



ANGA COM

**Exhibition and Conference for
Broadband, Television & Online**

10 - 12 May 2022, Cologne/Germany

Sponsorship and Promotion Options

www.angacom.de

OVERVIEW: Sponsorship and Promotion Options

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Designation as Main Sponsor

The sponsor will be named as one of a maximum of eight sponsors of ANGA COM by displaying the sponsor's company logo:

- on the homepage of the website www.angacom.de
- in the ANGA COM e-mail newsletter (sent approximately once a month in the run-up to the event and as "ANGA COM Daily" on all three days of the event to more than 30,000 international recipients each time)
- in the programme brochure
- in the official ANGA COM app
- on a sponsor name plate on-site

As a further option, a ticket contingent for the conference and the ANGA COM Night can be included.

Availability on request

from 15,000.-- € plus VAT

Sponsoring ANGA COM Night

The evening event ANGA COM Night will take place at the restaurant “Rheinterrassen“ on Tuesday, 10 May 2022. The sponsoring includes:

- The sponsor will be named as one of a maximum of eight sponsors by displaying the company logo on the subpage “ANGA COM Night” on the website www.angacom.de, on the evening event’s entrance tickets and on two sponsor name plates on-site
- 6 free entrance tickets to the ANGA COM Night

Available: 6 (of a total of 8)

6,000.-- € plus VAT



Sponsors of the ANGA COM Night are entitled to **book additional services**, e.g. branding of the buffet, bar, mobile ice box or shuttle service as well as distribution of giveaways

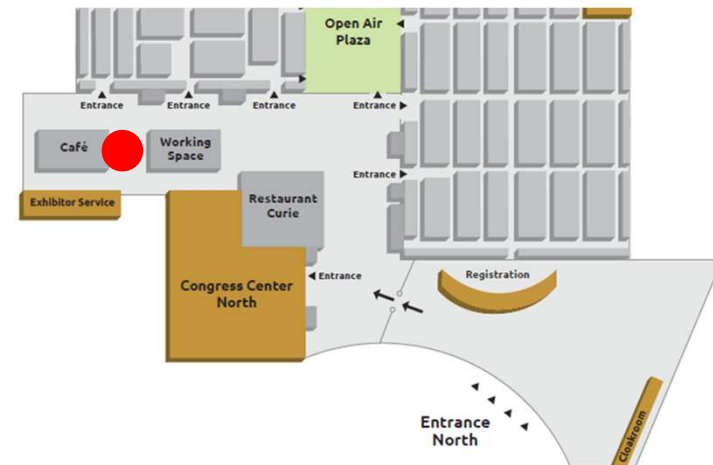
Availability and prices on request

Branding Café (Boulevard)

- Branding of the café on the exhibition boulevard used by all participants by displaying the company logo of the advertising partner on the back wall of the café as well as on table displays in the café
- Costs for the construction, branding and operation of the café are included in the price

Available: 1

10,000.-- € plus VAT



Snack Bar (Conference Lounge)

- Use of an area in the conference lounge for the operation of a snack bar on all three days of the event by the advertising partner
- Branding of the bar (e.g. roll-up banner, display, carpet) and snacks (e.g. napkins) by the advertising partner
- Labeling of a conference break in the programme brochure with the logo of the advertising partner as well as the note "Meet company XYZ"
- Issue of sweet and/or savoury snacks (e.g. sandwiches, soft pretzels, cakes, fruits, vegetable sticks) to the conference attendees
- Construction, furnishings, snacks, staff and operation of the bar by the advertising partner
- Approval of the branding concept by the organizer

Available: 1



10,000.-- € plus VAT

Branding Soft Drinks & Coffee Bar (Conference Lounge)

- Branding of the soft drinks & coffee bar in the conference lounge by displaying the company logo of the advertising partner on table displays
- Possibility for the advertising partner to lay out information material (maximum size DIN A4) in a brochure rack and set up a roll-up banner/display (maximum size 100 cm x 250 cm) at the bar
- Costs for the construction and operation of the bar as well as for the drinks (coffee and soft drinks), also for the rent and provision of the brochure rack are included in the price
- Booking is possible per day

