

# 8<sup>th</sup> HbbTV Symposium and Awards 2019

## Promotional Opportunities

21<sup>st</sup> – 22<sup>nd</sup> November 2019, Athens



# 8th HbbTV Symposium and Awards 2019

## „Hybrid TV – Better TV“

...co-hosted by...



**HELLENIC REPUBLIC**  
Ministry of Digital Policy,  
Telecommunications and Media

Being held 21<sup>st</sup> – 22<sup>nd</sup> November 2019 at the MEGARON Athens Conference Centre in Athens, the 8<sup>th</sup> Annual HbbTV Symposium and Awards provides a unique platform for the HbbTV / Media industry to listen, engage, discuss and network with more than 200 delegates...

**HbbTV OpApps Reduce Costs and Accelerate Go-To-Market Deployment**

**Enables Targeted Ads on TVs**

**Improve Viewers' TV Experience with OpApps**

**Enrich Broadcast Services**

**Maximum Reach for Interactive Services**

**Simple Access to Enriched Services**

**Enables Enhanced Digital Switchover**

More information: [www.hbbtv.org](http://www.hbbtv.org)



This year's hosting partner for the 8th Symposium & Awards 2019 is EPT („Hellenic Broadcasting Cooperation“, engl.: „ERT“). ERT is the state-owned public radio and television broadcaster for Greece.

On December 4<sup>th</sup>, 2017 ERT launched its Hybrid Services Platform, ERT Hybrid. ERT Hybrid is freely available to Smart TV sets HbbTV-ready, at the touch of one button. Amongst many more ERT Hybrid platform includes Catch-Up TV, exclusive broadcasts of sporting events on ERTPlay, VoD services, 27 ERT radio stations, ERT EPG, interactive weather platform, Subtitles, Multicamera viewing...



- ✓ To enjoy **outstanding networking opportunities**: professionals, consultants, broadcasters, media companies and manufactures will share experiences and solutions for interoperability and future developments.
- ✓ To listen to an impressive **line-up of speakers & moderators**
- ✓ **To demonstrate and present technologies and applications** (Exhibition area)
- ✓ To **accelerate** your business with **presentations, exhibition and sponsoring**
- ✓ To analyze the current market situation, **future developments** and to **foster your joint projects and applications**.
- ✓ To understand how HbbTV technologies help to **enrich your services**, enabling **Targeted Advertising on TV sets** and creating a branded TV experience with "**Operator Applications**"
- ✓ To offer a platform **to update the community** on state-of-the-art and sophisticated solutions based on HbbTV Specifications.
- ✓ To participate in a high profile event at **international** level.

