

# 2017

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Sponsoring Bundles &  
Pricelist



# SPONSORING PACKAGES

The **Lokalrundfunktage** offer their sponsors a numerous variety of options for promotion and presentation. Become the center of attention prior to the event and on the spot.

Act as Premium or Gold Sponsor at the Lokalrundfunktage and get a free exhibition space to present your company and products within the scope of our fair.

There are even more options to present your company:

- Become sponsor of the Medienfest and the Medienparty
- Provide the attendees with Wi-Fi
- Treat the attendees to coffee, snacks or fruit
- Take out an ad on our website, the print programme or digital newsletter
- Provide the attendees with branded notepads and pens

**We are happy to help implementing your own individual ideas!**

## EXHIBITION SPACE

The exhibition space is located at NCC Ost, a new block of buildings of NürnbergMesse:

With more than 1400m<sup>2</sup>, Sidney hall on the 1st floor offers an attractive representative space for your company.

## TARGET AUDIENCE

Introduce your products and offers to a professional public and meet qualified experts in media and broadcasting. Lokalrundfunktage is an established platform to build new trade contacts and business connections as well as an ideal possibility to position your company.

## STAND LAYOUT

You have the options of choosing between a typical exhibition stand and an individual presentation area to attract the attendee's attention. Estaminets and bars, a lunch-buffet and numerous stand-up tables provide a welcoming atmosphere.

## WE OFFER:

- Cost-saving exhibition space: € 100,-/m<sup>2</sup> + VAT
- Free Wi-Fi for your stand
- Your company logo on our website
- Your company logo in the Lokalrundfunktage programme (print run 1.200)
- Free event passes and tickets for the Medienfest:
  - ▶ From 6m<sup>2</sup>: 1 Two-day pass incl. Medienfest
  - ▶ From 9m<sup>2</sup>: 2 Two-day passes incl. Medienfest

If you need an exhibition stand, furniture or anything else to design your company's appearance, you can book equipment directly via NürnbergMesse – your order will then be delivered straight to your exhibition space. In case you have fair equipment of your own, you

# SPONSORING PACKAGES

## SPONSORING ALL-INCLUSIVE BUNDLES

<h3>SILVER PACKAGE</h3> <p><b>Branding</b></p> <ul style="list-style-type: none"><li>■ Company logo on Lokalrundfunktage.de</li><li>■ Company logo in the Lokalrundfunktage programme (print run 1200)</li><li>■ Company logo in the print flyer (print run 2500)</li><li>■ Company logo on every roll up in the workshop rooms</li><li>■ Company logo on every screen at NCC OST and in the workshop rooms</li></ul> <p><b>Tickets</b></p> <p>You receive two tickets for the Lokalrundfunktage and the Medienfest – more tickets at a preferential price</p> <p>€ 3.000,- + 19% VAT</p>	<h3>GOLD PACKAGE</h3> <p><b>Exhibition</b></p> <ul style="list-style-type: none"><li>■ 9m<sup>2</sup> of exhibition space</li><li>■ Free Wi-Fi</li></ul> <p><b>Branding</b></p> <ul style="list-style-type: none"><li>■ Company logo on all conference bags</li><li>■ Company logo on Lokalrundfunktage.de</li><li>■ Company logo in the Lokalrundfunktage programme (print run 1200)</li><li>■ Company logo in the print flyer (print run 2500)</li><li>■ Company logo on every roll up in the workshop rooms</li><li>■ Company logo on every screen at NCC OST and in the workshop rooms</li></ul> <p><b>Tickets</b></p> <p>You receive three tickets for the Lokalrundfunktage and the Medienfest – more tickets at a preferential price</p> <p>€ 4.000,- + 19% VAT</p>	<h3>PREMIUM PACKAGE</h3> <p><b>Exhibition</b></p> <ul style="list-style-type: none"><li>■ 16 m<sup>2</sup> of exhibition space</li><li>■ Free Wi-Fi</li></ul> <p><b>Branding</b></p> <ul style="list-style-type: none"><li>■ Company logo on Lokalrundfunktage.de</li><li>■ Company logo in the Lokalrundfunktage programme (print run 1200)</li><li>■ Company logo in the print flyer (print run 2500)</li><li>■ Company logo in every newsletter prior to and after the event (at least 4 mailings to more than 5000 contacts)</li><li>■ Company logo on every roll up in the workshop rooms</li><li>■ Company logo on every screen at NCC OST and in the workshop rooms</li></ul> <p><b>Tickets</b></p> <p>You receive four tickets for the Lokalrundfunktage and the Medienfest – more tickets at a preferential price</p> <p>€ 5.000,- + 19% VAT</p>
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# SPONSORING PACKAGES

