



# **ANGA COM**

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

**14 - 16 May 2024, Cologne/Germany**

**Sponsorship and Promotion Options**

**[www.angacom.de](http://www.angacom.de)**

## OVERVIEW: Sponsorship and Promotion Options

### Sponsoring

Designation as Main Sponsor	p. 3	18,000.- €
Sponsoring ANGA COM Night	p. 4	6,500.- €

### Branding

Branding Press and VIP Lounge	p. 5	30,000.- €	
Branding Participant Lanyards	past booking deadline	p. 6	20,000.- €
Branding Participant Bags	past booking deadline	p. 7	16,000.- €
Branding Innovation Stage "Streaming & OTT Hub"	p. 8	16,000.- €	
Branding Shirts Entrance Staff	past booking deadline	p. 9	10,000.- €
Branding Café (Boulevard)	already sold	p. 10	10,000.- €
Branding Soft Drinks & Coffee Bar (Conference)	already sold	p. 11	4,000.- €
Branding Snacks Networking Break (Conference Lounge)	p. 12	3,500.- €	

### Specials

Branded Workshop within the Conference Program	already sold	p. 13	12,000.- €
Branded Workshop (only Room and Technology)	already sold	p. 14	6,000.- €
Snack Bar (Conference Lounge)	past booking deadline	p. 15	10,000.- €

### Indoor and Outdoor Advertising

Outside Banner (Entrance North, outside)	already sold	p. 16	5,300.- €
Inside Banner (Boulevard, suspending from the Ceiling)	already sold	p. 17	4,700.- €
Inside Banner (Boulevard, Hall Wall)	past booking deadline	p. 18	4,200.- €
Waste Bins	past booking deadline	p. 19	from 1,600.- €
Toilet Facilities	already sold	p. 20	from 1,600.- €
Digital Advertising LED Screen (Boulevard)	past booking deadline	p. 21	5,700.- €
Digital Advertising LED Screen (Boulevard)	past booking deadline	p. 22	4,200.- €
Digital Advertising LED Screen (Entrance)	past booking deadline	p. 23	4,200.- €

### Online Advertising

ANGA COM App	p. 24	from 3,000.- €
E-Mail Newsletter ANGA COM Daily	p. 25	from 3,500.- €
Social Media	p. 26	from 500.- €

All prices plus applicable VAT.



## 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](http://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 40,000 international recipients each time)
- in the programme brochure
- in the official ANGA COM app
- on a sponsor name plate on-site

Included in the sponsoring are 5 entrance tickets "Conference and ANGA COM Night".

*Availability on request*

**18,000.-- € plus VAT**



## Sponsoring ANGA COM Night

The evening event ANGA COM Night will take place on the first day of the show (Tuesday, 14 May 2024). 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](http://www.angacom.de), on the evening event’s entrance tickets and on two sponsor displays on-site
- 5 entrance tickets to the ANGA COM Night

*Available: 7 (of a total of 8)*

**6,500.-- €** 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 give-aways

*Availability and prices on request*

## Branding Press and VIP Lounge

The press and VIP lounge offers journalists and selected, high-profile guests a relaxed working and networking atmosphere. Present your brand in this exclusive circle:

- Branding by displaying the advertising partner's company logo on table signs in the press and VIP lounge (reception, working and lounge area)
- Possibility for the advertising partner to display information material (maximum size DIN A4) in a brochure rack and set-up up to three roll-up banners/displays (maximum size 100 cm x 250 cm) in the press and VIP lounge
- Free access for 4 persons to the press and VIP lounge
- Costs for the construction and operation of the press and VIP lounge as well as for the catering (snacks in the morning and afternoon, lunch, drinks) are included in the price

*Available: 1*

**30,000.-- € 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
- Costs for the production of the lanyards are included in the price
- The organizer coordinates the production of the lanyards in agreement with the advertising partner

*Available: 0 (past booking deadline)*

**20,000.-- € plus VAT**





## Branding Participant Bags

- Branding of 5,000 bags for the participants by displaying the company logo of the advertising partner together with the logo of ANGA COM on both sides of the bag
- Prominent display of the bags at the entrance checkpoints
- Material: 100% cotton (sustainable and environmentally friendly; long brand awareness as bags can be used after the show); size: 38 x 42 cm
- Costs for the production of the bags are included in the price
- The organizer coordinates the production of the bags in agreement with the advertising partner

