



**NEWS  
XCHANGE**

**19-20 June . Dublin . Ireland**

**Sponsorship information 2023**

Three main stand options OR a custom option built to sponsor's own specification.  
*Complimentary delegate tickets with each stand package.*



### Gold 3x3m

- 3m back wall graphic
- counter with bar stool
- table & 3 chairs
- 3 spotlights
- 1x power connection
- 9 sq m carpet

PLUS 1 delegate ticket

**PACKAGE: €9,900**

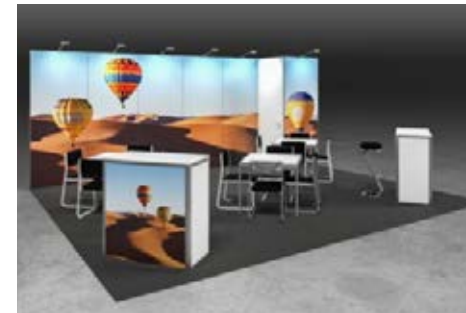


### Platinum 4x4m

- 4m back wall graphic
- 0.5m sq cubicle with graphic
- counter with bar stool
- table & 4 chairs
- 4 spotlights
- 1x power connection
- 16 sq m carpet

PLUS 2 delegate tickets

**PACKAGE: €12,900**



### Diamond 6x6m

- 6m back wall graphic
- 0.5m sq cubicle with graphic
- 2x counter with bar stools
- 3x table & 12 chairs
- 6 spotlights
- 1x power connection
- 30 sq m carpet

PLUS 3 delegate tickets

**PACKAGE: €18,900**

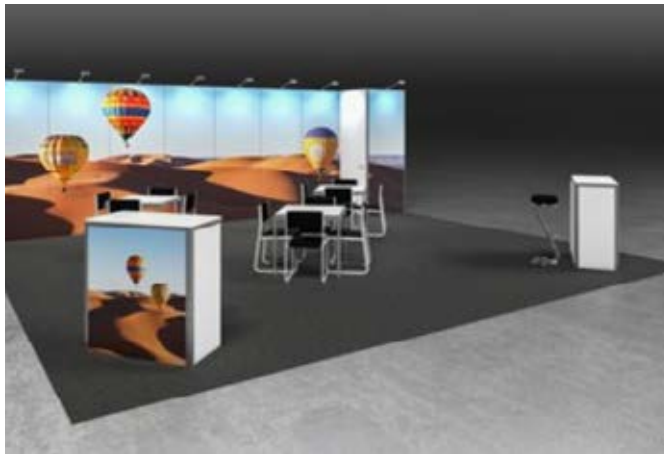


### Custom - for example:

- 8x7m
- 6m back wall graphic
- 0.5m sq cubicle with graphic
- 2x counter with bar stools
- 3x table & 12 chairs
- 8 spotlights
- 1x power connection
- 56 sq m carpet

PLUS 4 Delegate Tickets

**PACKAGE: Price on request**



### Additional extras:

- Electricity single phase consumption @ €120 per Kw *chargeable post event*
- Electricity supply -
  - 16 amp €182
  - 20 amp plus distribution board €221
  - 32 amp plus distribution board €260

- AV Monitor hire- various sizes, prices from €442 to €812
- AV Monitor stand hire - wall or floor mount €214.50
- Dedicated WIFI - various speeds from 10 mbps up to 200 mbps, daily fee applies - price on request
- Additional furniture hire - various tables, chairs, stools, lounge furniture, storage etc - price on request
- Additional extras eg. coffee van, ice cream cart etc - price on request

**Coffee stations** - based on pricing for 500 delegates. Price may vary for increased delegate numbers.  
Options to mix and match catering selections.

Sponsor branding will be visible in the coffee station area, hanging banners or freestanding information boards plus sponsor branding at the catering stations, acknowledgement of sponsor on News Xchange website and in the event agenda.

