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INMA 2024 SUBSCRIPTIONS SUMMIT

Come connect with your audience of premium news media subscription & engagement executives on February 26 – March 1, 2024 at the most important subscriptions event.

CONNECT WITH YOUR NEWS MEDIA SUBSCRIPTION AUDIENCE IN PERSON

Welcome to the seventh annual Media Subscriptions Summit! Come connect with your audience of premium news media subscription & engagement executives February 26 – March 1 at 2024’s most important subscriptions event, the INMA Media Subscription Summit.

At the International News Media Association, we understand the importance of connecting quality solution providers to news media industry decision makers. That’s why we’re offering an array of interactive opportunities – seminars, the Networking Lounge, Brainsnack presentations, and exclusive sponsorship options – at the INMA Media Subscription Summit and Study Tour in New York.

After its success in 2023 with +350 attendees, INMA comes back to New York to host the 2024 Subscription Summit. The Summit brings news media executives to you for one-on-one discussions, workshops, demos, presentations, and exclusive sponsorship opportunities during the early morning breaks, tea and coffee breaks, welcome reception, and speakers’ dinner.

YOUR HARD-TO-REACH AUDIENCE WILL MEET IN NEW YORK NEXT MARCH

Leaders and decision makers in the news media industry will gather at the 2024 INMA Media Subscriptions Summit to stay up-to-date on subscription & retention strategies, leveraging data & AI for audience engagement, the science behind bundling and how to direct relationships with customers to avoid disruptions.

These professionals are looking for tools, products, and services to level-up subscription models, to create engaging content that keeps people returning to their digital platforms, to understand their data and flip it to actionable, smart ways to grow their audience, brand, revenue, and more.

This is your opportunity to show your solutions to your current and potential clients, and to continue supporting their purpose to do more with the media products and services you provide.
**WHY THEY ATTEND**

“Good networking and exchange opportunities, good presentations with interesting learnings. It was interesting to learn how other publishers work and what experiences they have gained.”

“It was a wonderful event. I liked how it was a place to gather to see how we all struggle with similar challenges, exchange learnings and opinions, discuss, network and learn more.”

“Presentations were interesting, and most of the networking opportunities the event gives, are valuable.”
On Friday, March 1, 2024, solution partners can host a topic-related seminar. Proven very successful in years past, the seminar topics will mainly focus on best practices of the consumer subscription journey. Only 6 (six) opportunities available during the morning. Availability based on first-signed, first-served.

HOST A TOPIC-RELATED SUMMIT SEMINAR

Topics
- Best practices in forming news habits and value nurturing
- Tools for driving registration, conversion, and retention
- Benchmarking subscriber funnels
- Secrets of effective marketing automation
- The art and science of experimentation
- Real-life applications of generative AI in news marketing

Details:
- Seminar total duration time: 75 minutes
- Full presentation to be delivered to INMA by February 7th; must meet INMA Content Neutrality Guidelines, INMA maintains full approval.
- Seminar sponsor to work with INMA Curator on quality programming and propose subject experts. INMA strongly encourages seminar sponsors to invite clients to present case studies.
- Sponsor experts shall provide practical value — insight, advice, examples that can be immediately used by the participants.

SEMINAR SPONSORSHIP FEE
US$11,000 - SOLD OUT

Only available to Solution Partners who are INMA corporate members.

Includes:
- INMA to distribute your printed white paper or report to Seminar attendees (document to be provided by the Sponsor)
- Company branding
- Event Web site
- Event on-site signage
- Digital/mobile guide
- Event e-mail marketing messages
- Seminar to be labelled as “brought to you by (Company Name)”
- One full-conference registration and INMA Membership (Valued at $2,195)
BRAINSNACKS

Your team wants to get its message out to INMA’s Subscription Summit attendees, but there’s only so much space on our news-media-to-news-media-professional stage. Now, you can make presentations on the plenary hall stage during early morning breakfasts and lunches in the Auditorium Plenary Hall. **Three slots available** (two on Wednesday, one on Thursday)

Brainsnack Presentations in Auditorium Hall at DotDash Meredith Center includes:

- 10-minute (including Q&A), fast-paced, engaging presentation
- Full presentation to be delivered to INMA by February 7th; must meet INMA Content Neutrality Guidelines, INMA maintains full approval.
- Featured description of your presentation in the on-site printed programme and on Web Site (deadlines apply)
- Advertising on INMA’s Website - enjoy three months of advertising (deadlines apply)
- Presentation to be labelled as “brought to you by (Company Name)”
- Company branding
- Event Web site
- Event on-site signage
- Digital/mobile guide
- Event e-mail marketing messages
- One break slide displayed during breaks in plenary session hall
- One full-conference registration and INMA Membership (Valued at $2,195)

**BRAINSNACK PRESENTATION FEE**

US$10,000

Only available to Solution Partners who are INMA corporate members.