Date: **21 – 22 November 2019**

Venue: MEGARON Athens Conference Centre / Athens

**21 November – DAY 1 (10:00 - 18:00)**

10:00 – 11:00 Registration, Coffee, networking & exhibition

11:00 – 13:00 HbbTV Symposium

13:00 – 14:00 Lunch, networking & exhibition

14:00 – 16:00 HbbTV Symposium

16:00 – 16:30 Coffee, networking & exhibition

16:30 – 18:00 HbbTV Symposium

20:00 – 23.00 **HbbTV Awards Reception**

**22 November – DAY 2 (09:00- 16:00)**

09:00 – 09:30 Registration, Coffee, networking & exhibition

09:30 – 11:00 HbbTV Symposium

11:00 – 11:30 Coffee, networking & exhibition

11:30 – 13:00 HbbTV Symposium

13:00 – 14:00 Lunch, networking & exhibition

14:00 – 16:00 HbbTV Symposium and closing

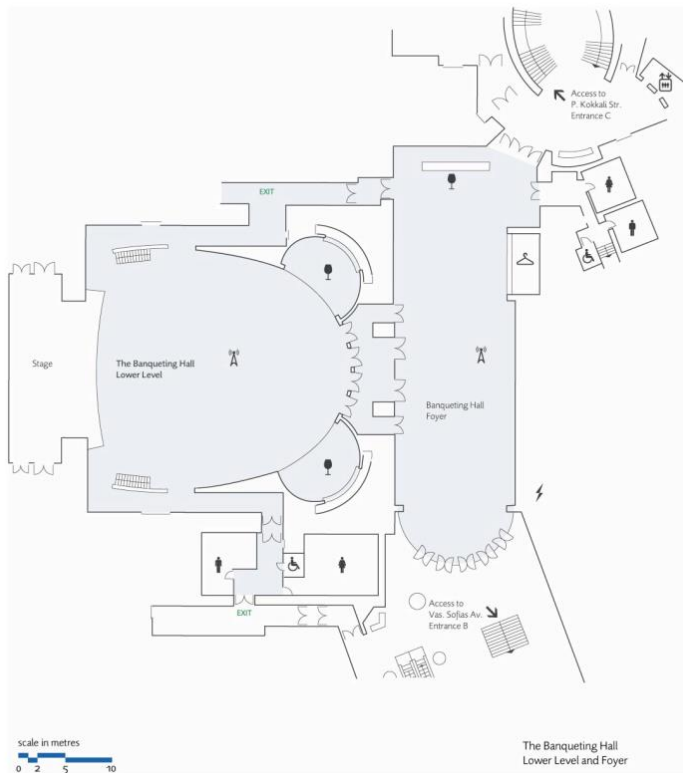


[Call for Speakers](#)

## Hybrid TV – Better TV

- HbbTV deployments around the world
- Improving viewers' experience
- Targeted Advertising and other means to monetize services with HbbTV
- GDPR & ePrivacy
- Content Media Security
- HbbTV Best Practices
- Delivering Advanced Viewing Experience
- Cutting Edge Innovations
- Tools and Techniques for Developing and Testing HbbTV
- HbbTV and other standards (e.g., DVB-I, 5G etc.)



