

BECOME A SPONSOR AT
NATIVE ADVERTISING
DAYS 2019

WHAT is Native Advertising DAYS?

NATIVE ADVERTISING DAYS

Native Advertising DAYS is the conference where the international native advertising community meets to be inspired, to network and to learn. This is a chance to meet the world's biggest experts and most talented practitioners, as they are here to discuss the practice of native advertising and teach you how to succeed with native advertising.

Native Advertising DAYS provides inspirational cases, solid insights, and actionable tools that can be implemented right away. Attendees will leave highly motivated to pursue and explore the potential within native advertising and with a stronger network of colleagues from around the world who are passionate about creating real results with native advertising.

WHEN AND WHERE?

November 11th -13th, 2019

Estrel Congress Hotel, Berlin

November 11th (Exhibition Setup)

November 12th - 13th (Conference & Exhibition Days)

WHO is attending?

The conference is tailored to attract decision makers and marketers from brands, medias and various types of agencies across the globe. We are expecting 400-600 people from 40+ countries this year.

See the 2018 attendee profile & industry representation at:

www.nativeadvertisinginstitute.com/days/sponsors

WHO is speaking?

A broad range of the world's greatest experts and most talented practitioners from various brands, publishing houses, media and agencies are every year invited to speak at the conference. All keynotes and sessions will be addressing native advertising at a strategic level and tactical level.

We have a strong 'NO SALES PITCHING' policy on stage. Every speaker vows to bring forward concrete knowledge, best practices and hands-on tools that will take our audience to the next level within the discipline of native advertising.

Where can I read more about the conference?

www.nativeadvertisinginstitute.com/days/

SPONSORSHIP PACKAGES - CONFERENCE

PLATINUM

GOLD

SILVER

BRONZE

COCKTAIL HOUR
SPONSOR

PRICING: (excl. VAT)

€15595
excl. VAT

€7995
excl. VAT

€5995
excl. VAT

€3995
excl. VAT

€5995
excl. VAT

AVAILABLE:

1

8

10

∞

1

Sponsor Booth w. 1 table, 2 chairs
(Activation area)



Panel Facilitation



Speaker session

40 min.
keynote

30 min.
track session

Branding featured on main signage,
website and at conference venue



Raffle Prize Contribution



Tickets to Native Advertising Days
(Regular Individual Pass)

6 tickets

4 tickets

3 tickets

2 tickets

2 tickets

Advertisement in conference program

1 page

½ page

½ page

Round Table Discussion(s)



SPONSORSHIP PACKAGES - CONFERENCE	OFFICIAL SPONSOR OPENING NIGHT RECEPTION	OFFICIAL CONFERENCE APP SPONSOR	TRACK SPONOR (1 DAY)	OFFICIAL CONFERENCE WI-FI SPONSOR
PRICING: (excl. VAT)	€7995 excl. VAT	€4995 excl. VAT	€7995 excl. VAT	€8995 excl. VAT
AVAILABLE:	1	1	4	1
Sponsor Booth w. 1 table, 2 chairs (Activation area)	●			●
Panel Facilitation			●	
Branding featured on main signage, website and at conference venue	●	●	●	●
Tickets to Native Advertising DAYS (Regular Individual Pass)	2 ticket	2 ticket	4 tickets	4 ticket
Advertisement in conference program	½ page	½ page	1 page	½page
Raffle Prize Contribution	●	●	●	●
Online Goodie Bag Contributor	●	●	●	●

SPONSORSHIP PACKAGES

Platinum Partner (1 available): €15595 excl. VAT (x1)

- Sponsor booth area at the conference venue w. 1 table and 2 chairs
- Panel Design/Facilitation of a track panel at the conference
- 40-minute speaker session slot at the keynote track
- Top placement as our main sponsor on all promotional material (excl. event app which is a separate sponsorship)
- Branding featured on main signage, website and at the conference venue
- 1-page advertisement in program/handout material to all participants
- 6 tickets to Native Advertising DAYS (excl. travel & accommodation)
- Content Offer for Online Goodie Bag (handouts, promotional material, gadgets, tastings, vouchers)
- Facilitation of a Tactical Round Table Discussion (no sales pitching)
- Raffle prize contribution for the Native Advertising DAYS Raffle

Gold Sponsor: (8 available) €7995 excl. VAT

- Sponsor booth area at the conference venue w. 1 table and 2 chairs
- 30-minute speaker session slot at one of three break-out tracks
- Placement as gold sponsor on all promotional material
- Branding featured on main signage, website and at conference venue
- 1/2-page advertisement in program/handout material to all participants
- 4 tickets to Native Advertising DAYS (excl. travel & accommodation)
- Content Offer for Online Goodie Bag (handouts, promotional material, gadgets, tastings, vouchers)
- Facilitation of a Tactical Round Table Discussion (no sales pitching)
- Raffle prize contribution for the Native Advertising DAYS Raffle

SPONSORSHIP PACKAGES

Silver Sponsorship (10 available)