**Example package:** two days of 1x coffee break with tea/coffee selection plus cookies for 500 delegates = €7,200

**Option 1** Branded coffee dock with barista for 8 hours. €1,500 / day per dock

**Option 2** Selection of tea and coffee including regular, decaf coffee, regular and herbal tea. €2,350 / break

**Option 3** - Selection of tea and coffee including regular, decaf coffee, regular and herbal tea. PLUS selection of freshly baked cookies. €3,600 / break

**Option 4** Add selection of freshly baked cake bites. €1,565 / break

**Option 5** Add selection of freshly baked pastries. €2,800 / break

Additional extras – fresh fruit juice, assorted smoothie drinks, assorted smoothie bowls, assorted fresh fruit – prices on request

Based on pricing for 500 delegates.  
*Price may vary for increased delegate numbers.*

The CCD catering offer is based primarily around locally sourced, sustainable healthy and flavoursome food, catering for all dietary needs including vegetarian, coeliac, dairy free, Halal and Kosher.

Sponsor branding will be visible in the catering area comprising hanging banners or freestanding information boards plus sponsor branding at the catering stations, acknowledgement of sponsor on NewsXchange website and in the event agenda.

**Option 1** "Food on the move" - mini hamper including 1x sandwich, vegetable roll with dipping sauce, cheese & cracker selection, veg crudites with dip, fresh fruit, crisps, yoghurt and fresh orange juice.  
- €16,875 per day

**Option 2** "Buffet package" - an all-inclusive dining package, including mid-morning coffee break and afternoon tea break:  
Mid-morning break – tea, coffee, biscuit selection  
Lunch – three hot lunch dishes, two salads, two desserts  
Afternoon break – tea, coffee, cake selection  
- €26,250 per day



### Opening night cocktail - Sunday 18 June

### Convention Centre Dublin, The Forum

A chance for delegates to network and socialise to launch News Xchange 2023, hosted in the Level 3 Foyer area.

Based on 400 delegates\*:

Includes:

- Sponsor branding in the drinks reception area, acknowledgement of sponsor as host on News Xchange website and event agenda.
- Drinks reception packages available including wine, beers, cocktails, champagne
- See below for drinks package options, for one and two hours plus canapes as an extra.

**Option 1** Red and white wine, selection of soft drinks - €12,000 for 1 hour, €17,800 for two hours

**Option 2** Red and white wine, selection of beers, cider, soft drinks - €13,000 for 1 hour, €19,400 for two hours

**Option 3** Selection of cocktails, red and white wine, beers, cider, soft drinks - €16,000 for 1 hour, €25,000 for two hours

**Option 4** Champagne, red and white wine, selection of beers, cider, soft drinks - €21,000 for 1 hour, €35,000 for two hours

- Canapés can be added to any of the above drinks packages with a selection of hot and cold canapes (*options include vegetarian and vegan canapes*) - €9,000

\*Price may vary based on delegate numbers.

### Convention Centre Dublin, The Forum

A chance for delegates to network and socialise after each days' sessions. Drinks will be hosted in The Forum, the main exhibition area for sponsor stands and other catered breaks. Alternatively, drinks receptions can be hosted in the Level 3 Foyer area.

Based on 400 delegates\*:

Includes:

- Sponsor branding in the drinks reception area, acknowledgement of sponsor as host on News Xchange website and event agenda.
- Drinks reception packages available including wine, beers, cocktails, champagne
- See below for drinks package options, for one and two hours plus canapes as an extra.



**Option 1** Red and white wine, selection of soft drinks - €12,000 for 1 hour, €17,800 for two hours

**Option 2** Red and white wine, selection of beers, cider, soft drinks - €13,000 for 1 hour, €19,400 for two hours

**Option 3** Selection of cocktails, red and white wine, beers, cider, soft drinks - €16,000 for 1 hour, €25,000 for two hours

**Option 4** Champagne, red and white wine, selection of beers, cider, soft drinks - €21,000 for 1 hour, €35,000 for two hours

- Canapés can be added to any of the above drinks packages with a selection of hot and cold canapes (*options include vegetarian and vegan canapes*) - €9,000

\*Price may vary based on delegate numbers.