*Available: 0  
(past booking deadline)*



**16,000.-- € plus VAT**

## Branding Innovation Stage “Streaming & OTT Hub”

The “Streaming & OTT Hub” with Innovation Stage was successfully introduced in 2023. The stage programme offers exciting presentations and discussions focusing on the topics media distribution, video services and connectivity. The branding includes:

- Display of the advertising partner's company logo on the back wall of the stage
- Naming of the advertising partner with link and label “sponsored by” on the subpage “Innovation Stage” on the website [www.angacom.de](http://www.angacom.de)
- Speaker slot of 30 minutes on the Innovation Stage on each day of the show
- Set-up, furniture and operation of the Innovation Stage by the organizer

*Available: 1*



**16,000.-- € plus VAT**



## Branding Shirts Entrance Staff

- Branding of the shirts of the staff at the ANGA COM entrance checkpoints by displaying the company logo of the advertising partner on the front and back of the shirts
- Costs for the production of the shirts are included in the price
- The organizer coordinates the production of the shirts in agreement with the advertising partner

*Available: 0 (past booking deadline)*

**10,000.-- € plus VAT**



## Branding Café (Boulevard)

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

*Available: 0 (already sold)*

**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 signs
- Possibility for the advertising partner to display 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: 0 (already sold)*

**4,000.-- € plus VAT (per day)**



## Branding Snacks Networking Break (Conference Lounge)

- Branding of the snacks of a networking break in the conference lounge by displaying the company logo of the advertising partner on table signs at the snack counter
- Costs for the snacks (soft pretzels, cakes or croissants) and the organization of the snack distribution are included in the price
- Additional branding on napkins is possible (at the expense of and through the organization of the advertising partner)
- One networking break per day; booking is possible per networking break

*Available: 3*

**3,500.-- €** plus VAT (*per break*)



## 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
- Choice of topic in coordination with the organizer; speakers and format (e.g. presentations or podium discussion) 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](http://www.angacom.de) and the programme brochure
- Post via the ANGA COM X account 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
- Advertising partner is enabled to invite guests to his workshop free of charge
- Equipment of the conference room (seating, video and sound technology, technical staff) by the organizer

*Available: 0 (already sold)*

**12,000.-- € plus VAT** 13

## Branded Workshop (only Room and Technology)

- The advertising partner is present with a self-designed workshop (duration max. 45 minutes)
- Topic, speakers and format (e.g. presentations or podium discussion) can be freely chosen by the advertising partner
- Display of the advertising partner's company logo on the welcome chart in the conference room
- Advertising partner is enabled to invite guests to his workshop free of charge
- Equipment of the conference room (seating, video and sound technology, technical staff) by the organizer

*Available: 0 (already sold)*

**6,000.-- € 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. wrapping, napkins) by the advertising partner
- 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 (on request an existing counter can be used\*)
- Approval of the branding concept by the organizer

*Available: 0  
(past booking  
deadline)*



**10,000.-- € plus VAT**

\* subject to the feasibility  
by Koelnmesse

## Outside Banner (Entrance North, outside)

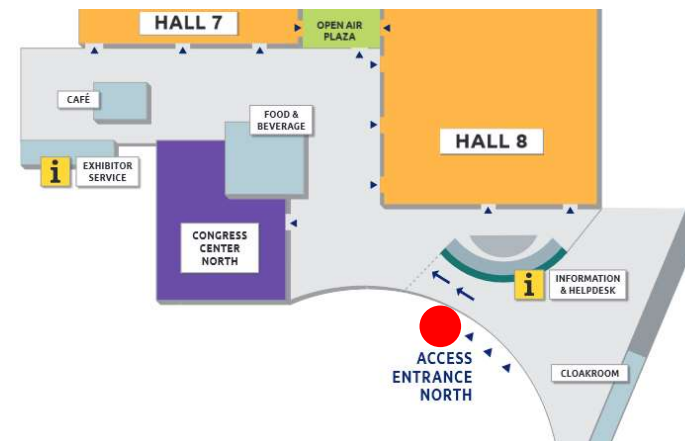
Printed banner at the Entrance North \*

- 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: 0 (already sold)

