

**BECOME A
SPONSOR AT
NATIVE ADVERTISING
DAYS 2018**



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?

Berlin, November 6th-8th, 2018

VENUE: H4 BERLIN ALEXANDERPLATZ



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 **35+ countries this year.**

WHO is speaking?

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

We have a strong 'NO SALES PITCHING' policy on stage. Every speaker vow 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?

www.nativeadvertisinginstitute.com/conference



SPONSORSHIP PACKAGES - CONFERENCE

PLATINUM

GOLD

SILVER

BRONZE

COCKTAIL HOUR
SPONSOR

PRICING: (excl. VAT)

€17995
excl. VAT

€7995
excl. VAT

€5995
excl. VAT

€3995
excl. VAT

€4995
excl. VAT

AVAILABLE:

1

4

6

∞

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



Video interview for NAI comm. channels
and social media mentions



Tickets to Native Advertising Days

8 tickets

4 tickets

3 tickets

2 tickets

2 tickets

Advertisement in conference program

1 page

½ page

½ page

Round Table Discussions



Goodie Bag Contributor



SPONSORSHIP PACKAGES - CONFERENCE	OFFICIAL SPONSOR OPENING NIGHT RECEPTION	OFFICIAL CONFERENCE APP SPONSOR
PRICING: (excl. VAT)	€4995 excl. VAT	€4995 excl. VAT
AVAILABLE:	1	1
Brand Activation Area		
Branding featured on main signage, website and at conference venue	●	●
Tickets to Native Advertising DAYS	2 ticket	2 ticket
Advertisement in conference program	½ page	½ page
Goodie Bag Contributor	●	●

SPONSORSHIP PACKAGES

Platinum Partner (1available): **€17995 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 conference venue**
- 1-page advertisement in program/handout material to all participants
- Testimonial/Storytelling/promotional video that links you and the conference.
- 8 tickets to Native Advertising DAYS (excl. travel & accommodation)
- Content for Goodie Bag (handouts, promotional material, gadgets, tastings, vouchers)
- Facilitation of a Tactical Round Table Discussion (no sales pitching)

Gold Sponsor: (4 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 for Goodie Bag (handouts, promotional material, gadgets, tastings, vouchers)
- Facilitation of a Tactical Round Table Discussion (no sales pitching)



SPONSORSHIP PACKAGES

Silver Sponsorship: (6 available)

€5995 excl. VAT

- Placement as silver sponsor on all promotional material
- Brand activation area at the conference venue
- **Branding featured on main signage, website and at conference venue**
- 3 tickets to Native Advertising DAYS (excl. travel & accommodation)
- Content for Goodie Bag (handouts, promotional material, gadgets, tastings, vouchers)
- Facilitation of a Tactical Round Table Discussion (no sales pitching)

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 for Goodie Bag (handouts, promotional material, gadgets, tastings, vouchers)
- Facilitation of a Tactical Round Table Discussion (no sales pitching)

Cocktail Hour Sponsor:

€4995 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 for Goodie Bag (handouts, promotional material, gadgets, tastings, vouchers)



SPONSORSHIP PACKAGES

Opening Night Reception

€4995 excl. VAT (1 sponsor)

- Placement as opening night reception sponsor on all promotional material
- **Branding featured on main signage, website and at the venue**
- 2 tickets to Native Advertising DAYS (excl. travel & accommodation)
1/2-page advertisement in program/handout material to all participants
- Content for Goodie Bag (handouts, promotional material, gadgets, tastings, vouchers)

Conference App Sponsor

€4995 excl. VAT (1 sponsor)

- 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 for Goodie Bag (handouts, promotional material, gadgets, tastings, vouchers)

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
Attendee Bags	€ 3500
Lanyard Sponsorship	€ 3500
Mobile Chargers/Charging Station	€ 3500
Photo Booth	€ 14500
Instagram Printer	€ 14500
Branded City Tours	Custom Pricing
Ticket Sponsorship for Young Industry Talents*	

*Custom Pricing depending on participant no. NOTE: Deadline to commit for this opportunity is May 1, 2018