## MORE SPONSORING BUNDLES

### MEDIENFEST & MEDIENPARTY

#### Branding

- Company logo on Lokalrunfunktage.de
- Company logo in the Lokalrundfunk-tage programme (print run 1200)
- Company logo in the print flyer (print run 2500)
- Your Advertising Media at the Medienfest and the Medienparty at "Mach1"

#### Tickets

You receive **four tickets** for the Lokalrundfunktage and the Medienfest – more tickets at a preferential price

€ 4.000,- + 19% VAT

### MEDIENFEST

#### Branding

- Company logo on Lokalrunfunktage.de
- Company logo in the Lokalrundfunk-tage programme (print run 1200)
- Company logo in the print flyer (print run 2500)
- Your Advertising Media at the Medienfest

#### Tickets

You receive **two tickets** for the Lokalrundfunktage and the Medienfest – more tickets at a preferential price

€ 3.000,- + 19% VAT

### MEDIENPARTY

#### Branding

- Company logo on Lokalrunfunktage.de
- Company logo in the Lokalrundfunk-tage programme (print run 1200)
- Company logo in the print flyer (print run 2500)
- Your Advertising Media at the Medienparty at "Mach1"

#### Tickets

You receive **two tickets** for the Lokalrundfunktage and the Medienfest – more tickets at a preferential price

€ 2.500,- + 19% VAT

### COFFEE

2-day total package for all coffee breaks during LRFT

#### Branding

- Your Advertising Media at every estaminet of NCC Ost

#### Tickets

You receive **two tickets** for the Lokalrundfunktage and the Medienfest – more tickets at a preferential price

€ 2.000,- + 19% VAT

# SPONSORING PACKAGES

## MORE SPONSORING BUNDLES

<h3>CORPORATE PRESENTATION</h3> <p>Organize your own workshop or introduce your company at the Lokalrundfunktage</p> <p><b>Branding</b></p> <ul style="list-style-type: none"><li>■ Company logo on Lokalrundfunktage.de</li><li>■ Company logo in the Lokalrundfunktage programme (print run 1200)</li><li>■ We provide a workshop room plus the necessary equipment (screen, projector, audio, seating,...)</li><li>■ Your Advertising Media in the workshop room</li></ul> <p><b>Tickets</b> You receive two tickets for the Lokalrundfunktage and the Medienfest – more tickets at a preferential price</p> <p><b>€ 3.000,- + 19% VAT</b></p>	<h3>LUNCH</h3> <p>Optionally for one day or both conference days</p> <p><b>Branding</b></p> <ul style="list-style-type: none"><li>■ Company logo on every screen at NCC Ost and in the Workshop rooms</li><li>■ Your Advertising Media at every food counter at NCC Ost</li></ul> <p><b>Tickets</b> You receive two tickets for the Lokalrundfunktage and the Medienfest – more tickets at a preferential price</p> <p>First day: <b>€ 3.000,- + 19% VAT</b> Second day: <b>€ 1.500,- + 19% VAT</b> Both days: <b>€ 4.000,- + 19% VAT</b></p>	<h3>BREAKFAST</h3> <p>2-day total package for all breakfast breaks during LRFT</p> <p><b>Branding</b></p> <ul style="list-style-type: none"><li>■ Your Advertising Media at every food counter at NCC Ost</li></ul> <p><b>Tickets</b> You receive two tickets for the Lokalrundfunktage and the Medienfest – more tickets at a preferential price</p> <p><b>€ 1.000,- + 19% VAT</b></p>	<h3>PICK-ME-UPS</h3> <p>2-day total package for several kinds of fruit during LRFT</p> <p><b>Branding</b></p> <ul style="list-style-type: none"><li>■ Your Advertising Media at every fruit stand at NCC Ost</li></ul> <p><b>Tickets</b> You receive two tickets for the Lokalrundfunktage and the Medienfest – more tickets at a preferential price</p> <p><b>€ 500,- + 19% VAT</b></p>
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### WI-FI

Provide the attendees with Highspeed Wi-Fi

#### Branding

- Company logo on Lokalrundfunktag.de
- Company logo in the Lokalrundfunktag programme (print run 1200)
- Company logo on every screen at NCC OST and in the workshop rooms

