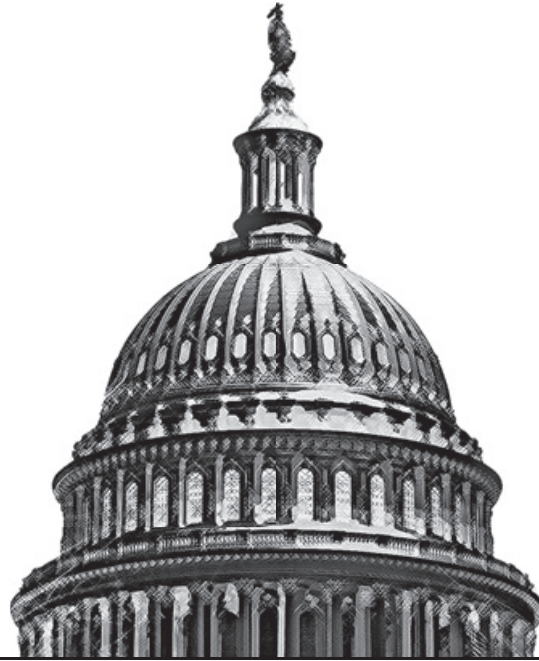


Become a sponsor

Washington, D.C., USA · 1-3 June 2015



IN COOPERATION WITH



WORLD NEWS MEDIA CONGRESS

WORLD EDITORS FORUM
WORLD ADVERTISING FORUM

DC 2015

WASHINGTON, D.C. · 1-3 JUNE 2015



SPONSORING OPPORTUNITIES AT EVENTS

Sponsoring with WAN-IFRA – right audiences, right places, right events

World News Media Congress 2015

1 – 3 June, Washington, D.C., USA

WAN-IFRA (the World Association of Newspapers and News Publishers), in close cooperation with the Newspaper Association of America (NAA), is holding the next edition of its most prestigious event, the 67th World News Media Congress in Washington, D.C.

The Congress, which also includes the 22nd World Editors Forum, 25th World Advertising Forum, offers three parallel events that together form the annual meeting point for publishers, CEOs, managing editors and advertising executives from all over the world striving for excellence to succeed in today's highly competitive media landscape.

Since its inception in 1948, the Congress has served as the most important global platform for news media to promote quality journalism and freedom of the press, and shape the industry's future.

Over the years, WAN-IFRA has been fortunate to have had most of the world's major capitals host our Congress, where global leaders and top executives address our industry. We are excited to be back in the USA and have invited President Barack Obama to open the ceremonies.

Website: www.wan-ifra.org/dc2015

Who will attend?

More than 1,000 top news media executives from more than 90 countries

Why you should be there

THE global event for developing invaluable cooperation, partnership and exchange with the Who's Who in news media

THE global event for top news media executives (publishers, CEOs, Editors, Digital Directors, Advertising Directors, leading journalists) to share and learn about innovation and best-practice

THE event to find out about the latest developments in not only the local and national regions, but, more importantly across the globe

THE global event to raise and debate critical issues facing our industry

THE global event to recognise and promote the valiant and courageous work of journalism all over the world

THE global event to establish lasting friendships with your news media peers

Past two years

2013 Bangkok, Thailand: 1,400 participants from 92 countries, 130 speakers, and 28 exhibitors

2014 Torino, Italy: 1,200 participants from 98 countries, 110 speakers, and 25 exhibitors



Sponsoring opportunities – tailored to your needs

All sponsorship opportunities include:

logo on website, logo in printed programme brochure, logo on-site **plus one conference ticket.**

LOGO SPONSOR

Your company logo on all Congress marketing materials (print, web, and on-site). Your opportunity to distribute company material at the Congress (agreement with WAN-IFRA required). No ticket included.

Regular price: 3,750 euros
Member price: 3,000 euros

WELCOME GIFT

Option 1: The sponsor provides the welcome gift.

Option 2: Logo recognition on the welcome gift that will be given to all Congress attendees. (WAN-IFRA organises and pays the gift.)

Regular price: 15,000 euros
Member price: 12,000 euros

COFFEE BREAK

Be the exclusive host of our coffee breaks during the event for one day. Small display items are included and one roll-up poster is to be provided by the sponsor. The sponsor will be announced before each break.

Regular price: 7,500 euros
Member price: 6,000 euros

WATER STATION BRANDING

Your brand will be visible on all water stations throughout the event. This sponsorship is exclusive.

