



**Native
Advertising
Institute™**

Media Kit 2019

WHO WE ARE?

Native Advertising Institute (NAI) is a world-class native advertising think tank solely dedicated to leading, educating and connecting marketing, advertising, communications and publishing professionals in effort to advance the industry.

WHO we reach?

Native Advertising Institute reaches professionals within the publishing, marketing, communications and advertising industry. Our audience includes professionals who oversee or are integral in their organisations' content production, content promotion and content distribution strategies. Our audience count:

PUBLISHERS

Media Executive (*News, Magazine, Digital, Online/Offline*)
Account Executive
VP of Brand Studio
VP of Marketing
Director of Sales
Native Advertising Director
Product Development Director
Creative Director
Head of Brand Studio
Head of Content
Head of Native
Head of Commercial

Head of New Media
Head of Digital
Advertising Sales Manager
Editor In Chief
Editor
Copywriter
Journalist
Key Account Manager

Brand Executive
Agency Executive Chief
CEO/Owner
Marketing Officer
Chief Operating Officer
Vice President of Marketing
Vice President of Digital Marketing
Manager
Vice President of PR/Communications
Director of Global
Director of Sales
Account Director
Content Marketing Director
Content Strategist

Marketing Director
Journalist
Digital Marketing Manager
Marketing Manager
Marketing Coordinator
Sales Manager
Head of Media Buying
Head of Digital Marketing
Head of New Media
New Media Manager
Social Media Director
Social Media Manager
Communications Manager

AD TECH

Executive
VP of Sales
VP of Audience
VP of Publisher Development
Managing Director
Director of Sales
Director of Marketing
Product Director
Brand Strategy Director
Strategic Accounts Director
Publisher Manager
Chief Digital Officer
Chief Technology Officer
Business Development
Manager

Account Sales Manager
Operations Manager
Brand Strategist
Head of Native
Head of Campaigns
Head of Programmatic
Head of Content
Product Manager
Campaign Manager
Sales Manager
Account Manager
Programmatic Strategist

WHAT we do?

The Native Advertising Institute is dedicated to help publishing and marketing, advertising, communications professionals 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, research and events.

WHY we do it?

Native Advertising Institute is a result of the recent evolution in advertising, content distribution and promotion. Within the last few years, 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. 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.



ONLINE SOLUTIONS



ONLINE Solutions

ADVERTISE on www.nativeadvertisinginstitute.com

Header Ad.....	€ 425/mo excl. VAT
Footer Ad.....	€ 425/mo excl. VAT
Sponsored Blog Posts (1 piece).....	€ 195 excl. VAT
Sponsored Blog Posts (4 pieces).....	€ 465 excl. VAT
Retargeting Pixel Rental.....	€ 425/mo excl. VAT
Podcast Sponsorship (4 episodes).....	€ 1275 (4 episodes) excl. VAT
Co-Branded Webinar.....	€ 3355 (1 webinar) excl. VAT



NAI Newsletter & Email

Text Ad	€ 250/per excl. VAT
Sponsored Resources (1 dedicated email)	€ 700/per excl. VAT
Top Level Banner (1 email)	€ 700/per excl. VAT

ADVANCED Content Solutions reach?

Custom Research (Joint Research)	€ 12000* excl. VAT
Resource and Research Ads	€ 4600 excl. VAT

* Price subject to topic, data requirements etc.



TRAINING AND EDUCATION



TRAINING*

Public Speaking (Keynotes).....	€ 5000 (excl. travel & accommodation)
1/2 Day Client Workshop (on-site Europe).....	€ 5000 (excl. travel & accommodation)
1/2 Day Client Workshop (on-site outside Europe).....	Custom Pricing
Inhouse Client Workshop (off-site).....	€ 5000 excl. VAT
Co-created webinar.....	€ 2500 excl. VAT

* Price subject to topic, content & data requirements and travel time etc.



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

VENUE: 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 2019 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 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/days



SPONSORSHIP PACKAGES - CONFERENCE

	PLATINUM	GOLD	SILVER	BRONZE	COCKTAIL HOUR SPONSOR
PRICING: (excl. VAT)	€15995 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)	●	●	●		
Track 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 Discussions	●	●	●	●	
Online Goodie Bag Contributor	●	●	●	●	●

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 award reception venue	●	●	●	●
Tickets to Native Advertising DAYS (Regular Individual Pass)	2 ticket	2 ticket	4 tickets	4 tickets
Advertisement in conference program	1/2 page	1/2 page	1 page	1/2 page
Raffle Prize Contribution	●	●	●	●
Online Goodie Bag Contributor	●	●	●	●

SPONSORSHIP PACKAGES

Platinum Partner (1 available):

€15995 excl. VAT (x1)

- Sponsor booth area at the conference venue w. 1 table and 2 chair
- 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):

€5955 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):

€7955 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)
- Raffle prize contribution for the Native Advertising DAYS Raffle



SPONSORSHIP PACKAGES

WiFi Sponsor

€8995 excl. VAT (1 available)

- Company Name as the official Conference WiFi Code
- 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
- 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 excl. VAT
Logo Featured as Speciality Sponsor.....	€ 955 excl. VAT
Conference Room Slide Advertisement.....	€ 420 excl. VAT
Advertisement in Program 1/2 page.....	€ 420 excl. VAT
Advertisement in Program 1 page.....	€ 700 excl. VAT
Advertisement in Mobile App.....	€ 900 excl. VAT
Speaker Gifts to all Speakers.....	Custom Pricing
VIP Gift to *All Access Attendees*.....	Custom Pricing
Lanyard Sponsorship.....	€ 4500 excl. VAT
Mobile Chargers/Charging Station.....	€ 3500 excl. VAT
Photo Booth.....	€ 14500 excl. VAT (rental included)
Instagram Printer.....	€ 14500 excl. VAT (rental included)
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, 2018