Available: 3

4,000.-- € plus VAT (per day)



Snack to Go (Conference Lounge)

- Mobile distribution of snacks (sweet and/or savoury, e.g. croissants, donuts, popsicles or mini salamis) to the conference attendees
- Operation on all three days of the event
- Branding of the snacks (e.g. wrapping, napkins) by the advertising partner
- Snacks and promotion staff (max. 2 persons) by the advertising partner

Available: 1

3,000.-- € plus VAT



Branding Participant Lanyards

- Branding of the participant lanyards by displaying the company logo of the advertising partner together with the logo of ANGA COM
- The organizer coordinates the production of the lanyards in agreement with the advertising partner

Available: 1

Price on request



Outside Banner (Entrance North)

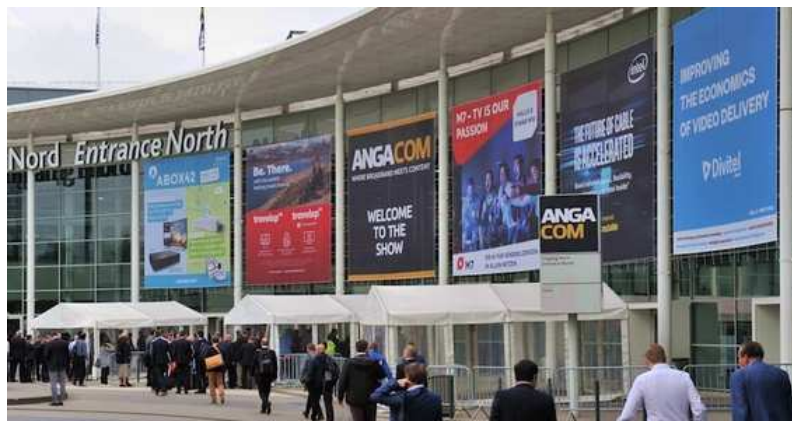
Placement of a banner at the Entrance North*

- Dimensions: width 6.00 m x height 6.00 m / material: PVC net vinyl, B1 / manufacture: hemmed all around, eyelet is fitted every 50 cm
- Costs for production, construction and dismantling are included in the price
- Advertising partner provides the artwork (printing data requirements: fonts, logos and pictographs must be placed at least 12 cm from the edge (top and bottom) for the eyelets)

Available: 7 (of a total of 9, one banner per exhibitor possible)

4,800.-- € plus VAT

* Offer is subject to the booking of at least 3 exhibitors and the feasibility of Koelnmesse



Inside Banner suspending from the Ceiling (Boulevard)

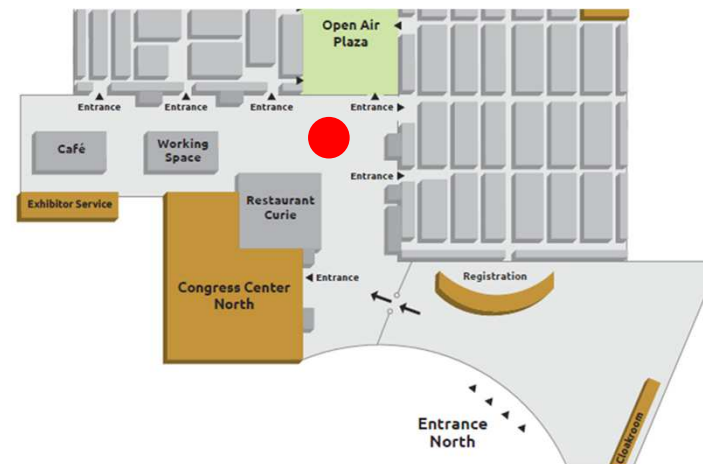
Banner in the highly frequented exhibition boulevard, suspending from the ceiling*