Regular price: 3,750 euros
Member price: 3,000 euros

EDITORIAL COVERAGE

WAN-IFRA will provide real-time coverage on the Congress Blog. Your banner ad on the blog and the daily summary newsletter that will be sent to 30,000 members.

Regular price: 7,500 euros
Member price: 6,000 euros

STANDARD BOOTH

The chance to exhibit your products and services alongside the event in a 9 m² booth. Plus one additional exhibition ticket included.

Regular price: 7,500 euros
Member price: 6,000 euros

WIFI SPONSORSHIP

Your company name will be used as login for the Wi-Fi access at the Congress. We will provide signs and/or announcements "Wi-Fi sponsored by" with your logo on-site.

Regular price: 11,250 euros
Member price: 9,000 euros

VISITOR BADGES

The reverse side of all visitor badges can be used for your special branding to assure visibility amongst all participants. This sponsorship is exclusive.

Regular price: 11,250 euros
Member price: 9,000 euros

CONFERENCE FOLDERS

This sponsorship is exclusive.

Option 1: Folders provided by the sponsor.

Option 2: WAN-IFRA provides folders (paid for by sponsor), and inserts item to be provided by sponsor.

Regular price: 15,000 euros
Member price: 12,000 euros

Sponsoring opportunities – tailored to your needs

All sponsorship opportunities (except Logo Sponsor) include:

logo on website, logo in printed programme brochure, logo on-site **plus one conference ticket.**

PHOTOGRAPHER

Sponsor the official photographer and get special announcements during the conference breaks. This sponsorship is exclusive.

Regular price: 7,500 euros
Member price: 6,000 euros

DINNER WELCOME RECEPTION

Be the exclusive sponsor with naming rights for the Welcome Reception before the Gala Dinner, optional 2 minute welcome speech. Additional on-site branding at the venue. One additional conference ticket included.

Regular price: 15,000 euros
Member price: 12,000 euros

LUNCHEON

Host the lunch on one of the Congress days. Includes signs on the tables during lunch, branding on menu, and naming rights. Roll-up poster is to be provided by the sponsor. This sponsorship is exclusive. One additional conference ticket included.

Regular price: 15,000 euros
Member price: 12,000 euros

SIMULTANEOUS INTERPRETATION

Be the company that enables all visitors to listen to the event in a language of their choice. Your company logo on all event marketing materials (print, web, and on-site) included. This is an exclusive sponsorship. One additional conference ticket included.

Regular price: 15,000 euros
Member price: 12,000 euros

PREMIUM BOOTH

The chance to exhibit your products and services alongside the event in a 16 m² booth placed at a premium position. A meeting room on-site will be available for 2 hours every day. One additional exhibition pass included.

Regular price: 15,000 euros
Member price: 12,000 euros

LOUNGE SUPER BOOTH

Exhibit your products and services in an exclusive 50+ m² meeting room. An official sign stating the name of the exhibitor will be placed on the door. Roll-ups can be placed on the left and the right of the entrance. One additional conference ticket included.

Regular price: 18,750 euros
Member price: 15,000 euros

GALA DINNER

Sponsor a unique, multi-course seated dinner event, including branding on menu, naming rights for the dinner, presentation opportunity. One table reserved for your guests.

Regular price: 37,500 euros
Member price: 30,000 euros

OFFICIAL OPENING CEREMONY

Highlight your brand during the prestigious official opening ceremony, to be held in the presence of industry and government officials and ambassadors, featuring the awarding of the annual Golden Pen of Freedom, alongside musical and/or dance performances.

Regular price: 37,500 euros
Member price: 30,000 euros

GOLD & PLATINUM SPONSORSHIP

Tailor this sponsoring to your personal wishes and requirements. Please contact the Project Manager.

Gold Sponsor

Regular price: 37,500 euros
Member price: 30,000 euros

Platinum Sponsor

Regular price: 75,000 euros
Member price: 60,000 euros

Sponsoring with WAN-IFRA – right audiences, right places, right events

About WAN-IFRA

WAN-IFRA, based in Paris, France, and Frankfurt, Germany, with subsidiaries in Singapore and India, is the global organisation of the world's newspapers and news publishers. It represents more than 18,000 publications, 15,000 online sites and over 3,000 companies in more than 120 countries.

The organisation was created by the 2009 merger of the World Association of Newspapers and IFRA, the research and service organisation for the news publishing industry.

Our Mission

The mission of the organisation is simple: "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."

