



## EVENT/ DATA NEWS AWARDS

### CONCEPT

Each year **Data News**, the reference ICT publication and platform in Belgium, organises the **Data News Awards for Excellence**. This event has the intent to reward the ICT companies for the best products and services. These awards will be presented during a gala evening ceremony and will welcome **numerous top business professionals**. It has become a prestigious high quality event which is well recognised in the entire Belgian ICT community.

### PRACTICAL INFORMATION

- 2015 editions of the Data News Awards: **7 May, Tour & Taxi's Brussels**
- **Target group:** CEO, CIO, CFO, ICT managers, government representatives – 950 people
- Seats and tables are bought by **attending companies**, so an important, motivated group of people

### SPONSORING PROPOSITION

#### 1. PACKAGE PRINT + ONLINE

##### BEFORE THE EVENT

- **Indication of your logo on all the event communication** via the following media:
  - \* Data News: double page, print ad of the Data News Awards (8x), inserts in the Data News e-newsletter promoting the event (15x)
  - \* Trends/Trends-Tendances: print ad of the Data News Awards (4x)
- **Indication of your logo in other communication:**
  - \* all communication (direct and e-mailing) in regard to the table seating sale
  - \* invitations
  - \* VIP entry cards
  - \* parking vouchers (if so)
- Indication of your logo on **Data News Awards website:**
  - \* general info about the event
  - \* agenda, voting, reservation seats / tables
  - \* company profile for sponsors included in package
- Participation to the Data News Awards events **organisation committee**

##### DURING THE EVENT

- **Projection of your company logo** during the awards ceremony
- Possibility to **invite 50 people** to this ceremony (5 tables of 10 people)

##### AFTER THE EVENT

- **1/1 advertising page** in the Data News edition handed out during this event, this edition will be delivered the next day to the complete Data News readers audience
- **print ad** of the Data News Awards in Data News (2x)
- **1/1 advertising page** in the Trends/Trends-Tendances edition handed out during this event, this edition will be delivered the next day to the complete Trends/Trends-Tendances readers audience
- **Data News Awards website** (will stay live at least 3 month after the event)





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### 2. PACKAGE PRINT + ONLINE + TELEVISION

PACKAGE PRINT + ONLINE AS DESCRIBED ABOVE

#### + BEFORE THE EVENT:

- The Data News Awards will be **announced in '20 sec' TV spots** (with indication of your logo) on KanaalZ/CanalZ for 7 days prior to the event, 20 times a day.
- A few days prior to the event, the partner will have a **'90 sec' advertorial** on KanaalZ/CanalZ

#### + AFTER THE EVENT:

- KanaalZ/CanalZ : on the day after the event: a **'Data News Cocktail' spot** (90 sec) on KanaalZ/CanalZ with full screen logos of the sponsors (= billboard during 3 days)
- These cocktail will also be **published on datanews.be**

## RATES

#### PACKAGE 1 PRINT + ONLINE:

- total value of the media plan: € 150,350 + mailings and website
- rate: **€ 30,000** (excl. VAT)

#### PACKAGE 2 PRINT + ONLINE + TELEVISION:

- total value of the media plan: € 97,005 + mailings and website
- rate: **€ 40,000** (excl. VAT)

## CONTACT

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