12th HbbTV Symposium and Awards 2024

Promotional Opportunities

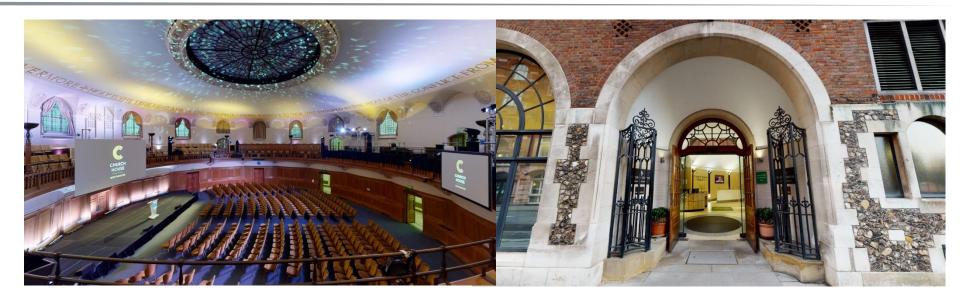
14/15 November 2024 London







HbbTV 12th HbbTV Symposium and Awards everyone



A cooperation between the **HbbTV** Association and EveryoneTV. This year it is held on Novembre 14/15 in London. The 12th **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. The venue will be **Church House** located in the heart of Westminster.



Who is "EveryoneTV"



Everyone TV (formerly Digital UK) is responsible for the day-to-day running of free TV platforms – Freeview and Freesat – as well as leading free TV's evolution for a digital age. Everyone TV is owned and supported by the UK's leading public service broadcasters – the **BBC**, **ITV**, **Channel 4 and Channel 5**.

"Our aim is to deliver compelling free TV services for audiences. That means providing services that meet viewer expectations, however they're watching, and ensuring British content made for British audiences remains easily accessible and discoverable"

Championing free TV for all



The Event Format



- **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 collaborative workshop based "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.



Additional HbbTV Events



A path toward the 12th HbbTV Symposium and Awards

HbbTV Symposium Digital Experience September 4th, 3 p.m. – 3.30 p.m. CEST

An on-line digital event focusing the 12th Symposium and Awards to present the event, the unconference day, the opportunity for make business and networking

- HbbTV Symposium and Awards Premiere
 October 15th, 3 p.m. 3.45 p.m. CEST
 - An on-line overview of the event curated by MEWG
- HbbTv 2024 Demo Live
 October & November 2024

2 x 40' minutes live digital event with live presentations





Additional HbbTV Events



A path toward the 12th HbbTV Symposium and Awards

HbbTV DEMO LIVE

Two HbbTV on-line events hosting our sponsors:

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



2 x 40' minutes live digital event with 6 presentations of 5' each of **HbbTV** applications/products with videos, live demos, presentations, new things to "show", directly from our sponsor companies.





Sponsorship Program



The sponsorship benefit

- Cheaper, special price for any Sponsorship Pack confirmed before August 31th, 2024
- New events and additional initiatives compared to tradional event – UNCONFERENCE Format
- Longer communication through "Additional Events" in advance to the November Symposium and promotion of your brand/activities
- Symposium with attendance in London and digital event on line



Sponsorship Program



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 2024** and during the **Additional HbbTV Events 2024**

Key Features:

- Your company logo will appear **all over the communication materials and marketing initiatives**, including the symposium website **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 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 €11,000 for HbbTV Members

(HbbTV Non-member €9,500/€12,000 – All prices VAT not included – Special price before August 31th, 2024)
*limitations could be applicable based on venue policies on spaces and branding





Sponsorship Program



SPONSOF

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 2024** and during the **Additional HbbTV Events 2024**

Key Features:

- Your company logo will appear all over the communication materials and marketing initiatives, including the symposium website www.hbbtv.org
- ✓ Your company will receive honourable mention during the **Symposium Opening Ceremony**
- ✓ Your delegate speech at the **HbbTV Symposium Premiere 2024**
- 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 €9,000 for HbbTV Members

(HbbTV Non Member €7,500/€10,000 – All prices VAT not included – Special price before August 31th, 2024)
*limitations could be applicable based on venue policies on spaces and branding





Sponsorship Packages



SPONSOR	BRONZE
	The state of the s
Special €2,500/ Regular €4,000	Special €1,500/Regular 2,500
(HbbTV non-member: €3,500/€5,000)	(HbbTV non-member: €2,500/Regular 3,500)
Company mentioned in the HbbTV Symposium Opening Ceremony A delegate participation in a roundtable at HbbTV Symposium Digital Experience Company logo in the press release 1 page of Company profile on the Symposium brochure Company logo on Symposium website – Silver Sponsor 1 pass for the HbbTV Symposium and Awards 5' slot presentation during one of the HbbTV Demo Live	 Company mentioned as Technology Sponsor during the HbbTV Digital events Company logo in the press release 1/2 page of Company profile on the Symposium brochure Company logo on Symposium website – Bronze Sponsor
	(HbbTV non-member: €3,500/€5,000) Company mentioned in the HbbTV Symposium Opening Ceremony A delegate participation in a roundtable at HbbTV Symposium Digital Experience Company logo in the press release 1 page of Company profile on the Symposium brochure Company logo on Symposium website − Silver Sponsor 1 pass for the HbbTV Symposium and Awards 5' slot presentation during one of the



Other Promotional Opportunities



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





Coffee Break Light Lunch Wi Fi Connection **Room Branding Corporate Gadget** VIP Package **CEO** Interview **Awards Sponsor**

Cost: to be discussed – please contact us







Booth – Basic Package



#	Item	Platinum	Diamond	Gold	
Basic Package					
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





Symposium Tickets



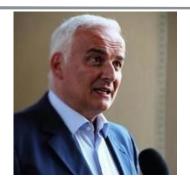
Ticket	Members Price	Non-Members Price	Date
Early Bird	170 €	200 €	Until 30 th Sep
Full Fee	250 €	280 €	From 30 th Sep







Book Your Sponsorship Package - Contact Us! everyone



Andrea M. Michelozzi

andrea@dimecomunica.com +34 611 048 295 +39 338 1827 877









Angelo Pettazzi
angelo.pettazzi@kineton.it
+39 335.7614596



Jessica Di Costanzo

segreteria@comunicaredigitale.it