With its wide array of conferences, training, seminars and research reports, WAN-IFRA is a trade association covering every aspect of newspaper and news publishing. Its events and publications provide information and advice on strategic and management issues, on editorial matters, on improving print quality and efficiency, on increasing advertising and readership, on circulation sales and distribution, and much more.

The organisation serves as a world-wide platform for the exchange of ideas, information and experiences among its members and other participants in the news publishing industry.

WAN-IFRA annually organises the two major meetings of the global newspaper and news publishing industry: the World Publishing Expo, which brings together publishers and the industry suppliers that support them; and the World Newspaper Congress, World Editors Forum and Info Services Expo, the global summit of the world's press.

As a trade association with a human rights mandate, WAN-IFRA is unique among global industry organisations. Its first objective is the defence and promotion of press freedom and the economic independence of newspapers, which is an essential condition to that freedom.

It is also the industry's leading "think tank" for new strategies, business models, and operational improvements. WAN-IFRA issues a wide variety of research reports through its "Shaping the Future of the Newspaper" project, which identifies, analyses and publicises all important breakthroughs and opportunities that can benefit newspapers all over the world.

WAN-IFRA oversees initiatives to ensure that the press' essential role in society is understood and respected. The organisation fights to protect copyright on-line, to maintain open coverage of newsworthy events, and to help newspaper companies go "green." WAN-IFRA represents the newspaper industry in all international discussions: it has formal associate status to represent the newspaper industry at UNESCO, and consultative status at the United Nations and the Council of Europe. It also works closely with the 79 national newspaper associations within its membership.

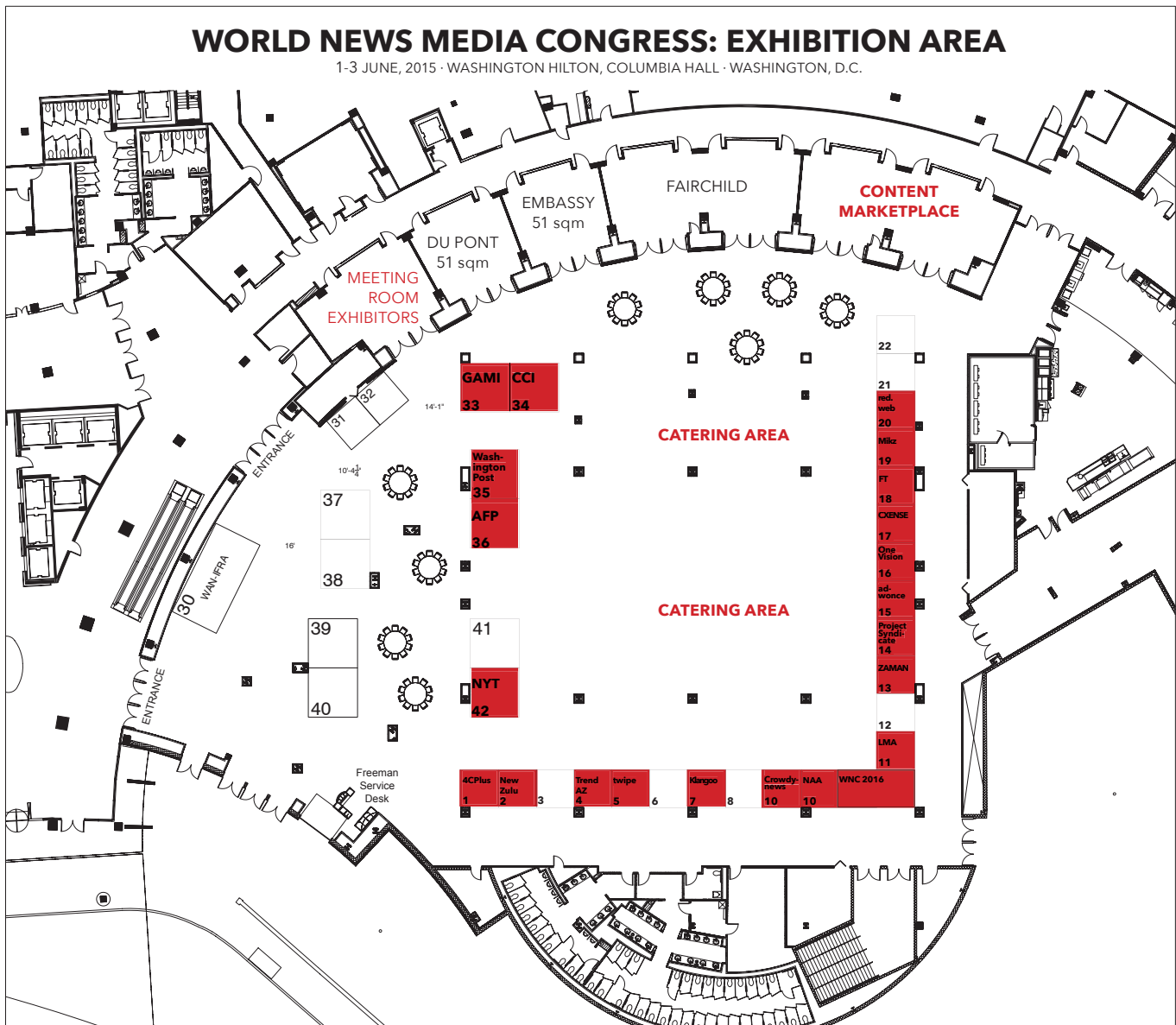
WAN-IFRA carries out its work from headquarters in Frankfurt, Germany, and in Paris, France, with subsidiaries in Singapore and India.