### Tuesday night drinks reception - Guinness Storehouse Gravity Bar

Sponsor the closing drinks reception at the iconic Guinness Storehouse – the number 1 tourist attraction in Dublin. Available on either Monday 19th or Tuesday 20th June 2023 from 20:00 to midnight. Relax after a full day of event sessions with a drinks reception at the home of Guinness. Take a tour of the brewery, from the rooftop Gravity Bar take in the panoramic views of Dublin and learn how to pull the perfect pint of black velvet. What better way to unwind?

Includes:

- Sponsor branding on site (pop up banners at entrance and in the Gravity Bar)
- Option to include branded vinyl decals on the glass windows of the Gravity Bar (additional cost will depend upon number of branded decals and installation)
- Acknowledgement of sponsor as drinks reception host on News Xchange website and event agenda



Please note that the Guinness Storehouse is approx. 20 mins by car/coach from the CCD. Sponsors may wish to provide coaches to enable delegates to get to and from the venue. Please contact Fiona Dodd for more details.

**Option 1** Drinks reception packages available including beer, wine, spirits and soft drinks plus catering for delegates with bowl food menu comprising savoury and dessert selections - Pricing package based on 400 delegates\* - approx €40,000

\*Price may vary based on delegate numbers.



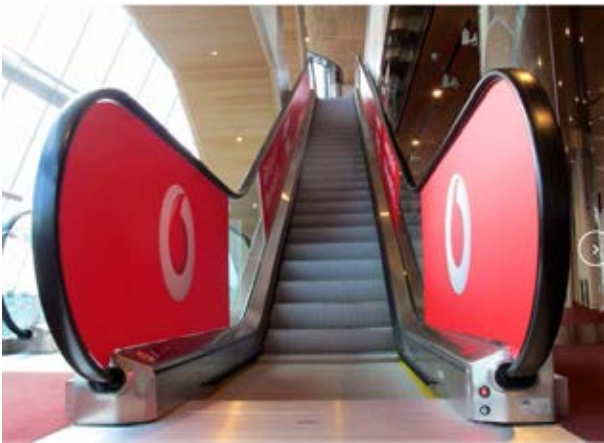
Host a workshop and showcase your latest products to NX23 delegates. Or use NX23 as the perfect time to hold Sales teams meetings, host your organisations' annual meeting or meet clients in a private 1-2-1 setting. A range of rooms are available, on level 3/4 or 5 at the CCD. Meeting areas can also be created in The Forum, either as a separate space or as part of a Stand, available on both 19th & 20th June 2023.

- All rooms are fully equipped with AV facilities, wifi, technical support staff on hand.
- Catering can be provided to each room - all catering costs are in addition to room hire.
- Capacity varies depending on layout style - theatre, boardroom, U-shape, classroom etc.
- Forum Meeting rooms - additional meeting space will be available in the large Forum area, which will primarily be used as the main exhibition space for all sponsor booths plus catering.
- Prices vary from €3,000 to €10,000 depending on capacity and requirements



The Convention Centre Dublin is a purpose built convention centre and various areas within the CCD can be branded to maximise your brand awareness opportunity. This can be done either with wraps or SAV (self adhesive vinyl) including escalators, foyer area, various Pillars & Columns or via free-standing info boards, Signage, Hanging Banners etc.

### ESCALATORS and FOYER GLASS



#### i) Escalator glass with removable SAV facing inwards

Branding is visible to all escalator users  
€6,000 per floor

#### ii) Glass Balustrade branding in Upper foyer area on third floor

(Main Auditorium entrance from which all delegates will access the auditorium for all editorial sessions)  
€4,000 per floor

### FREESTANDING SIGNAGE

Branded with sponsor information & messaging



**Small**  
From €700



**Large**  
From €950



**Toblerone unit**  
Three sided board  
From €1,500



**Information columns**  
Four sided units  
From €7,000 per pair

### PILLAR WRAPS SIGNAGE



#### Upper Floor pillar wraps

Branded acrylic canvas wraps  
€3,800 per pair

### COLUMNS in MAIN FORUM EXHIBITION AREA



#### Forum area column wraps

Branded acrylic canvas wraps

8 Columns are available in the Forum area which is the main exhibition area and where all delegate catering will be based  
€2,950 per column

### WALL and WINDOW GRAPHICS



Price on application – varies depending on location and size

### CHARGING STATIONS



Designs are either standing column with shelf for networking OR charging cube with seating for 8 people. With sponsor branding.