5,300.-- € plus VAT

\* Offer subject to booking by at least 3 exhibitors and feasibility by Koelnmesse



## Inside Banner (Boulevard, suspending from the Ceiling)

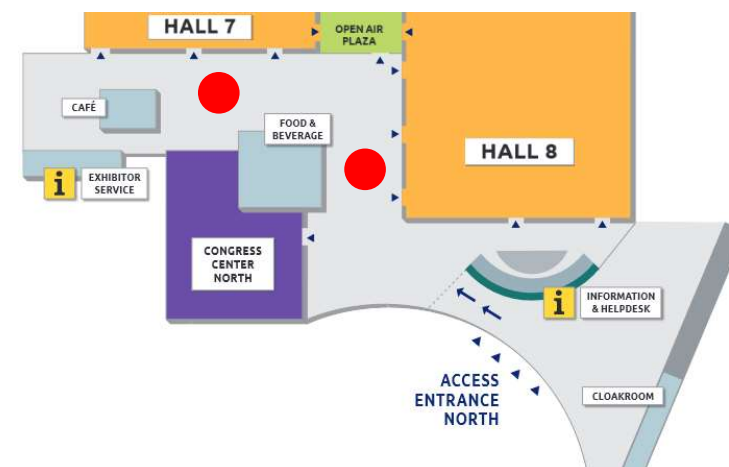
Printed banner in the highly frequented exhibition boulevard, suspending from the ceiling\*

- 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: 0 (already sold)

4,700.-- € plus VAT

\* Offer subject to feasibility by Koelnmesse



## Inside Banner (Boulevard, Hall Wall)

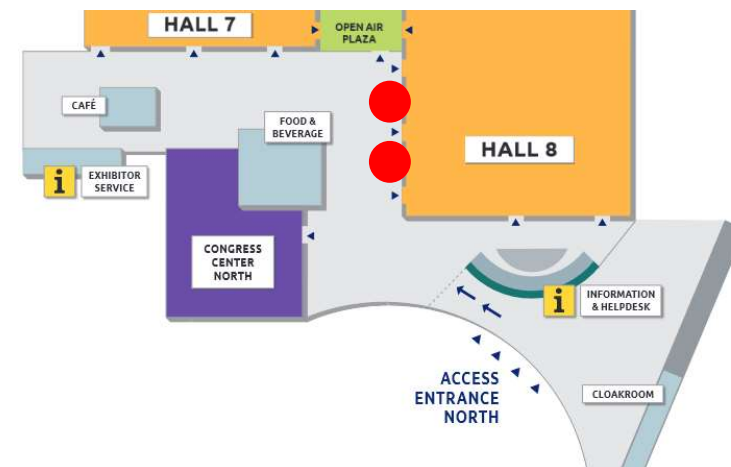
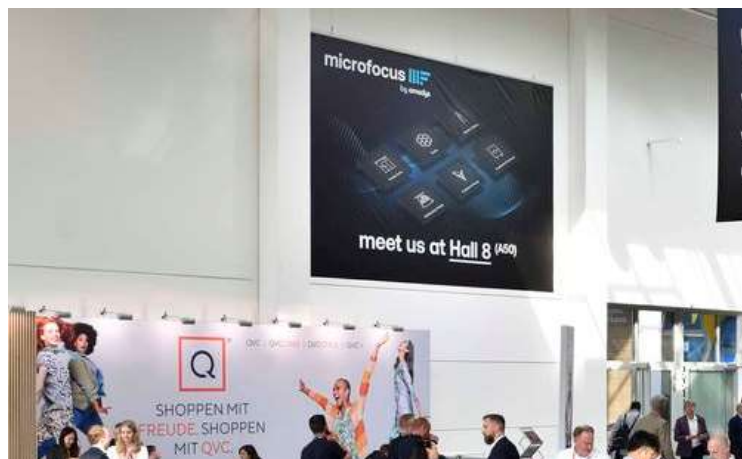
Printed banner in the highly frequented exhibition boulevard on the south wall of hall 8\*

