


The logo for the Global Media Forum, featuring the words "global media forum" in a white sans-serif font inside an orange speech bubble shape.

global
media
forum

hosted by
Deutsche Welle

A large, modern auditorium with a high ceiling and large windows. The audience is seated in blue chairs at desks, facing a stage area. The text "DEUTSCHE WELLE GLOBAL MEDIA FORUM" is overlaid in white on a semi-transparent orange band across the top of the image.

DEUTSCHE WELLE GLOBAL MEDIA FORUM

Sponsorship opportunities in 2013



MISSION AND APPROACH

The Deutsche Welle Global Media Forum ...



- is an international media congress in Germany.
- is a platform for media professionals from around the world, including Deutsche Welle's many partner stations, and decision makers from the realms of politics, culture, business, development cooperation and academia.
- is the meeting place where experts come to formulate interdisciplinary responses to the challenges of globalization in which media play a central role.
- is an international voice of freedom and human rights, communicating Germany's commitment to the solution of global problems.

FACTS AND FIGURES: SUCCESSFUL RESULTS IN 2012



- 2,025 participants from 115 countries
- 489 media representatives from 75 nations (342 from abroad)
- 600 participating political, scientific, media and non-governmental institutions
- 77 partners, co-hosts and sponsors

FACTS AND FIGURES: SPONSORS IN 2012



KEY DATA FOR 2013



Topic:	The Future of Growth – Economic Values and the Media
Date:	17 - 19 June 2013
City:	Bonn, Germany
Venue:	World Conference Center Bonn (former parliamentary building - Bundestag)
Participants:	approx. 2,000

TOPIC IN 2013: The Future of Growth – Economic Values and the Media



The world economy faces enormous challenges. Pressed to deal with climate change and scarce resources, it must also respond to growing social, political and cultural tensions.

While debate on global regulatory and structural policies continues to swell, sustainable economic development and the role of growth are longstanding sociopolitical issues in which the media play an important role.

From 17-19 June 2013, around 2,000 participants will gather in Bonn to discuss these topics at the Deutsche Welle Global Media Forum.



TOPIC IN 2013: The Future of Growth – Economic Values and the Media

The conference will concentrate on topics such as:

- Global Governance for Sustainable Development
- Economic Growth for All
- Economy and Environment
- Pathways to Social Justice and Economic Equity
- Sustainable Economic Development and the Media



BENEFITS FOR SPONSORS



- An international setting with high-profile decision-makers and multipliers from various disciplines
- Creation of new and cultivation of existing business and media relationships, particularly with foreign media correspondents
- Attendance and conference coverage by many German and foreign media
- Positioning as an entity committed to global issues (social responsibility)

SPONSORSHIP OPPORTUNITIES

Category A:



- **4 x 3m presentation space** at a **premium spot** in the foyer of the World Conference Center Bonn (sponsor designs booth)
- Sponsor **logo** on all **announcement channels** (print, posters, online and TV trailers)
- Sponsor **logo** at the **convention venue** on entrance banner, sponsorship boards, screen charts, in program brochure and pocket guide
- Prominently placed **advertisement** in the **conference program** brochure (full page, inside back cover, four color)
- **Link** to sponsor's website on **www.dw-gmf.de**

SPONSORSHIP OPPORTUNITIES



- Inclusion of **company brochure** in delegates' bags
- Reference to sponsor in **conference news releases**
- Inclusion of the **sponsor's press release** in the conference digital press kit (USB flash drive)
- Use of the **VIP area** at the conference center
- Use of the **big screen** in the foyer of the World Conference Center Bonn for trailer presentation
- **20 conference passes**

Sponsorship package A : **30,000 Euros plus VAT**

SPONSORSHIP OPPORTUNITIES

Category B:

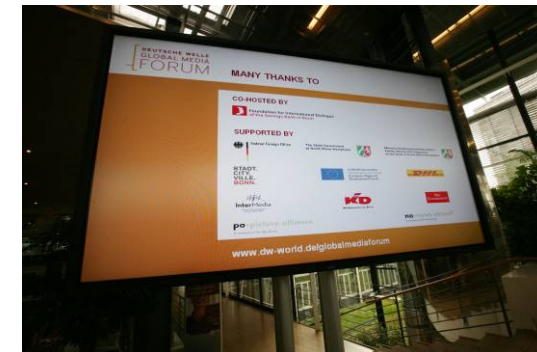


- **3 x 2m presentation space** in the foyer of the World Conference Center Bonn (sponsor designs booth)
- Sponsor **logo** on all **announcement channels** (print, posters, online and TV trailers)
- Sponsor **logo** at the **convention venue** on entrance banner, sponsorship boards, screen charts, in program brochure and pocket guide
- Prominently placed **advertisement** in the **conference program** brochure (full page, four color)
- Link to **sponsor's website** on **www.dw-gmf.de**