Details:

- Sponsor presentation shall provide practical value — insight, advice, examples that can be immediately used by the participants.
NETWORKING LOUNGE

The DotDash Meredith Center will host the Networking Lounge at the INMA Subscription Summit, with a capacity of up to 10 (ten) exhibition spaces for publisher solution providers. Early morning tea and coffee and networking breaks will be served in this area. In this place you can showcase your company, set up meetings to discuss your products and services, and interact with customers and prospects.

Includes:
- Two exhibitor personnel for the Exhibitor Space only
- Passes inclusive of morning coffees, networking breaks, lunches held in exhibit space area
- Exhibit space, inclusive of table and two chairs
- One break slide displayed during breaks in plenary session hall
- Company branding
- Event Web site
- Event on-site signage
- Digital/mobile guide
- Event e-mail marketing messages
- One full-conference registration (Valued at $2,195)

EXHIBIT SPACE FEE

US$8,500

Only available to Solution Partners who are INMA corporate members.
The 2024 INMA Subscription Summit offers six (6) additional sponsorship options in one power-packed week. Beyond our listed sponsorship options, talk to the INMA team to come up with a tailored engagement plan that meets your needs of connecting with your current and potential clients.

Activity Sponsorships

- US$15,000 Welcome Reception branded as Platinum Sponsorship
- US$15,000 Study Tour Dinner (sponsorship option available once)
- US$15,000 Study Tour Lunch (sponsorship option available twice)

Exclusive Sponsorship Options
(sponsorship options available once)

- US$12,000 4 person work station
- US$10,000 Lanyard sponsor
- US$8,000 WiFi sponsor
- US$8,000 Water dispenser sponsor
INMA TEAM & YOU

Our primary goal at INMA is to get to know solution providers helping the news media industry thrive in a multi-channel ecosystem. We want to know: What are your sales goals for the coming year? INMA offers plenty of opportunities aimed at ensuring news media companies keep pace with innovations affecting the industry. We believe that Solution Providers can help by sharing and engaging with the INMA audience. We are open to suggestions and working with you in new ways.

TO DISCUSS THESE OPPORTUNITIES IN DETAIL, PLEASE CONTACT:

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Media Subscriptions Summit
February 26–March 1, 2024 • New York
INMA CURRENT SOLUTION PROVIDERS

Adwonce • Chartbeat • Google News Initiative • naviga • Responsive Ads • Stibo DX

Arcxp • CRUX • layout international • News Factory • Tipser • United Robots

AT Internet • Fewcents • International Efficiency Redefined • Notix • YieldBird

Bloomberg • Flowplayer • Mather: On the Dot • Sailthru • Smartico

Media Distribution • Froomle • Meta • Sailingthru • SmartOcto

Blueconic • FT Strategies • MPP Global Solutions • Piano • Sophi

CeleraOne

INMA PREVIOUS SPONSORS AND SUPPORTERS

Adperfect • Advantage CS • Algolia • Amdocs • Bloomberg • BPA • Brainworks • Chartbeat • Dataminr • Deep.BI • EidosMedia • Google • Iceman Media Hub

Lineup • Magnet • Mediaspectrum • Meta • Minacs • Naviga • Nughif • Ownlocal • PageSuite • Parse.ly • Piano • Protecmedia • RAM • Redweb • Reuters

SailThru • SendtoNews • Stibo DX • Storyful • Tecnavia • Viafoura • Videolicious • Vindicia
The International News Media Association (INMA) is all about embracing the best business practices to sustain impactful journalism. Our members and the news media industry at large need connections to a cadre of Solution Providers to ensure they grow revenue, brand, audience, and strategy.