- 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: 0 (past booking deadline)

**4,200.-- € plus VAT**

\* Offer subject to feasibility by Koelnmesse





## Waste Bins

Advertising stickers on all waste bins in the exhibition halls and/or on the exhibition boulevard

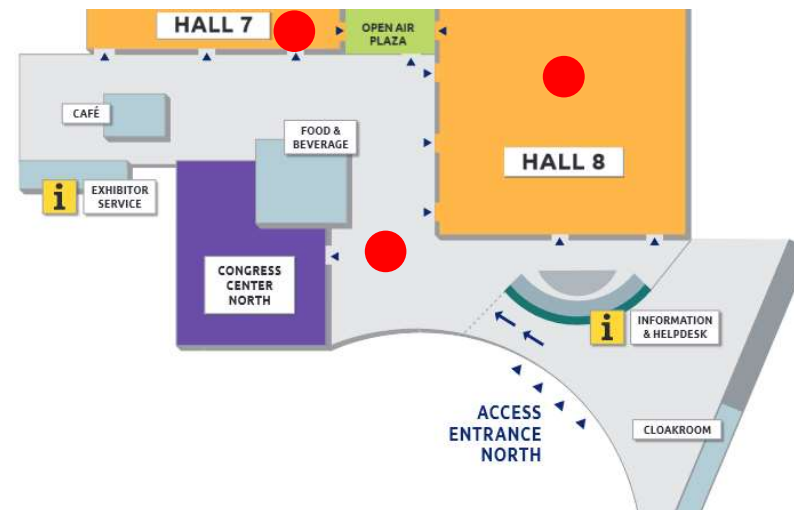
- Dimensions: width 500 mm x height 750 mm / material: adhesive foil
- Costs for production, construction and dismantling are included in the price
- Advertising partner provides the artwork
- Booking possible separately (only exhibition halls or exhibition boulevard) or combined

Available in the exhibition halls: 0 (past booking deadline)

4,200.-- € plus VAT

Available on the exhibition boulevard: 0 (past booking deadline)

1,600.-- € plus VAT



## 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 possible separately (only exhibition halls, CC North or Entrance North) or combined

Available in the exhibition halls: 0 (already sold)

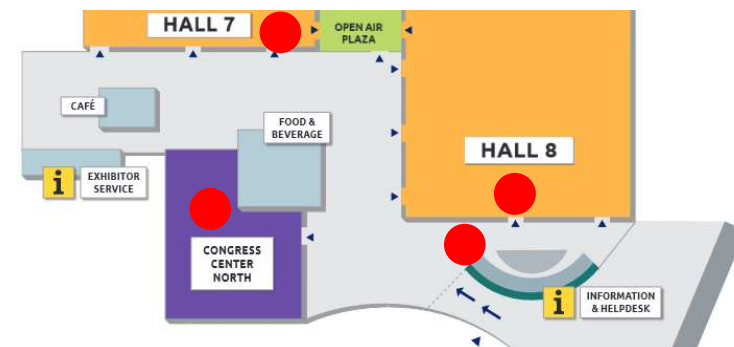
3,200.-- € plus VAT

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

1,800.-- € plus VAT

Available in the Entrance North: 0 (already sold)

1,600.-- € plus VAT





## Digital Advertising LED Screen (Boulevard, to Open Air Plaza) \*

Digital advertising (video or static image) on a large LED screen in the highly frequented exhibition boulevard above the exit to the open air plaza

- Format LED screen: width 9.60 m x height 2.70 m
- Advertising type: video (30 seconds) or static image (that will be displayed for 30 seconds)
- Playout: over the entire duration of the show, the advertising partner appears 36 times per hour with its advertising (for 30 seconds each, video or static image) alternating with the advertising of two other advertising partners and ANGA COM
- Requirement: advertising partner delivers a file in the size width 3840 x height 1080 pixels (if opting for video: MP4 format (h 264), duration 30 seconds; if opting for static image: JPG, PNG, GIF or BMP format)

*Available: 0  
(past booking  
deadline)*



**5,700.-- € plus VAT**

\* Offer subject to booking by at least 3 exhibitors and feasibility by Koelnmesse