SPONSORSHIP OPPORTUNITIES

- Inclusion of **company brochure** in delegates' bags
- Reference to sponsor in **conference news releases**
- **10 conference passes**

Sponsorship package B: **22,000 Euros plus VAT**



SPONSORSHIP OPPORTUNITIES

Evening boat trip on the “MS RheinEnergie”



- Name branding as **hosting sponsor*** of the evening event in the conference program brochure, online presentation and boat trip invitation
- Customized **branding** of the ship's **interior** and **exterior**
- Sponsor's individualized **welcome address**
- **4.5 x 3m presentation space** at a **premium spot** in the foyer of the World Conference Center Bonn (sponsor designs booth)
- Sponsor **logo** on all **announcement channels** (print, posters, online and TV trailers)

* Host of the evening event is DW-MEDIA SERVICES GmbH

SPONSORSHIP OPPORTUNITIES



- Sponsor **logo** at the **convention venue** on entrance banner, sponsorship boards, screen charts, in program brochure and pocket guide
- Prominently placed advertisement in the **conference program brochure** (full page, inside front cover, four color)
- **Link** to sponsor's website on **www.dw-gmf.de**
- Inclusion of **company brochure** in delegates' bags
- Reference to sponsor in **conference news releases**
- Inclusion of the **sponsor's press release** in the conference digital press kit (USB flash drive)

SPONSORSHIP OPPORTUNITIES



- Use of the **VIP area** at the conference center
- Use of the **big screen** in the foyer of the World Conference Center Bonn for trailer presentation
- **30 conference passes**

Sponsorship package boat trip: **95,000 Euros plus VAT**



SPONSORSHIP OPPORTUNITIES

Internet Café:

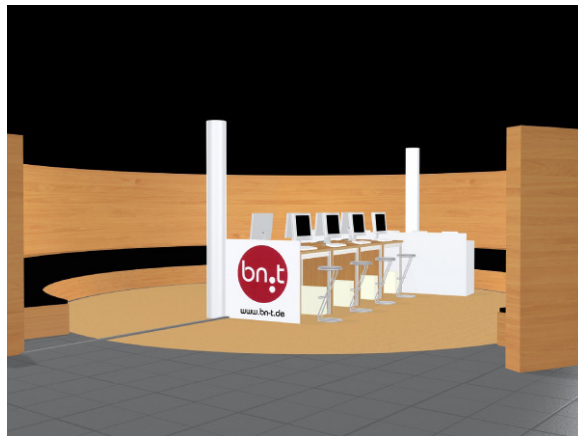


- **Exclusive sponsorship and branding** of Internet Café
- **Homepage, desktop background or screensaver** of the Internet Café's fixed computer workstations set to **sponsor's logo or homepage** (sponsor supplies desktop background/screensaver)
- **Logo** on specified **advertising space** (approx. 1.20 x 1.20m) in the workstation area
- Sponsor **logo** on **announcement channels** (print, online)
- Sponsor **logo** at the **convention venue** on sponsorship boards, screen charts, in program brochure and pocket guide

SPONSORSHIP OPPORTUNITIES

- **Advertisement in program brochure** (full page in inner section, four color)
- **Link to sponsor's website on www.dw-gmf.de**
- **5 conference passes**

Internet Café sponsorship: **12,000 Euros plus VAT**



SPONSORSHIP OPPORTUNITIES

Press room / VIP lounge:



- **Exclusive sponsorship** including branding on signage/displays in reception area, VIP rooms and workspaces
- **Homepage, desktop background or screensaver** of the fixed computer workstations set to **sponsor's logo or homepage** (sponsor supplies desktop background/screensaver)
- **Sponsor logo on announcement channels** (print, online)
- **Sponsor logo at the convention venue** on sponsorship boards, screen charts, in program brochure and pocket guide
- **Advertisement in program brochure** (full page in inner section, four color)

SPONSORSHIP OPPORTUNITIES

- **Link to sponsor's website on www.dw-gmf.de**
- **5 conference passes**



Press room / VIP lounge sponsorship: **12,000 Euros plus VAT**

SPONSORSHIP OPPORTUNITIES



Conference bags:

- Application of the **sponsor's logo** or **wordmark** on the conference bags* (10 x 10cm maximum emblem size), approx. 2,000 bags
- **5 conference passes**

Conference bag sponsorship: **3,800 Euros plus VAT**
(including production costs of logo printing)



* The conference bags will be selected by DW-MEDIA SERVICES GmbH and designed and produced in line with the Deutsche Welle Global Media Forum's corporate design.