- Dimensions: width 5.00 m x height 3.00 m / material: PVC blackout, B1, printed on both sides / manufacture: hemstitch for a 30 mm tube at the top and the bottom
- Costs for production, construction and dismantling are included in the price
- Advertising partner provides the artwork (printing data requirements: fonts, logos and pictographs must be placed at least 12 cm from the edge (top and bottom) for the eyelets)

Available: 1 (of a total of 6)

4,300.-- € plus VAT

* Offer is subject to the feasibility of Koelnmesse



Inside Banner Hall Wall (Boulevard)

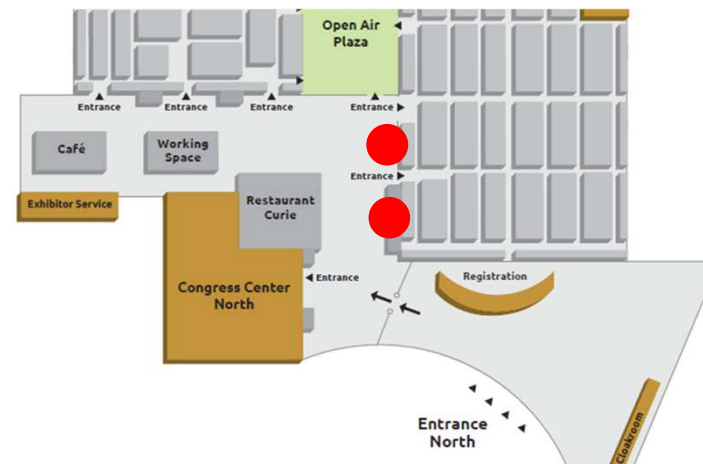
Banner in the highly frequented exhibition boulevard on the south wall of hall 8*

- Dimensions: width 6.00 m x height 4.00 m / material: PVC frontlit, B1 / manufacture: hemstitch flat tilt over, at the top 5 cm and the bottom 10 cm
- Costs for production, construction and dismantling are included in the price
- Advertising partner provides the artwork (printing data requirements: fonts, logos and pictographs must be placed at least 12 cm from the edge (top and bottom) for the eyelets)

Available: 5

3,800.-- € plus VAT

* Offer is subject to the feasibility of Koelnmesse



Advertisement Toilet Facilities

Advertising posters in the visitor toilets men

- Dimensions: width 29.70 cm x height 42.00 cm (frame size) / width 29.50 cm x height 41.50 cm (print size) / width 28.00 cm x height 40.00 cm (visible size)
- Material: Print on photo paper, framed
- Costs for production, construction and dismantling are included in the price
- Advertising partner provides the artwork
- Booking is possible per toilet facility

Available in the exhibition hall: 0 (already sold)

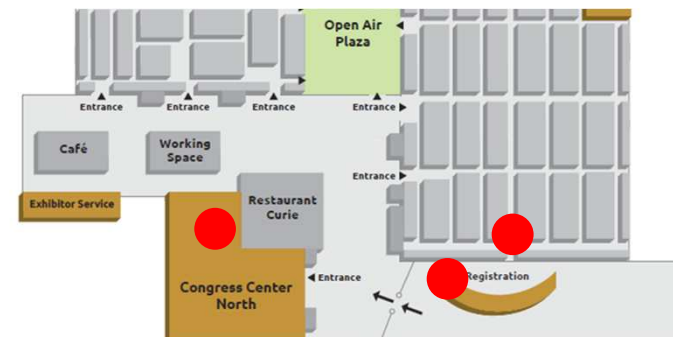
2,000.-- € plus VAT

Available in the Entrance North: 0 (already sold)

1,500.-- € plus VAT

Available in the Congress Center North: 0 (already sold)

1,500.-- € plus VAT



Banner ANGA COM App

The official app with exhibitor and product list, floor plan and conference programme will be used by ANGA COM participants to prepare their visit as well as for the orientation on-site.