## Digital Advertising LED Screen (Boulevard, to Hall 8) \*

Digital advertising (video or static image) on a large LED screen in the highly frequented exhibition boulevard above an entrance to hall 8

- Format LED screen: width 7.20 m x height 2.70 m
- Advertising type: video (30 seconds) or static image (that will be displayed for 30 seconds)
- Playout: over the entire duration of the show, the advertising partner appears 36 times per hour with its advertising (for 30 seconds each, video or static image) alternating with the advertising of two other advertising partners and ANGA COM
- Requirement: advertising partner delivers a file in the size width 2880 x height 1080 pixels (if opting for video: MP4 format (h 264), duration 30 seconds; if opting for static image: JPG, PNG, GIF or BMP format)

*Available: 0  
(past booking  
deadline)*



**4,200.-- € plus VAT**

\* Offer subject to booking by at least 3 exhibitors and feasibility by Koelnmesse

## Digital Advertising LED Screen (Entrance North, inside) \*

Digital advertising (video or static image) on a large LED screen above the turnstiles for the visitor admission in the Entrance North

- Format LED screen: width 7.20 m x height 2.70 m
- Advertising type: video (30 seconds) or static image (that will be displayed for 30 seconds)
- Playout: over the entire duration of the show, the advertising partner appears 36 times per hour with its advertising (for 30 seconds each, video or static image) alternating with the advertising of two other advertising partners and ANGA COM
- Requirement: advertising partner delivers a file in the size width 2880 x height 1080 pixels (if opting for video: MP4 format (h 264), duration 30 seconds; if opting for static image: JPG, PNG, GIF or BMP format)

*Available: 0  
(past booking  
deadline)*



**4,200.-- € plus VAT**

\* Offer subject to booking by at least 3 exhibitors and feasibility by Koelnmesse



## ANGA COM App

The app with exhibitor and product list, floor plan, conference programme and networking tool is used by participants to prepare for the visit as well as for orientation on-site.

### Fullscreen / Interstitial\*

- Fullscreen banner directly after the start of the app (for 5s), link to app content or URL possible
- Advertising partner delivers banner in several sizes (suitable for common smartphones and tablets, e.g. 1242x2688 pixels for iPhone Xs Max) as well as desired link

Available: 1

**12,000.-- € plus VAT**

### Banner at the footer of the app\*

- Banner at the bottom of the screen above the tab bar, in rotation with other advertising banners, link to app content or URL possible
- Advertising partner supplies banner in several sizes (suitable for common smartphones and tablets, e.g. 720x100 pixels for iPhone or Android) as well as desired link

Available: 4 (of a total of 8)

**4,500.-- € plus VAT**

### Push notification\*

- Text message to all app users with activated push notifications; link to app content or URL possible
- Advertising partner supplies text with headline (max. 80 characters incl. spaces) and main text (max. 250 characters incl. spaces) as well as desired link

Available: 3

**3,000.-- € plus VAT**

\* Offer subject to technical feasibility by the app developer; deviations in display duration/mode may occur depending on end device

## E-Mail Newsletter ANGA COM Daily

The ANGA COM Daily will be sent as an e-mail newsletter to over 40,000 recipients on 14, 15 and 16 May 2024 (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)

5,500.-- € 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)

4,500.-- € 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: 0 (already sold)

4,000.-- € 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

3,500.-- € plus VAT

## Social Media \*

### Repost via ANGA COM X account

- Repost of an exhibitor post via the ANGA COM X account ([https://x.com/ANGA\\_COM](https://x.com/ANGA_COM))

500.-- € plus VAT

### Share via ANGA COM LinkedIn account

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

500.-- € plus VAT

### Personalized 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 2024. xxx (*text from exhibitor, max. 15 words, external link to desired URL possible*). All information about ANGA COM from 14 to 16 May 2024 in Cologne: [www.angacom.de](http://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 2024 via the order form "Social Media" in the exhibitor portal (available from February 2024)



# ANGA.COM

WHERE BROADBAND MEETS CONTENT

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**ANGA.COM**  
WHERE BROADBAND MEETS CONTENT



**[www.angacom.de](http://www.angacom.de)**