CONFERENCE EXHIBITION

The exhibition ...



- is closely related to the theme of the Global Media Forum.
- provides supplemental information about products, projects and campaigns pertaining to sustainable economic development and the future of growth.
- is an ideal forum to conduct networking, identify partners and innovative products, present ideas and projects.
- takes place in the foyer of the World Conference Center Bonn.

CONFERENCE EXHIBITION

Exhibition booth:

- A booth package contains the following services:
 - **Exhibition space**
 - **Booth construction** with Octanorm exhibition walls
 - Long-arm **spotlight** (one per back panel)
 - **Fascia panel** with company/institution inscription
 - One **table**, two **chairs**
 - One **brochure display rack**
 - **Power connection** with three sockets, electricity consumption included
 - **Online** publishing of **logo**
 - **conference passes**



CONFERENCE EXHIBITION

Exhibition booth prices:

- Exhibition booths are available in three sizes* and include construction and basic fixtures:

4m² (2 x 2m): **2,200 Euros plus VAT**

6m² (3 x 2m): **2,750 Euros plus VAT**

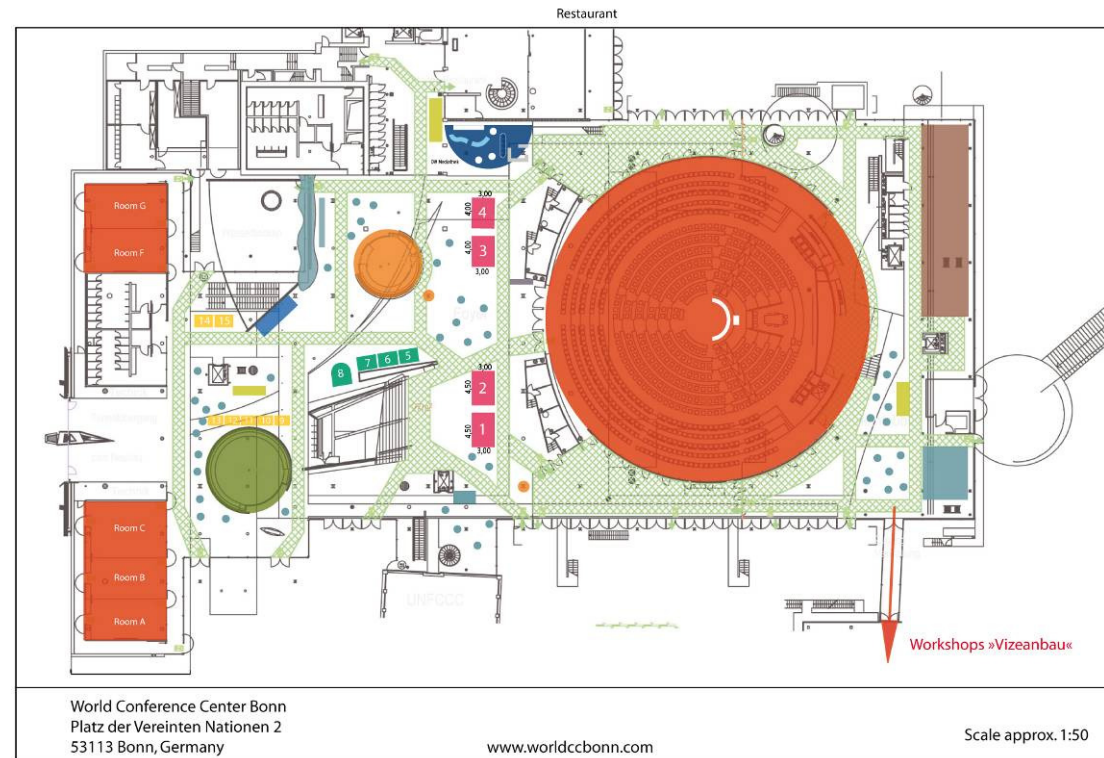
8m² (4 x 2m): **3,300 Euros plus VAT**



- * Bigger, customized booth sizes can only be implemented in a limited quantity and with special consent.

CONFERENCE EXHIBITION

Ground floor



MEDIA PACKAGES

Ad placement in program brochure:

- Publication date: conference date
- Circulation: approx. 2,000
- Booklet format: A5 (148 x 210mm)



Ad placement opportunities:

- Full page in inner section*, four color: **1,450 Euros plus VAT**
- Half page in inner section*, four color: **750 Euros plus VAT**

* Inside front/back cover pages are reserved for sponsors and patrons.

CONTACT



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