€5995 excl. VAT

- Placement as silver sponsor on all promotional material
- Sponsor booth area at the conference venue w. 1 table and 2 chairs
- Branding featured on main signage, website and at conference venue
- 3 tickets to Native Advertising DAYS (excl. travel & accommodation)
- Content Offer for Online Goodie Bag (handouts, promotional material, gadgets, tastings, vouchers)
- Facilitation of a Tactical Round Table Discussion (no sales pitching)
- Raffle prize contribution for the Native Advertising DAYS Raffle

Bronze Sponsorship

€3995 excl. VAT

- Placement as bronze sponsor on all promotional material
- Branding featured on main signage, website and at conference venue
- 2 tickets to Native Advertising DAYS (excl. travel & accommodation)
- Content Offer for Online Goodie Bag (handouts, promotional material, gadgets, tastings, vouchers)
- Facilitation of a Tactical Round Table Discussion (no sales pitching)
- Raffle prize contribution for the Native Advertising DAYS Raffle

Cocktail Hour Sponsor (1 available)

€5995 excl. VAT

- Placement as cocktail hour sponsor on all promotional material
- Branding featured on main signage, website and at conference venue
- 2 ticket to Native Advertising DAYS (excl. travel & accommodation)
- 1/2-page advertisement in program/handout material to all participants
- Content Offer for Online Goodie Bag (handouts, promotional material, gadgets, tastings, vouchers)
- Raffle prize contribution for the Native Advertising DAYS Raffle

Opening Night Reception Sponsor (1 available)

€7995 excl. VAT

- Placement as opening night reception sponsor on all promotional material
- Sponsor booth area at the conference venue w. 1 table and 2 chairs
- Branding featured on main signage, website and at conference venue
- 2 ticket to Native Advertising DAYS (excl. travel & accommodation)
- 1/2-page advertisement in program/handout material to all participants
- Content Offer for Online Goodie Bag (handouts, promotional material, gadgets, tastings, vouchers)
- Raffle prize contribution for the Native Advertising DAYS Raffle

SPONSORSHIP PACKAGES

Track Sponsor (1 DAY)

€7995 excl. VAT (4 available)

- Track Hosting (1 Day Only)
- 1 Panel Facilitation curated by sponsor
- Placement as track sponsor on all promotional material
- Branding featured on main signage, website and at conference venue
- Additional opportunity to emboss own brand in the track session room (Roll-ups, Back-drops, brochures, goodies etc.) (1 Day Only)
- 1/2-page advertisement in program/handout material to all participants
- 4 tickets to Native Advertising DAYS (excl. travel & accommodation)
- Content Offer for Online Goodie Bag (handouts, promotional material, gadgets, tastings, vouchers)
- Facilitation of a Tactical Round Table Discussion (no sales pitching)
- Raffle prize contribution for the Native Advertising DAYS Raffle

Conference App Sponsor

€4995 excl. VAT (1 available)

- Placement as premiere app sponsor on all promotional material
- Branding featured on main signage, website and at the venue
- 2 tickets to Native Advertising DAYS (excl. travel & accommodation)
- 1 Rotating Banner ad in the event app at the top or bottom of the screen
- Splash screen - A full-screen ad displays when the app is launched or refreshed for excellent brand visibility.
- 2 push notifications directly sent to attendees mobile devices
- 1/2-page advertisement in program/handout material to all participants
- Content Offer for Online Goodie Bag (handouts, promotional material, gadgets, tastings, vouchers)
(handouts, promotional material, gadgets, tastings, vouchers)
- Raffle prize contribution for the Native Advertising DAYS Raffle

SPONSORSHIP PACKAGES

WiFi Sponsor

€8995 excl. VAT (1 available)

- Sponsor booth area at the conference venue w. 1 table and 2 chairs
- Placement as WiFi sponsor on all promotional material
- Branding featured on main signage, website and at conference venue
- Additional opportunity to emboss own brand by e.g. using your Company Name as the official Conference WiFi Code
- 1/2-page advertisement in program/handout material to all participants
- 4 tickets to Native Advertising DAYS (excl. travel & accommodation)
- Content Offer for Online Goodie Bag (handouts, promotional material, gadgets, tastings, vouchers)
- Raffle prize contribution for the Native Advertising DAYS Raffle

A LA CARTE Options

Networking Breakfast Sponsor (2 sponsorships)	Custom Pricing
Networking Break Sponsor (4 sponsorships)	Custom Pricing
Networking Lunch (2 sponsorships)	Custom Pricing
Back Drop/Room Drop	€ 1850
Logo Featured as Speciality Sponsor	€ 955
Conference Room Slide Advertisement	€ 420
Advertisement in Program 1/2 page	€ 420
Advertisement in Program 1 page	€ 700
Advertisement in Mobile App	€ 900
VIP Gifts to All Access Attendees	Custom Pricing
Speaker Gifts to all Speakers	Custom Pricing
Lanyard Sponsorship	€ 4500
Mobile Chargers/Charging Station	€ 3500
Photo Booth	€ 14500
Instagram Printer	€ 14500
Branded City Tours/Attendee Off-The-Clock Experiences (Walks, Runs, Mindfulness, Yoga etc.)	Custom Pricing
Ticket Sponsorship for Young Industry Talents*	

*Custom Pricing depending on participant no. NOTE: Deadline to commit for this opportunity is May 1, 2019