

# Radiodays 2023

## NORTH AMERICA

NEW AUDIENCES | NEW OPPORTUNITIES  
HEAR THE FUTURE HERE

CONFERENCE DATES  
JUNE 8-9 | 2023

96

98

100

102

104

106

108

80

90

100


120

140

160

WESTIN HARBOUR CASTLE | 1 HARBOUR SQUARE, TORONTO, ON

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NEW AUDIENCES  
NEW OPPORTUNITIES

# Radiodays 2023

## NORTH AMERICA

HEAR THE FUTURE HERE

PAGE	CATEGORIES
3	SPONSORSHIP LEVELS OF RECOGNITION
4	SESSION PANELS & SPEAKING OPPORTUNITIES
5	GENERAL SPONSORSHIP OPTIONS
6	BRANDING OPTIONS
6	ADVERTISING & EDITORIAL OPTIONS
7	EXHIBITING OPTIONS
8	EXHIBITING FLOORPLAN

**CANADIAN MUSIC WEEK (CMW)** and **Radiodays Europe (RDE)** have formed a Partnership to create **Radiodays North America**, a truly International Radio and Audio Conference! Considered one of the best industry conferences for radio and audio broadcasting in the world, Radiodays Europe will be bringing this event to North America in association with the highly popular Canadian Music Week conference held each year in Toronto. Keynote speakers and expert panelists from North America and around the world will be in Toronto to discuss and strategize all aspects of over the air and digital broadcasting. From broadcast to podcast, everything is on the table: Executive leadership, workplace diversity, innovation, technology, talent, programming, marketing and how to grow your audio revenue will be on the agenda over the two-day event. **Radiodays North America** will bring our industries back together to learn and inspire anyone working in the audio industry today and tomorrow.

For two days, **400 delegates** attend **30+ presentations, keynotes, panel discussions, workshops and summits** delivered by more than **75 internationally renowned speakers**. Our event will takeover one complete level of convention space combining our Radio and Music Industry trade exhibition, programming and coworking areas serving as the central meeting and networking point in-between conference sessions. There will be additional space to network on the venue's main level as well.

For regularly updated information on Radiodays North America 2023 please subscribe to our newsletter <https://cmw.net/radiodays/newsletter/> and check <https://cmw.net/radiodays/>

Westin Harbour Castle

<https://www.marriott.com/en-us/hotels/yyzwi-the-westin-harbour-castle-toronto>  
tel:416-869-1600

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# Radiodays 2023

## NORTH AMERICA

### SPONSORSHIP LEVELS OF RECOGNITION

A Sponsor may choose one or multiple types of Sponsorship options from this package to build themselves. The total of all options selected will add up to determine their level of recognition.

**Note:** There are no “Gold/Silver/Bronze packages”. The mentioned status is determined by the net investment amount reached by cumulating options from all available sponsorship & exhibition items.

All prices displayed are in Canadian (CAD) currency and will be invoiced in CAD currency.

### PRESENTING SPONSORSHIP \*

\* Contact us to discuss

#### **GOLD SPONSORSHIP**

\$20,000 CAD minimum net investment

#### **SILVER SPONSORSHIP**

\$10,000 - \$19,999 CAD minimum net investment

#### **BRONZE SPONSORSHIP**

\$2,500 - \$9,999 CAD minimum net investment

**Note:** All packages and options are allocated on a first come, first signed, first paid, first served basis, as detailed in Radiodays North America’s terms and conditions for commercial partnerships. Arrangements and bookings become valid with the return of the signed agreement and the full payment.

