



NATIVE
ADVERTISING
DAYS 24

Become a Sponsor





What is Native Advertising DAYS?

Native Advertising DAYS is the biggest international conference on native advertising and branded content. Our Global community come to Copenhagen 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.

DATE: June 5-6, 2024

VENUE: DGI Byen, Copenhagen, Denmark

WHO is attending?

The conference is tailored to attract decision makers and marketers from brands, medias and various types of agencies across the globe. Here are some of the companies that have attended in the past.

7-Eleven
Adidas
Adobe
Adyoulike
Air Berlin
Airbus
Air France
Aller Media
Alma Media
AppNexus
Austrian Tourist Office
Axel Springer
BBC
Benjamin Media
Berlin Tourismus
Berlingske Media
Bild Brand Studio
Bloomberg
BMW
Bonnier News
BURDA NEWS
Børsen
C3 Creative Code
Carat
Carlsberg
Časnik Financ
CBS News

Cisco
CNN
Coca-Cola
Condé Nast
Contently
Danske Bank
Danske Spil
DDB
De Persgroep Publishing
Dennis Publishing
Dentsu Aegis
Deutsche Bahn
Deutsche Bank
DFDS
Ebay
Edipresse Polska S.A.
Ege Carpets
Egmont Publishing
Ekstra Bladet
Eni S.p.A.
Estee Lauder
Europa-Park
Expressen
Facebook
FC St. Pauli
Financial Times
Glispa Global Group

Google
GroupM
Gruner + Jahr
Hanza Media
Harnung Inc
HD-Sydsvenskan
Hearst
Hello Fresh
HP
Hrvatski Telekom
Huddle Room Media, Inc.
Huffington Post
IAB
Identity Media S.A.
IKEA
Immediate Media
Independent
Insider Studios
IUM
Johnson Controls
Jyllands-Posten
KIT
Ligatus
LinkedIn
LM Wind Power
McDonald's
Maison Moderne

Marriott International
Mashable
Maverick Media
MDIF
Media Impact
Mediafin
MediaMond S.P.A.
MGID Inc
Microsoft
Mindshare
N365 Group
Nativo
New York Times
News UK
Nordea
OMD
OneNative Advertising
Outbrain
Parse.ly
Petit Press
Pinterest
Plista
Politico
PostNord
Proctor & Gamble
Publicis
Quantum

The atlantic
Rijksmuseum Amsterdam
Rossel & Cie
Roularta Media Group
Sanoma
Santander Consumer Bank
Schibsted Media Group
Seznam
Spoon
Stampen Media
Starcom
Süddeutsche Zeitung
Taboola
Telegram Media Grupa
The Financial Times
Time
Toyota
Vattenfall
Vayner Media
VELUX
Verizon Media
VICE Media
VISA
Vizeum
Vodafone
Volkswagen
Washington Post

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.nativeadvertisinginstitute.com/conference



SPONSORSHIP PACKAGES – NATIVE AD DAYS		PLATINUM	GOLD	SILVER	BRONZE	OPENING NIGHT RECEPTION SPONSOR
PRICING: (excl. VAT)		€15,995	€7995	€5995	€3995	€7995
Availability		1	5	3	5	1
Sponsor Booth w. 1 table, 2 chairs (activation area)		●	●	●		●
Speaker session		40 min. keynote	30 min. track session			
Branding featured on main signage, website and at the conference venue		●	●	●	●	●
Tickets to Native Advertising DAYS (Conference Only Pass)		4 tickets	3 tickets	2 tickets	1 tickets	2 tickets
Advertisement in conference program		1 page	1/2 page	1/2 page		1/2 page
Round Table Discussions		●	●	●	●	
Online Goodie Bag Contributor		●	●	●	●	●

SPONSORSHIP PACKAGES – NATIVE AD DAYS	OFFICIAL APP SPONSOR	TRACK SPONSOR (1 DAY)	OFFICIAL WI-FI SPONSOR
PRICING: (excl. VAT)	€15,995	€7995	€5995
Availability	1	4	1
Sponsor Booth w. 1 table, 2 chairs (activation area)			●
Panel facilitation		●	
Branding featured on main signage, website and at conference venue		●	●
Tickets to Native Advertising DAYS (Conference Only Pass)	2 ticket	4 ticket	4 ticket
Advertisement in the conference program	1/2 page	1 page	1 page
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
- 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)
- 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
 - 3 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)
 - 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
- 2 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)

Bronze Sponsor

€3995 excl. VAT

- Placement as bronze sponsor on all promotional material
- Branding featured on main signage, website and at conference venue
- 1 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)

Sponsorship Packages

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)

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, Backdrops, brochures, goodies etc.) (1 Day Only)
- 1/2-page ad in program/handout material to all participants
- 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)

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
- 3 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.)

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.)



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