

# **Innovation Day**

Innovative technologies for your paywall, 3 December 2013, Malmö, Sweden



## Speaking and exhibition opportunities

For tech providers and start-ups we offer the following two options to participate:

# **Gold Sponsor** available.

slots

Present one of your case studies to the audience and benefit from the opportunity to underline your innovative offer for a successful paywall. Duration per speaker slot is 15 minutes. Only 3 slots available (first come-first served).

#### WAN-IFRA members EUR 2,490.- + VAT **Non-members EUR 2,990.- + VAT**

Included: 2 entry tickets for the Innovation Day, your company logo and profile on the website, display of promotional material on-site.

### **Silver Sponsor**

Participate in the Innovation Day and meet decision makers from media companies in the Nordics. Only 10 entry tickets available for suppliers (first come-first served)!.

#### WAN-IFRA members EUR 590.- + VAT 790.- + VAT **Non-members EUR**

Included: 1 entry ticket for the Innovation Day, your company logo and profile on the website, display of promotional material on-site.

Benefit from these promotion and networking possibilities!

### **Publishing meets technology**

Join the networking platform that brings together established suppliers, upcoming tech companies and decision-makers from the publishing industry. Hands-on presentations will focus on smart paywall strategies and powerful technologies to support them. Also benefit from the possibility to disuss this hot topic with the experts and make valuable contacts.

### On the agenda (14h - 20h):

- "Only what you charge for has a value": Providing value and other conditions for a working paywall
- Your checklist: What paywall technology can offer and what not
- Available paywall technologies and how they support different paywall strategies (3 case studies)
- Reach increase, promotional activities, new business opportunities: Additional benefits from paywall technologies
- Experiences and success stories: Discussions between publishers and suppliers

#### **Participants:**

CIOs, CTOs, Managing Directors, Editors-in-Chief, Business development executives from publishing houses as well as tech providers, start ups and agencies.

#### What suppliers say about this event:

"I appreciated a lot the high level of attendees and the interesting presentations. [...] I liked this format a lot, very easy and focused and with the right number of people in order to network, and with the right time to do it." Andrea Bovarini, Neodata Group, Italy

#### **Contact:**

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# Innovation Day: Innovative technologies for your paywall

3 December 2013, Malmö, Sweden

# **Registration form**

Please complete this contract and send or fax to:

WAN-IFRA CH · Washingtonplatz 1 · 64287 Darmstadt, Deutschland · Tel. + 49.6151.733-6 · Fax +49.6151.733-802 · joerg.topel@wan-ifra.org

We herewith book the following:	Payment details (please select a method of payment):
☐ Gold Sponsor	Please send me an invoice. Invoice address:
Our topic:	Company
Our speaker:	Fullname
WAN-IFRA members EUR 2,490.— + VAT Non-members EUR 2,990.— + VAT Including: a 15 minutes presentation, 2 entry tickets for the Innovation Day, your company logo and profile on the website, display of promotional material on-site.	Position  Street Postal code city  CountryVAT
☐ Silver Sponsor	No Please debit my credit card
WAN-IFRA members EUR 590.— + VAT Non-members EUR 790.— + VAT Including: 1 entry ticket for the Innovation Day, your company logo and profile on the website, display of promotional material on-site.	American Express Visa Euro-/Mastercard Diners  Card No.
Company address	valid until Card Security Code (CSC/CVC) Card Holder
Company name	Signature
Our company name should appear under in all lists of exhibtors.	· ·
Address	The present contract shall be subject exclusively to the WAN-IFRA CH conditions of contract listed in the following. In the event of these containing conflicting regulations, the first-named conditions shall prevail in each case: 1. The special contract
Contact	conditions below. / 2. The general WAN-IFRA CH exhibition conditions.  The exclusive place of jurisdiction for all disputes between the parties arising from
Position	this contract is Darmstadt/Germany. The contract is subject exclusively to German law.
Telephone Fax	by signing this contract I accept the general terms and conditions of WAN-IFRA.
E-mail	-
Web site	-
We are WAN-IFRA Member  yes no	Place and Date Signature and company stamp

## **Special Contract Conditions**

#### 1. Terms of Payment

The invoices for participation will be sent out from WAN-IFRA CH, Darmstadt. They are payable on receipt of invoice. The booking is only confirmed after payment of the invoice.

#### 2. Cancellation

In the case of cancellation the full amount shall become due.

Notices of cancellation of participation will be accepted in written form only.