SPONSORSHIP PROSPECTUS
WORLD CONGRESS • APRIL 22-26, 2024
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**WORLD CONGRESS OF NEWS MEDIA**

April 22-26, 2024 • London

Conference + Workshops + Study Tours + Awards
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.
OPPORTUNITIES AT A GLANCE

At the International News Media Association, we understand the importance of connecting quality solution providers to industry decision-makers. That’s why INMA offers the stage and an interactive exchange space, exhibitions, workshops, receptions, and even dinners.

YOUR BUSINESS PLATFORM TO REACHING INTERNATIONAL NEWS MEDIA EXECUTIVES IN ONE PLACE

Reaching 400+ decision-makers from the leading news media companies from 40+ countries in today’s environment is a daunting task. Yet what if they all converged in one location for 3+ days and actively expressed interest in your company’s services? Would that save you a lot of time and money? Would that be an efficient use of your finite resources?

The INMA World Congress April 22-26, 2024, in London, will do just that. This brochure outlines the opportunities to connect with the right people at the right companies.

We have packages. We have à la carte options. And we want your company’s success.
The INMA World Congress of News Media is your business platform for reaching international news media executives. At INMA’s foremost conference, we understand the importance of connecting decision-makers in the news media industry with up-to-date strategies, trends, and revenue streams.

This is an exceptional opportunity to present your solutions to our unique audience. This audience also includes all the regions you are looking to reach.
NETWORKING LOUNGE

INMA World Congress sessions will be held at the Queen Elizabeth II Centre Wednesday and Thursday, April 24-25 with Friday, April 26, featuring INMA Workshops. The Networking Lounge showcasing the news industry’s short-list of outstanding service providers will be Wednesday to Thursday – compact time, maximum impact, and access to a hard-to-reach, elite international audience in an unparalleled, renowned setting. At minimum, you need to be in the room. At maximum, work with INMA to activate your exhibit and presence.
The Queen Elizabeth II Centre will host the INMA World Congress of News Media 2024, with various networking opportunities for solution providers to showcase their solutions and products to c-level media executives looking to grow audience, brand, and revenue.

**NETWORKING OPPORTUNITIES**

**NETWORKING LOUNGE**
Queen Elizabeth II Centre  
April 24-25, 2024

The Networking Lounge showcasing the news industry’s short-list of outstanding service providers will be Wednesday and Thursday – compact time, maximum impact, and access to a hard-to-reach, elite international audience in an unparalleled, renowned setting.

**WELCOME RECEPTION**
Tower of London  
April 23, 2024

INMA will have exclusive access to the Crown Jewels, to the White Tower to view exhibits, and the New Armouries for the cocktail reception. Sponsor this evening, and associate your brand with a global icon.

**GLOBAL MEDIA AWARDS DINNER**
Victoria and Albert Museum  
April 25, 2024

The Global Media Awards have become among the most cherished and passionate in the news media industry. Sponsor the dinner or sponsor the awards themselves, and tie your brand to a commitment to excellence in an iconic venue.

*Only available to Solution Partners who are INMA corporate members*
INMA workshops represent an exceptional chance for your company to get in front of INMA media executives aimed at sharing market trends, best practices, and strategies on key industry topics in a fast-paced business.

**NEWSPRINT TRANSFORMATION WORKSHOP**
April 26, 2024

How to bring newsrooms into the business of news is the focus of this half-day workshop. We will hear case studies on transformation, culture change, and bending newsrooms away from legacy practices to digital best practices. We will hear who is creatively embracing data to make content decisions. We will learn more about KPIs, retraining programmes that work, and more on how and retain those audiences. US$20,000

**PRODUCT & TECH WORKSHOP**
April 26, 2024

Technological progress has never been so fast. How do news media companies stay nimble to create and pivot products in this ever-moving environment? That will be the subject of this half-day workshop curated by Jodie Hopperton. We will hear how product teams and technology teams are increasingly working together. And we will hear best practices in apps, video, and audio. US$20,000

**GENERATIVE AI WORKSHOP**
April 26, 2024

Generative AI has taken the news industry by storm. By the London World Congress, speculation and theories will be a thing of the past. In this half-day workshop, INMA will pepper the stage with use cases and candid discussions of what works and doesn’t work – borrowing heavily from the great experiments taking place at INMA member companies around the world. US$20,000

**SUBSCRIPTIONS WORKSHOP**
April 26, 2024

Where subscriptions are going next for news media is the focus of this half-day workshop curated by Readers First Initiative Lead Greg Piechota. During this case study-driven workshop, we will look at engaging under-represented segments, data-driven tactics to reduce churn, nurturing habits with state-of-the-art subscriber onboarding, and maximising the value of subscriptions for consumers. US$20,000

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**WORKSHOP OPPORTUNITIES**

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**ONLY AVAILABLE TO SOLUTION PARTNERS WHO ARE INMA CORPORATE MEMBERS**

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**READY TO SUPPORT? CLICK HERE FOR SPONSORSHIP OPTIONS**

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PACKAGES AVAILABLE

The INMA World Congress of News Media offers six 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.

**Workshops on Friday, April 26**

**Choose a workshop USD$20,000**

- Sponsor presentation time: 15 minutes including Q&A
- INMA to distribute your printed white paper or report to workshop attendees
- Company branding on event Web site and event e-mail marketing messages
- Event on-site signage
- Digital/mobile guide
- Workshop to be labelled as “brought to you by (Company Name)”
- One full conference registration and INMA Membership (Valued at $2,165)

**Details:**

Workshop total duration time: 2.5 hours. Sponsor presentation time: 15 minutes including Q&A. INMA strongly encourages that its commercial partners to structure their presentations to be held by a sponsor speaker together with a customer. Full presentation to be delivered to INMA by March 10th. MUST meet INMA Content Neutrality Guidelines. INMA maintains full approval.

Workshop sponsor to work with the INMA team on quality programming and propose subject experts. INMA strongly encourages workshop sponsors to invite clients to present case studies.

Sponsor experts should provide practical value of use to workshop participants — insight, advice, examples that can be immediately used by the participants.

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**Networking Lounge**

**Bronze USD$10,000**

As described below

**Silver USD$15,000**

As described below, plus the option to choose one of the three available coffee break sponsorships or one of the two available lunch sponsorships

**Gold USD$20,000**

As described below, plus the option to choose one available Networking Lounge reception sponsorship or one lanyard sponsorship

**Details:**

- Two exhibitor personnel for the networking lounge only
- Passes inclusive of morning coffees, networking breaks, lunches held in exhibit space area
- Exhibit space (3m x 3m), inclusive of table and two chairs
- One break slide displayed during breaks in plenary session hall
- Company branding on event Web site
- Event on-site signage
- Digital/mobile guide
- Branding included in event e-mail marketing messages

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**Activity Sponsorships:**

**Welcome Reception USD$80,000**

branded as Platinum Sponsorship

**Awards Ceremony USD$80,000**

branded as Platinum Sponsorship

**Lanyards Sponsor USD$15,000**

**Barista Coffee Cart USD$15,000**

**Networking Reception USD$12,000**

**WiFi Sponsor USD$8,000**

**Water Dispenser Sponsor USD$8,000**
INMA TEAM & YOU

Our primary goal at INMA is to get to know Solution Providers. 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 their 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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