

# 11<sup>th</sup> HbbTV Symposium and Awards 2023

## Promotional Opportunities

28<sup>th</sup> – 29<sup>th</sup> November 2023

Stazione Marittima, Molo Angioino, Naples





A cooperation between the **HbbTV Association** and **Comunicare Digitale** Association. This year it is held on November 28<sup>th</sup> and 29<sup>th</sup> in Naples at the Maritime Station, Angioino Pier, close to Municipio square. The **11<sup>th</sup> HbbTV Symposium and Awards** provides a unique platform for the HbbTV community and the media industry to listen, engage, discuss and build your network in an in-presence event.

Since 2003, **Comunicare Digitale** (CoDi) main aim is the promotion, communication and project implementation of new digital technologies, media development and connecting models to generate economic and cultural opportunities.

CoDi is specialized in the organization of specific B2B awareness-raising activities, such as events, conferences, meetings, workshops, training courses, where business decision makers can meet experts, peers, and prospects with a very large professional networks in Europe.

Technology, Digital and Media Events, News, Conference, Workshop, Tech Talk, EU Projects, starting from the **European Digital Forum** in Lucca which will celebrate its 20<sup>th</sup> edition in 2023. More here: [www.fed2023.com](http://www.fed2023.com).

This year event is differently organized from previous years events:

- **Day one** of the symposium is the usual and traditional conference kind of event; this foresees a **defined agenda** based on call-for-speakers items, managed under the responsibility of the Marketing and Education Working Group (the MEWG). This day event is going to be hybrid, in person and freely accessible via an IP streaming.
- **Day two** has a new format: it will be an “**unconference**”. According to the unconference principles, during a plenary session in the morning, typically arranged as a single or multiple circles, the participants are invited to propose topics for discussion, which are then assigned timeslots as an agenda is built from scratch. The result are parallel streams of different conferences in multiple rooms.

- **HbbTV Symposium Digital Experience**

**September 12<sup>th</sup>, 3 p.m. – 3.45 p.m. CEST**

An on-line digital event focusing the 11<sup>th</sup> Symposium and Awards, an opportunity to interact with members, market and professionals.

- **HbbTV Symposium and Awards Premiere**

**October 24<sup>th</sup>, 3 p.m. – 3.45 p.m. CEST**

An on-line overview of the event curated by MEWG

- **HbbTV 2022 Demo Live**

**October & November 2023**

3 x 30' minutes live digital event with 5 presentations

## HbbTV DEMO LIVE

Three HbbTV on-line demonstration events hosting our sponsors:

- A date in early **October**
- A date in late **October**
- A date in early **November**

3 x 30' minutes live digital event with 5 presentations of 5' each of **HbbTV applications/products with videos, live demos, presentations, new things to “show”**, directly from our sponsor companies.





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*The sponsorship benefit*

- **New events and additional initiatives compared to last year edition in Prague – NEW EVENT FORMAT**
- **Longer communication through “Additional Events” in advance to the November Symposium**
- **Symposium with attendance in Naples and digital event on line**
- **Cheaper, special price for any Sponsorship Pack confirmed before September 10<sup>th</sup>, 2023**



## MAIN SPONSOR – PLATINUM PACKAGE

The **Platinum Package** is reserved to our **Main Sponsors**. This is the best solution to increase your business and awareness during the **HbbTV Symposium and Award 2023** and during the **Additional HbbTV Events 2023**.

### Key Features:

- ✓ Your company logo will appear **all over the communication materials and marketing initiatives**, including the symposium website - [www.hbbtv.org](http://www.hbbtv.org)
- ✓ Your company will receive honourable mention during the **Symposium Opening Ceremony**
- ✓ Your delegate speech at the **Symposium** and at the **HbbTV Symposium Digital Experience**
- ✓ **Two conference rooms will be branded with the sponsor's name or product/solution\***
- ✓ Your company will be a **co-sponsor of the HbbTV Awards, handing over one prize**
- ✓ Your company will have a **3 pages company profile on Symposium program + ADV**
- ✓ Your company will have a **corporate booth (5 x 2 m.\*) in the Business Area + Hostess**
- ✓ Your company profile will appear on the HbbTV Symposium press pack
- ✓ Your company will receive **8 pass for the Symposium**
- ✓ Your company will have 5' slot presentation during one of the **HbbTV Demo Live** on-line event



**Cost: Special € 8,500/Regular €10,000 for HbbTV Members**

*(HbbTV Non-member €9,500/€11,000 – All prices VAT not included – Special price before September 10<sup>th</sup>, 2023)*

*\*limitations could be applicable based on venue policies on spaces and branding*

## BEST SPONSOR – DIAMOND PACKAGE

The **Diamond Package** is reserved to our **Best Sponsors**. Your company will feature prominently throughout the event, with your company being invited to participate in a number of promotional opportunities during the **HbbTV Symposium and Award 2023** and during the **Additional HbbTV Events 2023**.