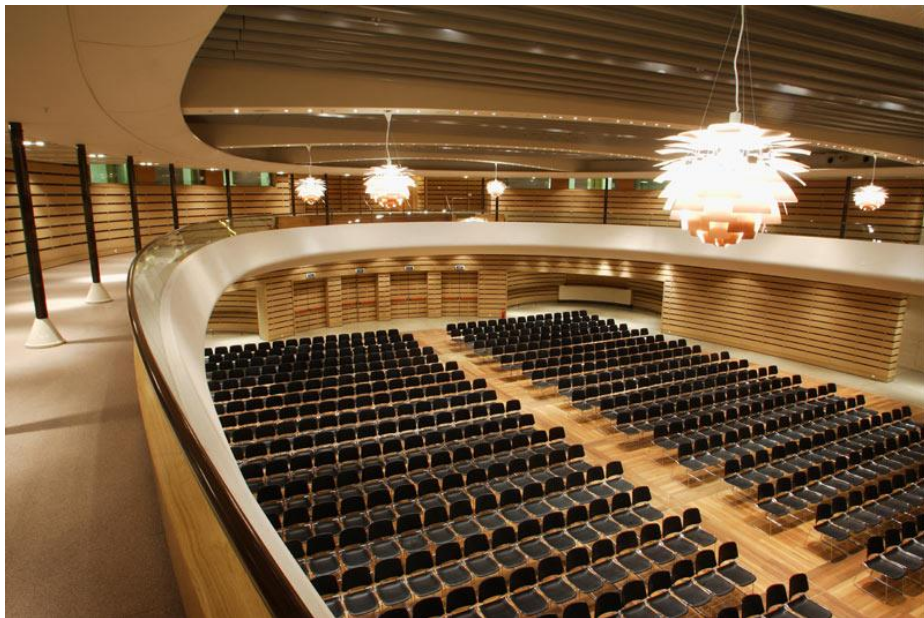


MEGARON Athens Conference Centre





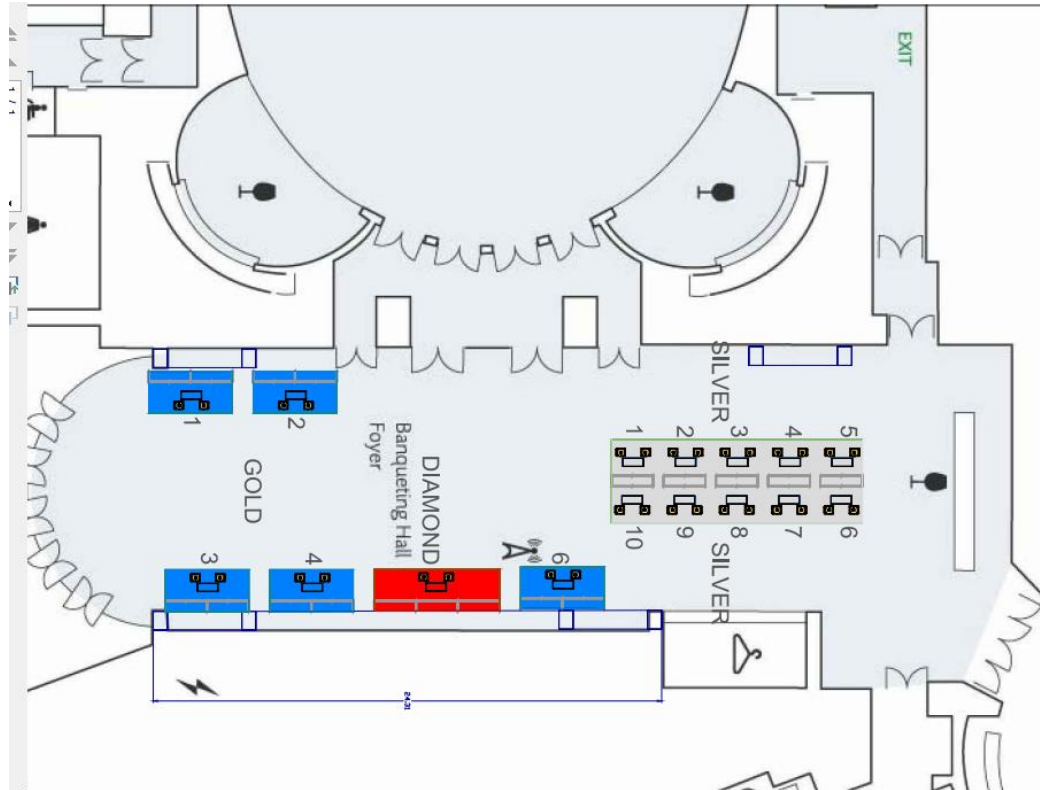
- The 8<sup>th</sup> symposium will take place this year in the well known **Athens International Conference Centre** considered one of the finest and most technologically advanced conference venues in Europe.
- Situated in the city center yet surrounded by its own extensive landscaped gardens, MEGARON Athens International Conference Centre offers a stunning environment, exceptional aesthetics, cutting edge technology and unrivalled client service.
- In 1991 was inaugurated with two halls only and nowadays, the Conference Centre offers a comprehensive range of facilities for all sorts of cultural activities including concerts and festivals!
- **The Banqueting Hall** will be the presentation hall of the Symposium and the **Foyer of the Banqueting Hall** will be the Exhibition and Catering area.
- Easy access by elevators and stairs.



Banqueting Hall  
- Symposium -



Banqueting Hall – Foyer  
- Exhibition & Catering -





The Awards recognize those companies that demonstrate the best adoption of HbbTV.

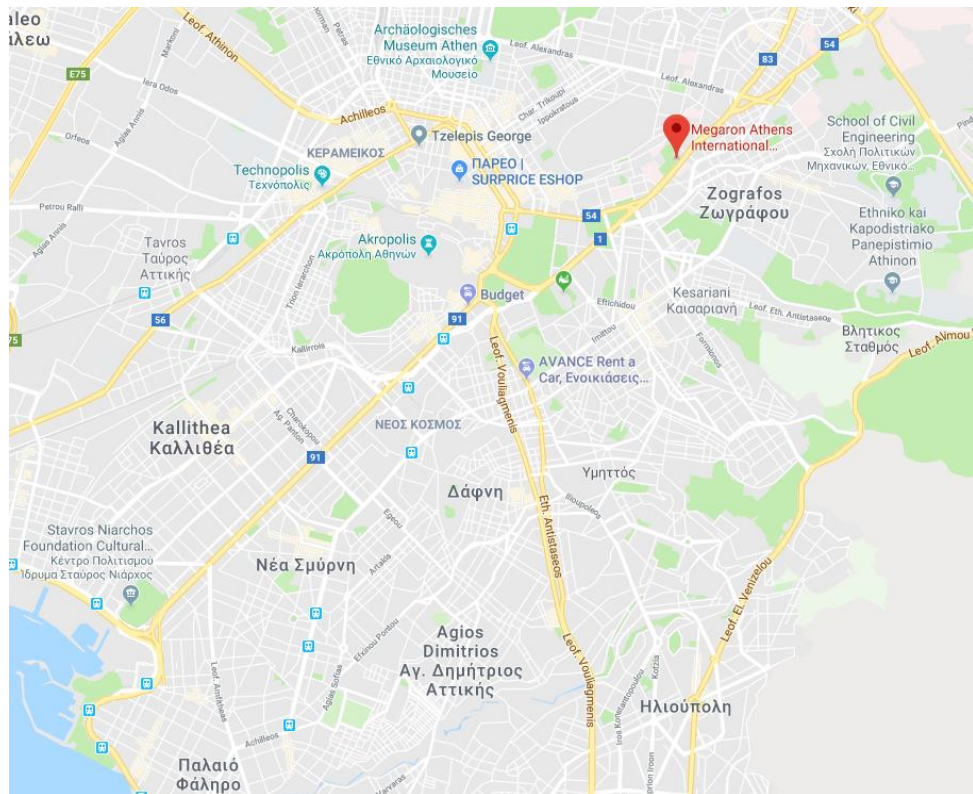
[Choose](#) your category and send your entry as soon as possible!

