



HbbTV Symposium Promotional Opportunities

17-18 October 2017
Auditorium Antonianum, Rome

www.hbbtv_symposium.com





HbbTV Symposium 2017

HbbTV: Technical Excellence, Commercial Advantage

A cooperation between...



A Unique Opportunity...

Being held in Rome in 2017, the 6th annual HbbTV Symposium provides organisations that work within the HbbTV industry with a unique opportunity to listen, engage, discuss and network with over 200 delegates.

To support your presence at the event, we have a number of tailored sponsorship packages to help you to reach a wide range of key industry stakeholders including broadcasters, manufacturers, consultants, media companies and other industry professionals.



Sponsorship Opportunities

Bronze Package

The Bronze Package will give your organisation exposure at the HbbTV Symposium to a wide range of key industry influencers and stakeholders. With your company logo proudly displayed on the event website and at the press conference, your company's position as the event's Technical Supporter will be affirmed and your brand further recognised in the HbbTV industry.



Key Features...

- ✓ Your company will be promoted as a Technical Supporter at the HbbTV Symposium press conference and your logo will be displayed.
- ✓ Your company logo will be displayed on the HbbTV Symposium website - www.hbbtv_symposium.com.
- ✓ Your company logo will be displayed on the event press pack

Cost: €2000

(HDFI/HbbTV Member: €1500)



Sponsorship Opportunities

Silver Package

The Silver Package is ideal for organisations wishing to gain exposure in the HbbTV industry, to both HbbTV Association members and symposium attendees alike. With the opportunity to provide a demo during the symposium and significant exposure through the promotion of the event, your organisation's profile will be raised significantly within the HbbTV industry, paving the way for further penetration into the market.



Key Features...

- ✓ Your organisation will be promoted as a Partner Supporter of the HbbTV Symposium at the press conference.
- ✓ Your company logo will feature on the HbbTV Symposium event website - www.hbbtv-symposium.com.
- ✓ Your company logo will also feature on the HbbTV Symposium press pack which will be distributed to all key industry publications.
- ✓ Your company will have a half page company profile in the event programme.
- ✓ Your organisation will have access to a business demo area throughout the event (2m x 2m).

Cost: €3000

(HDFI/HbbTV Member: €2500)



Sponsorship Opportunities

Gold Package

The Gold Package provides significant exposure to key HbbTV industry influencers and stakeholders in the lead up to, during and after the event. With a demo area at the event and sponsorship of the Welcome Coffee or Light Lunch, your organisation will be sure to be at the forefront of delegate's minds following the event.



Key Features...

- ✓ Your organisation will be consistently mentioned as a Corporate Sponsor of the HbbTV Symposium to press throughout and following the event.
- ✓ Your company will sponsor the Welcome Coffee or co-sponsor one of the Light Lunches.
- ✓ A spokesperson from your organisation will have the opportunity to give a speech in a Round Table.
- ✓ Your company logo will feature on the HbbTV Symposium event website - www.hbbtv-symposium.com.
- ✓ Your company logo will also feature on the HbbTV Symposium press pack.
- ✓ Your organisation will have access to a business demo area throughout the event (3m x 2m).
- ✓ Your organisation will have a one page company profile in the event programme.

Cost: €6000

(HDFI/HbbTV Member: €5000)



Sponsorship Opportunities

Diamond Package

*The Diamond Package is reserved for our **Main Sponsors**. Your organisation will feature prominently throughout the event, with your CEO and/or company spokesperson being invited to participate in a number of promotional opportunities, alongside the HbbTV Association and HD Forum Italia. This is a high profile sponsorship package.*



Key Features...

- ✓ Your company logo will appear all over communication materials and marketing initiatives, including the symposium website - www.hbbtvsymposium.com. You will also have the opportunity to include an advertising banner on the website.
- ✓ Your company CEO will be invited to participate in the Symposium press conference.
- ✓ Your organisation will be a co-sponsor of the Cocktail Networking.
- ✓ Your organisation will have a two page company profile on event programme.
- ✓ Your organisation will have access to a business demo area throughout the event (6m x 2m) with a hostess.
- ✓ Your company profile will appear on the HbbTV Symposium press pack.
- ✓ Your organisation will receive 3 nights' hotel accommodation in Rome.

Cost: €14,000

(HDFI/HbbTV Member: €12,000)





To Book Your Sponsorship Package
Please Get in Touch:

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