#### Tickets

You receive two tickets for the Lokalrundfunktag and the Medienfest – more tickets at a preferential price

€ 2.000,- + 19% VAT

### CONFERENCE BAGS

#### Branding

- Company logo on all conference bags
- Company logo on Lokalrundfunktag.de
- Company logo in the Lokalrundfunktag programme (print run 1200)
- Company logo on every screen at NCC OST and in the workshop rooms

#### Tickets

You receive two tickets for the Lokalrundfunktag and the Medienfest – more tickets at a preferential price

€ 2.000,- + 19% VAT

### PENS AND NOTEPADS IN CONFERENCE BINDER

#### Branding

- Company logo on pens and notepads

#### Tickets

You receive two tickets for the Lokalrundfunktag and the Medienfest – more tickets at a preferential price

€ 2.000,- + 19% VAT

### LANYARDS

#### Branding

- Your company logo on the lanyards is carried by all attendees and is ever present.

#### Tickets

You receive two tickets for the Lokalrundfunktag and the Medienfest – more tickets at a preferential price

€ 2.000,- + 19% VAT

# SPONSORING PACKAGES

## MORE SPONSORING BUNDLES

### PRESS CENTRE

**Branding**

- Your Advertising Media at the press centre at NCC Ost
- Company logo on Lokalrundfunktage.de
- Company logo in the Lokalrundfunktage programme (print run 1200)
- Company logo on every screen at NCC OST and in the workshop rooms

**Tickets**  
You receive **two tickets** for the Lokalrundfunktage and the Medienfest – more tickets at a preferential price

€ 2.000,- + 19% VAT

### ADVERT IN THE PROGRAMME

**Branding**

- Company logo on Lokalrundfunktage.de
- Company logo in the Lokalrundfunktage programme (print run 1200)

**Tickets**  
You receive **one or two free tickets** for the Lokalrundfunktage and the Medienfest (depending on the package) – more tickets at a preferential price

1 right page:	€1.750,- + 19% VAT
½ right page:	€1.000,- + 19% VAT
1 left page:	€1.500,- + 19% VAT
½ left page:	€750,- + 19% VAT

### ADVERT IN THE NEWSLETTER

**Branding**

- Company logo in the newsletter prior to and after the event (to more than 5000 contacts)

**Tickets**  
You receive **one or two free tickets** for the Lokalrundfunktage and the Medienfest (depending on the package) – more tickets at a preferential price

One-time advert:	€750,- + 19% VAT
Two adverts:	€1.250,- + 19% VAT

### LEAFLET IN THE CONFERENCE BINDER

**Branding**

- Your leaflet in every conference binder

**Tickets**  
You receive **one free ticket** for the Lokalrundfunktage and the Medienfest - more tickets at a preferential price

€ 1.000,- + 19% VAT

### AD BANNER ON WWW.LOKALRUNDFUNKTAGE.DE

**Branding**

- Your ad at lokalrundfunktage.de (220x146 px)

**Tickets**  
You receive **one free ticket** for the Lokalrundfunktage and the Medienfest - more tickets at a preferential price

€ 500,- + 19% VAT

Since 1993 the **Lokalrundfunktage** in Nuremberg is an annual industry meeting for local and regional broadcasting: about 1200 attendees from the world of media and broadcast catch up on the sector's trends, technologies and products.

The two-day event is a forum approaching visions of broadcasting media, everyday troubleshooting and gives room for a brisk exchange of ideas. The program contains workshops, panel discussions and lectures from about 90 national and international speakers.

Workshops introduce trends on the broadcasting market, provide a great deal of discussion about developments of program and marketing and inform about the sector's novelties.

The presentation of both the BLM award for radio and television will take place during the Opening Event of the Lokalrundfunktage, just like the publication of the Funkanalyse Bayern 2016.

With the Medienfest and the following party at Mach1 in Nuremberg's scenic old town, we offer a relaxed atmosphere to socialize.

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**Date:**

Tuesday, 4 July 2017 | 9.00 a.m. – 5.30 p.m.  
Wednesday, 5 July 2017 | 9.00 a.m. – 4.00 p.m.

**Location:**

NCC Ost MesseNürnberg

[www.lokalrundfunktage.de](http://www.lokalrundfunktage.de)

For any further information please get in touch with:

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**EXHIBITION**

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**SPONSORING BUNDLES**

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