### Key Features:

- ✓ Your company logo will appear **all over the communication materials and marketing initiatives**, including the symposium website - [www.hbbtv.org](http://www.hbbtv.org)
- ✓ Your company will receive honourable mention during the **Symposium Opening Ceremony**
- ✓ Your delegate speech at the **Symposium** and at the **HbbTV Symposium Digital Experience**
- ✓ Your company will be a **co-sponsor of the HbbTV Awards, handing over one prize**
- ✓ Your company will have a **2 page company profile on Symposium program + ADV**
- ✓ Your company will have a **corporate booth (4 x 2 m.\*) in the Business Area**
- ✓ Your company profile will appear on the HbbTV Symposium press pack
- ✓ Your company will receive **4 pass for the Symposium**
- ✓ Your company will have 5' slot presentation during one of the **HbbTV Demo Live** on line event



**Cost: Special € 6,500/Regular €8,000 for HbbTV Members**

*(HbbTV Non Member €7,500/€9,000 – All prices VAT not included – Special price before September 10<sup>th</sup>, 2023)*

*\*limitations could be applicable based on venue policies on spaces and branding*

# Sponsorship Packages



<b>Special €4,500/ Regular €5,500</b> (HbbTV non-member: €5,500/€6,500)	<b>Special €2,500/ Regular €3,500</b> (HbbTV non-member: €3,500/€4,500)	<b>Special €1,500/Regular 2,000</b> (HbbTV non-member: €2,500/Regular 3,000)
<ul style="list-style-type: none"> <li>• <b>A delegate will be part in a roundtable during the Symposium 2023</b></li> <li>• A delegate participation in a round table at <b>HbbTV Symposium Digital Premiere</b></li> <li>• Company logo in the press release and press pack</li> <li>• <b>A Corporate Booth (3x2 m.*) in the Business Area</b></li> <li>• <b>One page Company profile + ADV</b> on the Symposium brochure</li> <li>• Company logo on Symposium website – Gold Sponsor</li> <li>• 5' slot presentation during one of the <b>HbbTV Demo Live</b></li> <li>• <b>2 pass</b> for the HbbTV Symposium and Awards</li> </ul> <p><i>* limitations could be applicable based on venue policies on spaces and branding</i></p>	<ul style="list-style-type: none"> <li>• Company mentioned in the HbbTV Symposium Opening Ceremony</li> <li>• A delegate participation in a roundtable at <b>HbbTV Symposium Digital Experience</b></li> <li>• Company logo in the press release</li> <li>• <b>1 page of Company profile</b> on the Symposium brochure</li> <li>• Company logo on Symposium website – Silver Sponsor</li> <li>• <b>1 pass</b> for the HbbTV Symposium and Awards</li> <li>• 5' slot presentation during one of the <b>HbbTV Demo Live</b></li> </ul>	<ul style="list-style-type: none"> <li>• Company mentioned as Technology Sponsor during the HbbTV Digital events</li> <li>• Company logo in the press release</li> <li>• ¼ page of Company profile on the Symposium brochure</li> <li>• Company logo on Symposium website – Bronze Sponsor</li> </ul>

#	Item	Platinum	Diamond	Gold
<b>Basic Package</b>				
1	White rear walls 5m x 2m (WxH)	Included		
2	White rear wall 4m x 2m (WxH)		Included	
3	White rear wall 3m x 2m (WxH)			Included
4	Counter 100x120 cm	1x included		
5	Carpet + Electrical socket	Included		
6	Stool	2x included		
7	Ethernet fixed connection (about 10 Mbit/s)	Included		

## Optional items are available on demand:

- TV sets
- Technical TV Connection
- Extra Counter
- Hostess
- White Wall Graphic Print



*Available to Platinum, Diamond, Gold and Silver Sponsors*

Your Company  
Logo here



VIDEO

DEMO LIVE



MEETING



MATERIALE PDF



MATERIALE PDF



MATERIALE PDF

A virtual online “**business area**” accessible from the Symposium website where Sponsors could publish their own business content, i.e. promotion and demo videos, brochures of their products and the meeting agenda.

This dedicated virtual booth includes a web page with a presentation of the company and as many keys as needed to give access to specific content. Content must be provided by companies and will be published by the symposium organizers.

**We offer more opportunities to increase your visibility and to create value:**



**Social Break  
Lanyards  
Room Branding  
VIP Package  
CEO Interview  
Awards Sponsor**



*Cost: to be discussed – please contact us*



Ticket	Members Price	Non-Members Price	Date
Early Bird	155 €	185 €	Until 30 <sup>th</sup> Sep
Full Fee	225 €	255 €	From 30 <sup>th</sup> Sep



**Andrea M. Michelozzi**

[andrea@dimecomunica.com](mailto:andrea@dimecomunica.com)

+34 611 048 295

+39 338 1827 877



**Angelo Pettazzi**

[angelo.pettazzi@kineton.it](mailto:angelo.pettazzi@kineton.it)



**Jessica Di Costanzo**

[segreteria@comunicaredigitale.it](mailto:segreteria@comunicaredigitale.it)