\$10,000\* CAD

## Keynote/Awards Luncheon Sponsorship

June 9th in Harbour Ballroom B/C

**DESCRIPTION** Attended by the leaders in the Radio community, this 90 minute event hosts a served meal while presenting Radio's best and brightest with distinct Awards of recognition. Live thank you recognition from the podium

Sponsor logo on Lunch signage

Sponsor logo recognition in RDNA Conference Program

Sponsor logo on RDNA Conference Welcome banner

Sponsor logo and link to your website on RDNA Conference webpage

Sponsor logo on video loop

Sponsor logo in RDNA2023 Newsletter - RDNA Conference Thank You

Special promotional distribution opportunity at Luncheon (est. 200 pieces)

Access to online delegate database

Distinct sponsor ribbon identification on name badge

2 Radio conference registrations; each registration includes 1 (one) ticket to the

President's Cocktail Reception

2 tickets to Awards Luncheon

\* ONE EXCLUSIVE AVAILABLE

\$5,500\* CAD

## Corporate Panel Sponsorship

**DESCRIPTION** One RDNA conference session of 30-45 minutes, produced and presented by sponsor on either Thursday, June 8th or Friday June 9th, 2023. RDNA has the right to review and approve session presentation in advance of conference dates.

Session room for up to 150 participants (theatre configuration)

Sponsor logo recognition in RDNA Conference Program

Sponsor logo on RDNA Conference Welcome banner

Sponsor logo and link to your website on RDNA Conference webpage

Sponsor logo on video loop

Sponsor logo in RDNA2023 Newsletter - RDNA Conference Thank You

Access to online delegate database

Distinct sponsor ribbon identification on name badge

2 Radio conference registrations; each registration includes 1 (one) ticket to the

President's Cocktail Reception

\* ONE EXCLUSIVE AVAILABLE

\$4,000\* CAD

## Keynote Sponsorship

**DESCRIPTION** Presenting Sponsor of Keynote Speaker or Celebrity Interview.

Live thank you recognition from the podium

Sponsor logo on Production Panel signage

Sponsor logo recognition in RDNA Conference Program

Sponsor logo on RDNA Conference Welcome banner

Sponsor logo and link to your website on RDNA Conference webpage

Sponsor logo on video loop

Sponsor logo in RDNA2023 Newsletter - RDNA Conference Thank You

Access to online delegate database

Distinct sponsor ribbon identification on name badge

1 Radio conference registration; each registration includes 1 (one) ticket to the

President's Cocktail Reception

\* ONE EXCLUSIVE AVAILABLE

\$3,000\* CAD

## Panel Sponsorship

**DESCRIPTION** Presenting Sponsor of one panel/session of your choice already confirmed in RDNA program. (Cost is per panel being sponsored).

Live thank you recognition from the podium during Panel Session

Sponsor logo on session signage

Sponsor logo recognition in RDNA Conference Program

Sponsor logo on RDNA Conference Welcome banner

Sponsor logo and link to your website on RDNA Conference webpage

Sponsor logo on video loop

Sponsor logo in RDNA2023 Newsletter - RDNA Conference Thank You

Access to online delegate database

Distinct sponsor ribbon identification on name badge

1 Radio conference registration; each registration includes 1 (one) ticket to the

President's Cocktail Reception

\* ONE EXCLUSIVE AVAILABLE

\$5,000\*

CAD

## President's Cocktail Reception Sponsorship

**DESCRIPTION** Presenting Sponsor of the VIP Radio reception evening event June 8th, where C-Suite executives and other Radio personnel mingle. Open to all RDNA delegates.

- Live Thank you recognition from the Podium at President's Reception
- Sponsor logo recognition in RDNA Conference Program
- Sponsor logo on private Reception signage held evening before the conference
- Sponsor logo on President's Reception signage
- Sponsor logo and link to your website on RDNA Conference webpage
- Sponsor logo on video loop
- Sponsor logo in RDNA2023 Newsletter - RDNA Conference Thank You
- Access to online delegate database
- Distinct sponsor ribbon identification on name badge
- 1 Radio conference registration; each registration includes 1 (one) ticket to the President's Cocktail Reception

