



**Native  
Advertising  
Institute™**

**Media Kit 2019**

# WHO we are

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

# WHO we reach

NAI 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 attendees' roles are typically:

## PUBLISHERS

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

## BRANDS

Brand Executive  
Agency Executive Chief  
CEO/Owner  
COO  
Marketing Officer or Manager  
VP of Marketing  
VP of Digital Marketing  
VP of PR/Communications  
Director of Global  
Director of Sales  
Account Director  
Content Marketing Director  
Content Strategist  
Marketing Director  
Marketing Coordinator

Sales Manager  
Head of Media Buying  
Head of Digital Marketing  
Social Media Director or Manager  
Communications Manager

## AD TECH

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

NAI is dedicated to help publishing and marketing, advertising, and communications professionals become more successful with native advertising. Whether you are a die-hard expert or just getting started with native advertising, NAI's blog and events are where you can find the insights and tools you need to elevate your game. NAI provides case studies, best practices, how-to guides, analysis, research, and events.

# WHY we do it

Within the last few years, there has been a dramatic increase in the interest for native advertising. NAI is basically a result of the recent evolution in advertising, content distribution and promotion. We are here for the professionals wanting to learn more about how to actually make native ads work, how to avoid the pitfalls, and how to drive maximum results. When it is done right, native advertising holds fantastic potential for everyone involved. Our mission is to unleash this potential in the Global industry. We hope you will join us in this effort!



# ONLINE SOLUTIONS



# ONLINE solutions

On [www.nativeadvertisinginstitute.com](http://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).....	€ 1,275 (4 episodes) excl. VAT
Co-Branded Webinar.....	€ 3,355 (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) .....	€ 12,000 excl. VAT*
Resource and Research Ads .....	€ 4,600 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 AD DAYS  
2019**



# WHAT is Native Ad DAYS?

Native Advertising DAYS is the biggest international conference on native advertising. Our Global community come to Berlin to be inspired, network and learn from World Class experts.

At the Native Advertising DAYS, our attendees get inspirational case studies, solid insights, and actionable tools that can be implemented right away. The attendees will leave highly motivated to pursue and explore their own work with native advertising and get a stronger network of colleagues from around the world who are passionate about creating real results.

## WHEN AND WHERE?

DATE: November 11th-13th, 2019

VENUE: The Estrel Congress Center, Berlin

## FOR SPONSORS

EXHIBITION SETUP: November 11th

CONFERENCE & EXHIBITION DAYS: November 12th-13th



# 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 have 450-600 attendees from 40+ countries this year.

See the 2019 attendee profile & industry representation at:

[www.nativeaddays.com](http://www.nativeaddays.com)

# WHO is speaking?

A broad range of the world's greatest experts and most talented practitioners from various brands, publishers, 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 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.

**Read more at:**

[www.nativeaddays.com](http://www.nativeaddays.com)



## SPONSORSHIP PACKAGES - NATIVE AD DAYS

	PLATINUM	GOLD	SILVER	BRONZE	SOCIAL HOUR
<b>PRICING:</b> (excl. VAT)	€15,995	€7995	€5995	€3995	€5995
<b>AVAILABILITY:</b>	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 the conference venue	●	●	●	●	●
Raffle Prize Contribution	●	●	●	●	●
Tickets to Native Advertising DAYS (Conference Only 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	●	●	●	●	●

<b>SPONSORSHIP PACKAGES - NATIVE AD DAYS</b>	<b>OPENING NIGHT RECEPTION SPONSOR</b>	<b>OFFICIAL APP SPONSOR</b>	<b>TRACK SPONSOR (1 DAY)</b>	<b>OFFICIAL WI-FI SPONSOR</b>
<b>PRICING: (excl. VAT)</b>	<b>€7995</b>	<b>€4995</b>	<b>€7995</b>	<b>€8995</b>
<b>AVAILABILITY:</b>	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 (Conference Only Pass)	2 ticket	2 ticket	4 tickets	4 tickets
Advertisement in the conference program	1/2 page	1/2 page	1 page	1/2 page
Raffle Prize Contribution	●	●	●	●
Online Goodie Bag Contributor	●	●	●	●

# SPONSORSHIP PACKAGES

## Platinum Partner

**€15,995 excl. VAT**

- Sponsor booth with 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 ad in the program/handout material to all participants
- 6 tickets, Conference Only (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
- Content offer for the Event App (freebie, VIP discount, etc.)

## Gold Sponsor

**€7995 excl. VAT**

- Sponsor booth with 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 and directly in the agenda with your logo
- Branding featured on main signage, website and at conference venue
- 1/2-page advertisement in program/handout material to all participants
- 4 tickets, Conference Only (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 for the Native Advertising DAYS Raffle
- Content offer for the Event App (freebie, VIP discount, etc.)



