

**BECOME A
SPONSOR AT
NATIVE AD DAYS
2021**



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: January, 2021

VENUE: The PLANT, Copenhagen, Denmark

FOR SPONSORS

EXHIBITION SETUP: TBA

CONFERENCE & EXHIBITION DAYS: TBA



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 400-600 attendees from 40+ countries this year.

See the 2019 attendee profile & industry representation at:

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



SPONSORSHIP PACKAGES - NATIVE AD DAYS

PLATINUM

GOLD

SILVER

BRONZE

SOCIAL HOUR

PRICING: (excl. VAT)

€15,995

€7995

€5995

€3995

€5995

AVAILABILITY:

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



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

Online Goodie Bag Contributor



SPONSORSHIP PACKAGES - NATIVE AD DAYS	OPENING NIGHT RECEPTION SPONSOR	OFFICIAL APP SPONSOR	TRACK SPONSOR (1 DAY)	OFFICIAL WI-FI SPONSOR
PRICING: (excl. VAT)	€7995	€4995	€7995	€8995
AVAILABILITY:	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
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)
- 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)
- 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)

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)



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)

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.)



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.)



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.



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Native Advertising DAYS ™

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