NATIVE ADVERTISING DAYS Pass

1 All-Access Conference Pass*

- The First Mover until July 1st €735 excl. VAT
- The Lazy Bird until August 26th€895 excl. VAT
- The Usual Suspect until November 11th.....€995 excl. VAT

*Entails:

- Conference Program
- Keynotes
- Lunch & Break Refreshments
- Full Day Training Workshop on November 11th, 2019
- Official Opening Night Reception on November 11th, 2019
- Conference Wine Hour on November 12th, 2019

1 Regular Individual Pass*

- The First Mover until July 1st€535 excl. VAT
- The Lazy Bird until August 26th.....€695 excl. VAT
- The Usual Suspect until November 11th..... €795 excl. VAT

*Entails

- Conference Program
- Keynotes
- Lunch & Break Refreshments
- Official Opening Night Reception on November 11th, 2019
- Conference Wine Hour on November 12th, 2019

Master Class Passes*

- Regular Price until November 11th..... €695 excl. VAT



BECOME A
SPONSOR AT
NATIVE ADVERTISING
AWARDS, 2019



WHAT is Native Advertising Awards?

The Native Advertising Awards is presented by The Native Advertising Institute. The Native Advertising Awards aim to acknowledge and reward great native advertising and promote inspiring, effective and creative work that helps organizations worldwide achieve their goals and tell great brand stories in a non-disruptive way. The Native Advertising Awards include 33 categories under the themes: organization, strategy, channels and formats. The Native Advertising Awards honor print and digital native advertising and is the largest international award program dedicated to native advertising.

Eligibility

The Native Advertising Awards is open to all media companies, brands, organizations, companies, agencies and studios engaged in producing native advertising. All entries must include work created and/or published in from August 2018 - August 2019.

We accept entries that originate from any country in the world.

NB. Please note that sponsors of the Native Advertising Awards are not eligible in categories they sponsor.

FACTS ABOUT NATIVE ADVERTISING AWARDS

- The Native Advertising Awards 2019 is the 4rd annual awards program
- 33 Categories within strategy, channel, format & organisation
- The 2019 Awards held entries from all continents of the world
- Award shortlisting in ultimo September 2019
- Award winners announced at the Native Advertising DAYS, November 2019 in Berlin



AWARD SPONSORSHIPS

Main Sponsor of the NAI-Awards 2019 €8995 excl. VAT (1 sponsor)

- Placement as main award sponsor on all promotional material related to the Native Advertising Awards 2019
- Branding featured on main signage, award website, on-site award photo wall and in the annual awards e-book
- Presenter of 3 category winners on stage at the award ceremony
- On-site Brand Activation Area at the Native Advertising DAYS w. 1 table and 2 chairs
- 3 tickets to Native Advertising DAYS (excl. travel & accommodation)
- 1-page advertisement in program/handout material to all participants
- A seat on the Native Advertising Awards jury

NAI Award Category €3995 excl. VAT

- Official sponsor of a category of your choosing
- Branding featured on main signage, award website, on-site award photo wall and in the annual awards e-book
- Presenter of the category winner on stage at the award ceremony
- 1 ticket to Native Advertising DAYS (excl. travel & accommodation)
- A seat on the Native Advertising Awards jury in the sponsored category



AWARD Entries

Early Deadline: May 6th, 2019..... € 195/per entry excl. VAT

Regular Deadline: June 29th, 2019..... € 235/per entry excl. VAT

Last Chance Deadline: July 8th, 2019..... € 295/per entry excl. VAT



NAI
PARTNERSHIPS
(12 M)



NAI CHAMPION PARTNER

- € 20,000

1. Native Offer Promotion (1 emails).....	€ 700
2. Logo Featured on Website.....	€ 6700/yr
3. Five All-Access Passes to Native Advertising DAYS.....	€ 2975
(Discount rate on additional tickets)	
4. Branding Featured on Native Advertising DAYS equivalent to a Bronze Sponsorship.....	€ 3955
5. Resource and Research Syndication (shared lead gen).....	€ 3360/yr
6. Sponsored Panel Design & Facilitation at the Native Advertising DAYS.....	€ 3995
7. Jury seat at the Native Advertising Awards.....	N/A
8. Keynote Speaker Session (on-site conference).....	€ 5000

Total Value = € 26,685



NAI LOCAL MARKET PARTNER

- € 25000

1. Logo Featured on Website as official partner.....	€ 6700/yr
2. Five All-Access Passes to Native Advertising DAYS.....	€ 2975
(Discount rate on additional tickets)	
3. Branding Featured on Native Advertising DAYS equivalent to a Bronze Sponsorship.....	€ 3995
4. Resource and Research Syndication (shared lead gen).....	€ 3360/yr
5. Joint Research Study in local market (thoughtleadership content piece).....	€ 12000*
6. Sponsored Panel Design & Facilitation at the Native Advertising DAYS.....	€ 3995
7. Advertisement in Program 1 page.....	€ 700 excl. VAT
8. Rights to use the NAI brand on all communication as 'Official Partner' with official badge.....	€ 600
9. Keynote Speaker Session (on-site conference).....	€ 5000

Total Value = €39.325



WHO TO CONTACT



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www.nativeadvertisinginstitute.com/conference

Native Advertising DAYS ™

a conference by



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