Details on advertising opportunities in the app will be published in February 2022. The following banners are expected to be available:

- Splashscreen at the start of the app
- Banner at the footer of the app

We are already happy to accept your reservation requests.

Advertisement E-Mail Newsletter ANGA COM Daily

The ANGA COM Daily will be sent as an e-mail newsletter to over 30,000 recipients on 10, 11 and 12 May 2022 (each morning). Advertising possibilities are:

Advertorial in the newsletter

- Editorial article with free choice of topic in one newsletter issue
- Advertising partner provides text (1,000 characters incl. spaces, up to 3 text links)

Available: 5 (of a total of 6)

5,000.-- € plus VAT

Logo in the newsletter header

- Logo in the leaderboard of the newsletter header in all three issues
- Advertising partner supplies logo as JPG file

Available: 1 (of a total of 4)

4,000.-- € plus VAT

Banner in the newsletter body

- Banner with link in the newsletter main body in all three issues
- Advertising partner delivers banner (800x220 pixels, JPG file) as well as the desired link

Available: 1

3,500.-- € plus VAT

Banner in the newsletter footer

- Banner with link at the newsletter footer in all three issues
- Advertising partner delivers banner (800x220 pixels, JPG file) as well as the desired link

Available: 1

3,000.-- € plus VAT

Social Media *

Twitter retweet via ANGA COM Twitter account

- Retweet of an exhibitor tweet via the ANGA COM Twitter account
(https://twitter.com/ANGA_COM)

500.-- € plus VAT

LinkedIn share via ANGA COM LinkedIn account

- Share of an exhibitor LinkedIn post via the ANGA COM LinkedIn account
(<https://www.linkedin.com/company/angacom>)

500.-- € plus VAT

LinkedIn post about the exhibitor on the ANGA COM LinkedIn account *

- Publication of a LinkedIn post about the exhibitor on the ANGA COM LinkedIn account
(<https://www.linkedin.com/company/angacom>)
- Post contains a text ("Meet company XYZ (*linked to exhibitor's LinkedIn page*) at #ANGACOM 2022. xxx (*text from exhibitor, max. 15 words, external link to desired URL possible*). All information about #ANGACOM from 10 to 12 May 2022 in Cologne: www.angacom.de") as well as an image (ANGA COM banner with exhibitor logo)

3,000.-- € plus VAT

* bookable only for exhibitors of ANGA COM 2022 via the order form "Social Media" in the exhibitor portal (available from February 2022)

Branded Workshop within the Conference Programme *

- The advertising partner is present with a self-designed workshop (duration max. 45 minutes) in the regular conference programme of ANGA COM
- Topic, speakers and format (e.g. presentations or podium discussion) of the workshop can be freely chosen by the advertising partner
- The conference programme of ANGA COM is extensively advertised in the run-up to the event (e.g. press release, newsletter, social media)
- Branding of the workshop by displaying the company logo of the advertising partner in the agenda on the website www.angacom.de and the programme brochure
- ANGA COM tweet before the start of the workshop with mention of the advertising partner
- Display of the advertising partner's company logo on the welcome chart in the conference room

Availability and price on request

Branded Webinar in the run-up to ANGA COM

Online webinars on broadband and media topics will be held in the run-up to ANGA COM. There is an exclusive branding opportunity for one company per webinar. The branding includes:

- Coordination on topic and speakers of the webinar between the advertising partner and organizer
- Possibility of a keynote, discussion participation or presentation by the advertising partner during the webinar
- Display of the advertising partner's company logo or mention of the advertising partner's company name when promoting the webinar (e.g. website www.angacom.de, registration page for participants, newsletter, press release, social media)
- Display of the advertising partner's company logo on the welcome chart of the webinar
- Display of the advertising partner's company logo on the start screen when publishing the webinar recording on the ANGA COM YouTube channel
- Unlimited use of the webinar recording by the advertising partner

Availability and price on request

ANGA.COM

WHERE BROADBAND MEETS CONTENT

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