues of the future of the industry in the region and therefore, a must in everyone's yearly agenda."

Isabel Amorim
Market & Digital Director, Editora Abril, Brazil

SPONSORSHIP OPPORTUNITIES

EXHIBITION COUNTER

6,000 USD*

The registration, hang out area, catering and exhibition areas are divided in two floors with bright daylight hall.

All Exhibition counters include:

- 1 counter/high table.
- 2 barstools.
- Sponsor logo.
- 42" monitor (50" screen available at an extra cost)
- WIFI connection.
- Electricity outlet.
- 2 exhibitor passes.
- Personalization available at an additional cost.

* Appearance may vary from original picture



SPEAKING

BREAKFAST/SPONSORED SESSION - 7,000 USD*

- 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.
- Add a table top for only 3.000€ more.

* Member prices. Additional 25% for non members

GIVEAWAYS

LANYARDS/VISITOR BAGS - 6,000 USD*

- 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*



LOGO

2,500 USD*

- 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.

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

GOLD SPONSORSHIP

18,000 USD*

- Sponsorship tailored to your need. Combine any sponsorship items and get extra add-ons. Gold sponsorship example:
- Exhibition counter
- Breakfast session
- Lanyard sponsor
- 6 tickets
- Push notifications in event app
- Sponsored post in newsletter
- Logo in all online and printed material
- Attendee list 2 weeks before the event.

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

WIFI SPONSORSHIP

8,000 USD*

- 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*



EVENT APP SPONSORSHIP

6,000 USD*

- 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.
- 55" branded displays for app included (ideal for interactive content: app, games, 3D content).

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



80" BRANDED TOTEM

6,000 USD*

- Branded totem with a 80" screen placed on a strategic location at the venue with your content on.
- Logo in all online and printed material produced from the day sponsoring agreement is signed.
- 2 tickets.

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



55" BRANDED TOTEM

3,000 USD*

- Branded totem with a 55" screen placed on a strategic location at the venue with your content on.
- Full HD, 3D, Touch display
- Interactive content
- Logo in all online and printed material produced from the day sponsoring agreement is signed.
- 1 ticket.

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



SPONSOR OUR 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/2jyHu0d>
- 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 awards 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.

**BOGOTA, COLOMBIA
15 NOV, 2018**

For more information contact
Raquel González (raquel.gonzalez@wan-ifra.org)
or visit our site: dmlawards.wan-ifra.org

AWARDS PLATINUM SPONSOR

40,000 USD*

- 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

AWARDS GOLD SPONSOR

25,000 USD*

- 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

MEDIA COMPANIES ATTENDING DML



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 Busines Units.

CONTACT US

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wan-ifra.org/latam

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