

# Native Advertising DAYS ™

**16th - 17th November 2016 in Berlin**

Media Kit & Sponsorship Packages  
**Native Advertising DAYS**

a conference by



# WHO WE ARE?

## **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 16th -17th, 2016.

**VENUE:** To be announced, Berlin,



# WHO IS BEHIND IT?

Native Advertising Days is hosted by Native Advertising Institute ([www.nativeadvertisinginstitute.com](http://www.nativeadvertisinginstitute.com)), an independent organization dedicated to helping brands, media companies and agencies become successful with native advertising. Our focus is native advertising; from newspapers, magazines and broadcast TV, to online media like news sites, blogs, video and social media.

The Native Advertising Institute is founded by **Brand Movers**, a Copenhagen based content marketing agency, which runs the largest content marketing conference in Scandinavia ([www.clevercontent.dk](http://www.clevercontent.dk)) and publishes the largest publication on content marketing in Northern Europe called **Content Marketing Magazine**.

## WHAT WE DO

The Native Advertising Institute is dedicated to helping marketers become successful with native advertising. Whether you are a die-hard expert or just getting started with native advertising, this is where you can find the insights and tools you need to elevate your game. The Native Advertising Institute is dedicated to providing you with case studies, best practices, how-to guides, analysis, industry news, research and events.

## WHY WE DO IT

You might say that the Native Advertising Institute is a result of the latest evolution in advertising. Within the last 12 months, there has been a dramatic increase in the interest for native advertising. This creates an urgent need to learn more about how to actually make native advertising work, how to avoid the pitfalls, and how to drive maximum results. Marketers of all industries are looking for ways to get their content out to their peers, engage the audience of the media and to turn that interest into actual business results.

When native advertising is done right, it holds fantastic potential for everyone involved. It is our hope that as many of you as possible will join us on our mission to unleash that potential.



# WHO is attending?

The conference is tailored to attract decision makers and marketers from brands, medias and various types of agencies across Europe.

We are expecting 300-500 people from **10+ countries**.

# WHO is speaking?

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

**The Program includes C-level speakers from the following companies:**

VISA, LinkedIn, Intel, Burda Forward, Ebner Media, TIME, GOOGLE, King Content, Contently, New York Times and many more

**Where can I read more?**

**[www.nativeadvertisinginstitute.com/conference](http://www.nativeadvertisinginstitute.com/conference)**



**BECOME A SPONSOR**

SPONSORSHIP PACKAGES	PLATINUM	GOLD	SILVER	BRONZE	GOODIE BAG
<b>PRICING: (excl. VAT)</b>	<b>€18425 excl. VAT</b>	<b>€6910 excl. VAT</b>	<b>€4280 excl. VAT</b>	<b>€3820 excl. VAT</b>	<b>€855 excl. VAT</b>
<b>AVAILABLE:</b>	1	2	4	10	∞
<b>Brand activation area</b>	●	●	●		
<b>Speaker dinner</b>	2 tickets	1 ticket			
<b>Track Facilitation</b>	●				
<b>Speaker session</b>	30 min.				
<b>Logo on all promotional material + website</b>	●	●	●	●	●
<b>Promotional video on SoMe</b>	●				
<b>Tickets to Native Advertising Days</b>	2 tickets	2 tickets	1 ticket	1 ticket	
<b>Advertisement in conference program</b>	1 page	½ tickets			
<b>Social Network Hosting</b>	●				
<b>Goodie Bag contributor</b>	●	●	●	●	●

# SPONSORSHIP PACKAGES

## **Platinum Partner** (1 sponsor): **€18425 excl. VAT (x1)**

- Brand activation area at the conference venue
- 2 admissions to speaker dinner
- Facilitation of one of three tracks at the conference
- 20-minute speaker session slot at one of three tracks
- Top placement as our main sponsor on all promotional material
- Logo/branding on all marketing material + website
- 1-page advertisement in program/handout material to all participants
- Testimonial/Storytelling/promotional video that links you and the conference (tells your motivation for sponsoring Native Advertising Days and promotes you)
- 3 tickets to Native Advertising Days
- Content for Goodie Bag (handouts, promotional material, gadgets, tastings, vouchers)
- Acknowledgement as sponsor for networking session (after-hours cocktails or the like)

## **Gold Sponsor** (2 sponsors): **€6910 excl. VAT (x4)**

- Brand activation area at the conference venue
- 10-minute speaker session slot at one of three tracks
- 1 admission to speaker dinner
- Placement as gold sponsor on all promotional material
- Logo/branding on all marketing material + website
- 1/2-page advertisement in program/handout material to all participants
- 2 tickets to Native Advertising Days
- Content for Goodie Bag (handouts, promotional material, gadgets, tastings, vouchers)



# SPONSORSHIP PACKAGES

## **Silver Sponsorship** (max 4): **€4280 excl. VAT (x6)**

- Placement as silver sponsor on all promotional material
- Logo/branding on all marketing material + website
- 1 ticket to Native Advertising Days
- Content for Goodie Bag (handouts, promotional material, gadgets, tastings, vouchers)

## **Bronze Sponsorship** (max. 10): **€3820 excl. VAT (x10)**

- Placement as bronze sponsor on all promotional material
- Logo/branding on all marketing material + website
- 1 ticket to Native Advertising Days
- Content for Goodie Bag (handouts, promotional material, gadgets, tastings, vouchers)

## **Goodie bag sponsorships:** **€855 excl. VAT (x10)**

- Content for Goodie Bag (handouts, promotional material, gadgets, tastings, vouchers)
- Logo/branding on all marketing material + website





# WHO TO CONTACT



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