



# Media Kit 2018

# 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 marketing, advertising, communications and publishing 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 latest evolution in advertising. 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](http://www.nativeadvertisinginstitute.com)

Sponsored Blog Posts (1 piece) .....	€ 195 excl. VAT
Sponsored Blog Posts (4 pieces).....	€ 465 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  
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 6 - 7, 2018.

VENUE: Hotel H4 Alexanderplatz, Berlin



# WHO is attending?

The conference is tailored to attract decision makers and marketers from media and brands and various types of agencies across the globe. We are expecting 500-600 people from 35+ countries, in 2018.

# 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](http://www.nativeadvertisinginstitute.com/conference)



## SPONSORSHIP PACKAGES - CONFERENCE

	PLATINUM	GOLD	SILVER	BRONZE	COCKTAIL HOUR SPONSOR
PRICING: (excl. VAT)	€17995 excl. VAT	€7995 excl. VAT	€5550 excl. VAT	€4550 excl. VAT	€4995 excl. VAT
AVAILABLE:	1	Sold Out	3	∞	Sold Out
Sponsor Booth w. 1 table, 2 chairs (Activation area)	●	●	●		
Track Facilitation	●				
Speaker session	30 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)	€7995 excl. VAT	€4995 excl. VAT
AVAILABLE:	1	1
Brand Activation Area		
Branding featured on main signage, website and at award reception venue	●	●
Tickets to Native Advertising DAYS	2 ticket	2 ticket
Advertisement in conference program	1/2 page	1/2 page
Goodie Bag Contributor	●	●

# SPONSORSHIP PACKAGES

## Platinum Partner (1 available):

€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
- 30-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 (6 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 (4 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 ticket 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 (1 sponsor):

€4955 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 €7995 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 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)

## 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 ticket 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
Track Sponsor (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
Attendee Bags .....	€ 3500 excl. VAT
Lanyard Sponsorship .....	€ 3500 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.....	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\*

Early Bird until July 1st.....	€ 535 excl. VAT
Lazy Bird until August 18th.....	€ 695 excl. VAT
Regular Price until November 6th.....	€ 795 excl. VAT

\*Entails:

Full Conference Program,  
Keynotes,  
Lunch & Break Refreshments,  
Networking Activities & Social Events,  
Full-Day Training Workshop November 8th

## 1 Conference-Only Pass\*

Early Bird until July 1st.....	€ 435 excl. VAT
Lazy Bird until August 18th.....	€ 595 excl. VAT
Regular Price until November 6th.....	€ 695 excl. VAT

\*Entails

Full Conference Program,  
Keynotes,  
Lunch & Break Refreshments,

## Additional A la Carte Ticket Types

1 Opening Night Reception Ticket .....	€ 35 excl. VAT
1 Native Advertising Reception Ticket (Day 1).....	€ 20 excl. VAT
1 Workshop Pass. November 8th.....	€ 495 excl. VAT



BECOME A  
SPONSOR AT  
NATIVE ADVERTISING  
AWARDS, 2018



# 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 32 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 2017 - August 2018. 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 2018 is the 3rd annual awards program
- 32 Categories within strategy, channel, format & organisation
- The 2017 Awards held entries from all continents of the world
- Award shortlisting in ultimo September 2018
- Award winners announced at the Native Advertising DAYS Conference, November 2018 in Berlin



# AWARD SPONSORSHIPS

## Main Sponsor of the NAI-Awards 2018

€13500 excl. VAT (1 sponsor)

- Placement as main award sponsor on all promotional material related to the Native Advertising Awards 2017
- Branding featured on main signage, award website, and at the award reception venue and in annual awards e-book.
- Presenter of two category winners on stage at the award ceremony
- 3 tickets to Native Advertising DAYS (excl. travel & accommodation)
- 1-page advertisement in program/handout material to all participants

## NAI Award Category

€2550 excl. VAT

- Official sponsor of a category of your choosing
- Branding featured on main signage, award website and at the award reception venue and in annual awards e-book
- Presenter of the category winner on stage at the award ceremony



# AWARD Entries

Early Deadline: May 5th, 2018.....€ 195/per entry excl. VAT

Regular Deadline: June 29th, 2018.....€ 235/per entry excl. VAT

Last Chance Deadline: July 6th, 2018 .....€ 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](http://www.nativeadvertisinginstitute.com/conference)

# Native Advertising DAYS ™

a conference by



Native  
Advertising  
Institute