# SPONSORSHIP PACKAGES

## Silver Sponsor

**€5995 excl. VAT**

- Placement as silver sponsor on all promotional material
- Sponsor booth with 1 table and 2 chairs
- Branding featured on main signage, website and venue
- 3 tickets, Conference Only (excl. travel & accommodation)
- Content Offer for Online Goodie Bag (handouts, promotional material, gadgets, tastings, vouchers)
- Content Offer for the Event App (freebie, VIP discount, etc.)
- Facilitation of a Tactical Round Table Discussion (no sales pitching)
- Contribution for the Native Advertising DAYS Raffle

## Bronze Sponsor

**€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)
- Content Offer for the Event App (freebie, VIP discount, etc.)
- Facilitation of a Tactical Round Table Discussion (no sales pitching)

## Social Hour Sponsor

**€5955 excl. VAT**

- Placement as cocktail hour sponsor on all promotional material and directly in the agenda with your logo
- Branding featured on main signage, website and 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)

## Opening Night Reception Sponsor

**€7955 excl. VAT**

- Placement at all promo material for the opening night reception
- Sponsor booth with 1 table and 2 chairs
- Branding featured on main signage, website and venue
- 2 tickets, Conference Only (excl. travel & accommodation)
- 1/2-page ad in program/handout material to all participants
- Content Offer for Online Goodie Bag (handouts, promo material, gadgets, tastings, vouchers)
- Contribution for the Native Advertising DAYS Raffle



# SPONSORSHIP PACKAGES

## Track Sponsor (1 DAY)

**€7995 excl. VAT**

- Track Hosting for one day
- 1 Panel Facilitation curated by you as a sponsor
- Placement as track sponsor on all promotional material and directly in the agenda, both online and in the app.
- Branding featured on main signage, website and 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 ad 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)
- Content Offer for the Event App (freebie, VIP discount, etc.)
- Facilitation of a Tactical Round Table Discussion (no sales pitching)
- Contribution for the Native Advertising DAYS Raffle

## Conference App Sponsor

**€4995 excl. VAT**

- 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)
- Logo on splash screen - A full-screen ad displayed 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)
- Content Offer for the Event App (freebie, VIP discount, etc.)
- Contribution for the Native Advertising DAYS Raffle





# SPONSORSHIP PACKAGES

## WI-FI Sponsor

**€8995 excl. VAT**

- Company name as the official Wi-Fi 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 venue
- 1/2-page ad 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)
- Content Offer for the Event App (freebie, VIP discount, etc.)
- Raffle prize contribution for the Native Advertising DAYS Raffle



# A LA CARTE options

Networking Breakfast Sponsor (2 available).....	Custom Pricing
Networking Break Sponsor (4 available).....	Custom Pricing
Networking Lunch (2 available).....	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
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.....	€ 14,500 excl. VAT (rental included)
Instagram Printer.....	€ 14,500 excl. VAT (rental included)
Branded City Tours and other Off-The-Clock Experiences .... (Walks, Runs, Mindfulness, Yoga etc.)	Custom Pricing
Ticket Sponsorship for Young Industry Talents*.....	Custom Pricing

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



# TICKETS to Native Ad DAYS

## 1 All-Access Conference Pass

The Early Bird until Jul. 1st ..... €735 excl. VAT

The Lazy Bird until Aug. 26th .....€895 excl. VAT

The Usual Suspect until Nov. 11th.....€995 excl. VAT

- Full Conference Program, Nov. 12-13th
- Full Day Masterclass on Nov. 11th
- Official Opening Night Reception on Nov. 11th
- Social Hour on Nov. 12th
- Lunch & Coffee Breaks

## Conference Only Pass

The Early Bird until Jul. 1st .....€535 excl. VAT

The Lazy Bird until Aug. 26th .....€695 excl. VAT

The Usual Suspect until Nov. 11th ..... €795 excl. VAT

- Full Conference Program, Nov. 12-13th
- Official Opening Night Reception on Nov. 11th
- Social Hour on Nov. 12th
- Lunch & Coffee Breaks

## MasterClass Pass

Regular Price until Nov. 11th.....€695 excl. VAT



**BECOME A  
SPONSOR AT  
NATIVE AD  
AWARDS  
2019**



# WHAT is Native Ad Awards?

The Native Advertising Awards is presented by NAI. With the awards ceremony we aim to acknowledge and reward great native advertising and promote inspiring, effective and creative work. Every year, we award the creative campaigns telling great brand stories in a non-disruptive way. The Native Advertising Awards include 34 categories under the themes Organization, Strategy, Channels, and Formats. We honor print and digital campaigns and we are proud to be 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 July 2018 - July 2019.

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

## A FEW FACTS

- The Native Advertising Awards 2019 is the 5th edition
- We have 34 categories within strategy, channel, format & organisation
- In 2018 we had entries from every continent in the world
- Award shortlisting happens ultimo September 2019
- Award winners are announced at the Native Advertising DAYS conference



# AWARD SPONSORSHIPS

## Main Sponsor of the 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 with 1 table and 2 chairs
- 3 tickets to Native Advertising DAYS (excl. travel & accommodation)
- 1-page ad in the program/handout material to all participants
- A seat on the Native Ad Awards jury

## Category Sponsor

**€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 Ad Awards jury in the sponsored category



# AWARD Entries

As a sponsor, you are most welcome to submit a campaign to the Native Ad Awards. However, you are not eligible to sponsor the category you submit to.

## Deadlines:

Early Bird: May 6th, 2019.....	€ 195/per entry excl. VAT
Lazy Bird: June 29th, 2019.....	€ 235/per entry excl. VAT
Last Chance: July 8th, 2019.....	€ 295/per entry excl. VAT



# NAI PARTNERSHIPS

(12 MONTHS)





# 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 Ad DAYS.....	€ 2975
(Discount rate on additional tickets)	
4. Branding Featured on Native Ad 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. Keynote Speaker Session (on-site conference).....	€ 5000

**Total Value = € 26,685**



# NAI LOCAL MARKET PARTNER

€ 25,000

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**



# CONTACT



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

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# Native Advertising DAYS ™

11th - 13th November 2019 in Berlin

a conference by



Native  
Advertising  
Institute