Entry for submissions closes on **30<sup>th</sup> August 2019** and finalists will be notified by 31<sup>st</sup> October 2019.

All finalists are invited to attend the HbbTV Awards Ceremony on **21<sup>st</sup> November 2019** in Athens.

The Ceremony will take in a very nice place, details will be issued closer to the Symposium.

[Call for Awards Submissions](#)



Megaron Athens International Conference Centre is a landmark in Athens and is situated in the centre of a vibrant, modern city.

The Conference Centre is on a direct metro line (Station Megaro Moussikis) to the Eleftherios Venizelos International Airport; the journey time is 37 minutes, making it extremely accessible for international delegates travelling from and to global destinations.



## MAIN SPONSOR – DIAMOND PACKAGE

The Diamond Package is reserved for our Main Sponsors. Your organization will feature prominently throughout the event, with your company being invited to participate in a number of promotional opportunities during the HbbTV Symposium in Berlin.

### Key Features...

- ✓ Your company logo will appear **all over communication materials and marketing initiatives**, including the symposium website.
- ✓ Your company CEO will be invited to participate in the **Opening Ceremony** and in a round table.
- ✓ Your company will be invited to deliver a **brief speech at the Awards Reception**.
- ✓ Your company will have a **2 page company profile in the Symposium Brochure**
- ✓ Your company will have a **business booth in the Exhibition area** (6m x 2m incl. rear wall, 1 table, 2 chairs, Ethernet)
- ✓ Your company will receive **10 free entrance tickets for the 8<sup>th</sup> Symposium & Awards**

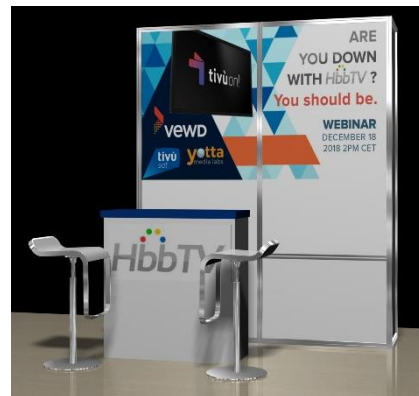
**Cost: € 10,000 HbbTV Member**

*(HbbTV Non Member €14,000 – VAT not included)*



Sponsor Level	Gold	Silver	Bronze
<b>Contribution</b>	€5,000	€2,500	€1,500
(all excl. VAT)	(HbbTV non-member: <b>€7,000</b> )	(HbbTV non-member: <b>€3,500</b> )	(HbbTV non-member: <b>€2,000</b> )
<b>Main package</b>	<ul style="list-style-type: none"> <li>• CEO participation in a round table</li> <li>• One page company profile in the Symposium Brochure</li> <li>• Company logo on Symposium website – Gold Sponsor</li> <li>• 5 free tickets for the 8<sup>th</sup> HbbTV Symposium &amp; Awards</li> </ul>	<ul style="list-style-type: none"> <li>• ½ Company profile in the Symposium Brochure</li> <li>• Company logo on Symposium website – Silver Sponsor</li> <li>• 3 free tickets for the 8<sup>th</sup> HbbTV Symposium &amp; Awards</li> </ul>	<ul style="list-style-type: none"> <li>• ¼ Company profile in the Symposium Brochure</li> <li>• Company logo on Symposium website – Bronze Sponsor</li> <li>• 1 free ticket for the 8<sup>th</sup> HbbTV Symposium &amp; Awards</li> </ul>
<b>Exhibition Area</b>	Booth 4m x 2m incl. rear wall, 1 table, 2 high chairs, power and Ethernet	Booth 2m x 2m incl. rear wall, 1 table, 2 high chairs, power and Ethernet	-