www.wan-ifra.org



Book your stand at the exhibition area

– and connect with Congress and Forum delegates



CONTENT MARKETPLACE DEBUTS AT EXHIBITION

The event will host the inaugural news content marketplace where publishers and editors can

- **Discover and buy** digital contents
- **Kick-start projects:** connect with content producers and partners to cement financing deals and partnerships
- **Explore fresh content** with screenings, showcases of new projects

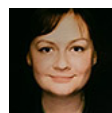
Content creators who wish to present their offerings to the delegates may contact Christin Herger at christin.herger@wan-ifra.org

Contacts: Project Manager for Sponsorship Opportunities



Christin Herger
Project Manager
Global Events
Tel. +49.69.240063-286
christin.herger@wan-ifra.org

Global Sales and Advertising



Linda Naumann
Sales Executive
Tel. +49.69.240063-287
linda.naumann@wan-ifra.org

Advertising opportunities – right audiences, right places, right events

Place your ad in our **Conference Programme** (print circulation, over 5,000) and in our bi-monthly **World News Publishing Focus** magazine – March/April or May/June issue (print circulation, over 4,500, e-paper 25,000+)

“Bundle me” Option 1

Place a full-page ad in all three issues for 9,000€

“Bundle me” Option 2

Place a half-page ad in both magazine issues and a full-page ad in the conference program for 7,000€

“Bundle me” Option 3

Place a full-page ad in one magazine issue and the conference program for 6,000€

“Bundle me” Option 4

Place a half-page ad in one magazine and a full-page ad in the conference program for 5,000€

Please note:

Rates are member rates in euros.

Non-members pay an additional 25 percent.

No additional discounts apply!



**For Global Sales and
Advertising, contact**



Linda Naumann

Sales Executive

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linda.naumann@wan-ifra.org

WASHINGTON, D.C.
1-3 JUNE 2015



WORLD NEWS MEDIA CONGRESS

WORLD EDITORS FORUM
WORLD ADVERTISING FORUM

DC 2015



IN COOPERATION WITH



Sponsoring Form

Please copy and complete the form and send it to:

WAN-IFRA · Rotfeder-Ring 11 · 60327 Frankfurt am Main, Germany · Phone +49.69.240063-286 · christin.herger@wan-ifra.org

Last name _____

First name _____

Company _____

Position _____

Street _____

Postal code, city _____

Country _____

E-mail _____

Telephone _____

Fax _____

WAN-IFRA member yes no

Sponsoring Opportunities:

I would like to sponsor the following:

Promotion Code (if applicable): _____

With my signature I agree to the Terms and Conditions for Sponsoring with WAN-IFRA.

Signature, Stamp _____

N.B. The sponsoring fee becomes due immediately upon receipt of the invoice, or no later than 4 weeks before the beginning of the event. WAN-IFRA's Terms and Conditions for Sponsoring apply, please see www.wan-ifra.org/node/126144

Payment details (please select a method of payment):

The sponsoring fee becomes due immediately upon receipt of the invoice, or no later than 4 weeks before the beginning of the event

Please send me an invoice

Please address the invoice to:

Please debit my credit card

Last name _____

American Express Visa Euro-/Mastercard

First name _____

Card No.

Company _____

valid until Card Security Code (CSC/CVC)

Position _____

Card Holder _____

Street _____

by signing the contract I accept the general terms and conditions of WAN-IFRA

Postal code, city _____

Signature, Stamp _____

Country _____