**Column Charging Station** - €3,800 per station

**Cube Charging Station** - €2,600 per station

**HANGING BANNERS**

Branded hanging banners for use in Forum area



Standard Hanging Banner - €1,390



Hanging Box Banners - price on request

### DELEGATE GOODY BAGS

Delegate Goody Bags with NX23 logo and Sponsor logo on side of bag. Made from sustainable cotton this is a fantastic opportunity to ensure your brand is visible to every single delegate attending NX23 and continues long after the annual event has ended.

**Sponsor Fee €8,000**

### ITEMS IN DELEGATE GOODY BAGS

Want to reach all delegates attending NX23? Provide an item for the NX23 Goody Bags and ensure that each delegate simply can't miss out on your brand. Alternatively you can provide a "virtual item", and we will ensure that delegates can access the appropriate links and codes via the event intranet and marketplace.

**Sponsor Fee €2,500 per item**

### POCKET GUIDE

Delegate Pocket Guide containing key conference information included in all Goody bags and with Sponsor logo on front. Another fantastic opportunity to ensure your brand is visible to every NX23 delegate.

**Sponsor Fee €7,500**

### **NX23 LANYARDS**

Printed Lanyards with NX23 logo and Sponsor logo on woven lanyard. A fantastic opportunity to ensure your brand is visible to every single delegate attending NX23.

**Sponsor Fee €5000 - SOLD**

### **EVENT WIFI**

As sponsor of the NX23 conference wifi you can select a brand related password and ensure that delegates remain connected at all times.

- Network can be password protected and given a specific name
- Comes with full support from ICT team
- Branded for a landing page
- Network is constantly monitored and can be changed at short notice if requested
- Daily reports on network usage and a follow-up full event breakdown of network statistics
- Price varies depending on Network Speed/Capacity in Mbps

**Sponsor Fee: Price on request, contact Fiona Dodd**



## Year-round digital packages on [newsxchange.org](https://newsxchange.org)

Newsxchange.org houses the annual conference information, providing delegates with the latest updated event news, but this site also publishes fresh weekly content about the global news business.

As such it provides a new targeted publishing platform for brands looking to connect with the news business.

A variety of digital packages are available:

### **GOLD DIGITAL PACKAGE**

- Permanent large home page banner (in rotation with maximum six clients. Can be amended monthly).
- One company profile in the partners section (short descriptive copy, logo and links).
- Up to four sponsored posts per year into the Newsxchange.org website from this area.
- Discounted event sponsorship rates.
- Discounted event delegate packages.

**Ratecard Price €75,000**

### **SILVER DIGITAL PACKAGE**

- Six months per year large home page banner (in rotation with maximum six clients. Can be amended monthly).
- One company profile in the partners section (short descriptive copy, logo and links).
- Up to two sponsored posts per year into the Newsxchange.org website from this area.
- Discounted event sponsorship rates.
- Discounted event delegate packages.

**Ratecard Price €45,000**

### **BRONZE DIGITAL PACKAGE**

- Six months per year small home page banner (in rotation with maximum six clients).
- One company profile in the partners section (short descriptive copy, logo and links).
- One sponsored post per year into the Newsxchange.org website from this area.
- Discounted event sponsorship rates.
- Discounted event delegate packages.

**Ratecard Price €25,000**

### **HOME PAGE LARGE BANNER**

- Monthly

**Ratecard Price €5,000**

### **HOME PAGE SMALL BANNER**

- Monthly

**Ratecard Price €2,500**

## Brought to you in partnership with

**EUROVISION NEWS**  
OPERATED BY EBU

**C21Media**

Sponsorship Contact: Fiona Dodd, NX23 Sponsorship & Partnerships Manager

For any queries about NX23 Sponsorship Opportunities please contact Fiona Dodd via email  
[fionamdoddgm@gmail.com](mailto:fionamdoddgm@gmail.com) or Tel: +44 7779656702

Please Note: All prices exclude IE VAT, local IE VAT will also be applied when you receive your invoice.  
(This VAT can be reclaimed through your normal country rules).