#	Item	Silver	Gold	Diamond
<b>Basic Package</b>				
1	White rear walls 2m x 2m	included		
2	White rear walls 4m x 2m		included	
3	White rear walls 6m x 2m			included
4	Table 70 x 140 cm	1x included		
5	Carpet (requested by the venue)	included		
6	High Chairs	2x included		
7	Ethernet Connection (no Wifi, about 5-10 Mbit/s)	included		



Example: Silver-Booth

- Front desk is optional
- Only the upper panels of the rear wall are printable



#	Item (all prices for DAY 1 and DAY 2)	Silver	Gold	Diamond
<b>Optional Items</b>				
8	Extra Table per unit		85,00 €	
9	Front Desk per unit		195,00 €	
10	Extra High Chair per unit		30,00 €	
11	Logo Printing Front Desk		120,00 €	
12	Printing Rear Wall (2,4,6 items)	250,00 €	460,00 €	510,00 €
13	Booth Lights	115,00 €	150,00 €	200,00 €
14	Leaflet Display with 3 levels		45,00 €	
14	TV rent 55"* per unit	200,00 €		
15	TV rent 60"** per unit		250,00 €	
16	TV rent 65"*** per unit			300,00 €

\*55": Samsung 55" 4K ULTRA HD Smart TV UE55MU6122K

\*\*60": LG 60" UHD 4K UK6200PLA

\*\*\*65": Samsung 65" 4K ULTRA HD Smart TV UE65NU7022K



Examples Front Desk, High Chair and Leaflet Display

- Optional items requests need to be sent to the Event Office, Mrs. Fay Diakoumidou at Versus Travel: [fdiakoumidou@versus-travel.gr](mailto:fdiakoumidou@versus-travel.gr).
- Optional items will be invoiced by Versus Travel directly to the sponsor.
- Rented TV sets
  - will be brought to the venue, installed at the sponsor's booth and dismantled after 16:00 on the 22nd Nov 19.
  - Will be capable for UHD, Wifi and HbbTV. If anything different / in addition is required please send an Email to the address above
- Booth preparation timing:
  - 20th Nov 19: 16:00 – 20:00 hrs EST
  - 21st Nov 19: 08:00 – 09:30 hrs EST
- Any further deliveries (e.g. TV sets, equipment...) to the MEGARON International Conference Centre need to be managed together with the Event Office, Email to be sent to the address above in advance!
- We will prepare at the MEGARON an Ethernet network dedicated to the sponsor's booths. If you bring along your own router please check via the Event Office that this is compatible with the local Ethernet Network!

Package	Exclusive Sponsoring	Non-exclusive Sponsoring
Registration Coffee DAY 1	€ 1,000	
Light Lunch DAY 1	€ 5,000	€ 2,500
Afternoon Coffee Break DAY 1	€ 1,500	
Registration Coffee DAY 2	€ 1,000	
Morning Coffee Break DAY 2	€ 1,500	
Light Lunch DAY 2	€ 5,000	€ 2,500
Awards Reception Food & Beverages	€ 10,000	€ 5,000

Any special requirements (e.g. company flags at the coffee/lunch stations or additional advertisement etc.) need to be agreed with Event Office

In addition to the described Sponsorship programme and Coffee/Lunch sponsor packages we offer more opportunities to increase your visibility as well provide value to your business:

- **Lanyards**
- **Rollups sponsoring**
- **Company Interviews**
- **Special posts in social media**
- **Video/Audio Equipment at the MEGARON/Awards Reception ...)**
- **...**



*Costs: to be discussed – please contact the Project Office*



Heinrich E. Haase  
HbbTV Project Office

[heinrichhaase@t-online.de](mailto:heinrichhaase@t-online.de)



Yiannis Vougiouklakis  
Director New Media

[ivougiouk@ert.gr](mailto:ivougiouk@ert.gr)



Year	Location	# of Attendees
2012-2013	No data available anymore	
2014	Paris	214
2015	London	173
2016	Madrid	250
2017	Rome	277
2018	Berlin	300

Ticket	Price	comment
Early Bird	150 € /180 €	Member / Non-Member HbbTV until 30th Sep 2019
Full Ticket	220 € / 250 €	Member / Non-Member HbbTV from 30th Sep – 21st Nov 2019