\* ONE EXCLUSIVE AVAILABLE

\$3,000\*

CAD

## Coffee Break Sponsorship

- Live Thank You recognition from the podium
- Access to online delegate database
- Distinct sponsor ribbon identification on name badge
- Sponsor option to place signage at coffee station
- 1 Radio conference registration; each registration includes 1 (one) ticket to the President's Cocktail Reception

\* POSITIONS AVAILABLE: 2 PER DAY (1 FOR MORNING AND 1 FOR AFTERNOON)

\$6,000\*

CAD

## Identification Sponsorships: Two Options

- Sponsor logo recognition in RDNA Conference Program
- Sponsor logo on RDNA Conference Welcome banner
- Sponsor logo and link to your website on RDNA Conference webpage
- Sponsor logo on video loop
- Supplied list of consenting RDNA attendees (upon request)
- Sponsor logo in RDNA2023 Newsletter - RDNA Conference Thank You
- Access to online delegate database
- Distinct sponsor ribbon identification on name badge
- Two Options: 2 Radio conference registrations; each registration includes 1 (one) ticket to the President's Cocktail Reception

**OPTION 1: Lanyards** Sponsor logo recognition on all "Radio" Conference Lanyards (lanyards to be provided by Sponsor)

\* ONE EXCLUSIVE AVAILABLE

**OPTION 2: Delegate Badges:** Sponsor logo recognition on all "Radio" Conference Lanyards (print thermal paper to be paid for by Sponsor. Design can be done by Sponsor or RDNA personnel)

\* ONE EXCLUSIVE AVAILABLE

\$4,000\*

CAD

## Breakfast Sponsorship

- Live thank you recognition from the podium
- Sponsor logo on Breakfast signage
- Sponsor option to place signage in breakfast area
- 1 Radio conference registration; each registration includes 1 (one) ticket to the President's Cocktail Reception
- Distinct sponsor ribbon identification on name badge
- Access to online delegate database

\* ONE EXCLUSIVE AVAILABLE PER DAY

# Radiodays 2023

## NORTH AMERICA

### Venue Branding

Co-branding of the Radiodays North America venue (e.g. Venue lounge area, venue entrance, Slanted windows outside main RDNA Harbour Ballroom, registration area (including counter), elevators, escalators, Corporate colours on LED lobby pillars. floors, steps, Dedicated TV channel in guestroom for delegates, Banner in the Motorcourt, etc.). For images, quotes and individual suggestions, please contact [kristen@cmw.net](mailto:kristen@cmw.net)



Examples of venue branding: (clockwise left to right) elevator door wraps, CMW registration counter, hotel main lobby pillar, hotel main entrance pillar.

## Advertising + Editorial Options

### PRINT ADVERTISING

- \$3,700** CAD Full Page Ad in program
- \$2,500** CAD Half Page Ad in program
- \$1,500** CAD Quarter Page Ad in program
- \$5,000** CAD Outside Back Cover Full Page Ad in program
- \$4,000** CAD Inside Front Cover Full Page Ad in program
- \$4,000** CAD Inside Back Cover Full Page Ad in program

### DIGITAL ADVERTISING

- Web banners** rotating web banner on home page of RDNA website <https://cmw.net/radiodays/>
- \$1,000** CAD (per month) Leaderboard: 728x90 pixels
- \$1,250** CAD (per month) Big Box: 300x250 pixels
- \$1,500** CAD (per month) Skyscraper: 350x600 pixels
- URL to Connect to Sponsor's website

**\$2,000\*** CAD

### Email Newsletter Sponsorship

- Sponsor logo, copy (max. 75 word count), tagline & link to your website in 1 Radiodays North America email
- Sent to 51,000+ worldwide radio, audio and music industry newsletter subscribers
- Access to online delegate database

**\* ONE EXCLUSIVE AVAILABLE**

# Exhibiting Options (3 size options)

There are 3 sizes of booth space sizes that can be accommodated in the 2023 exhibition area. RDNA/CMW will provide the space only. Each exhibitor is responsible for all of their own stand elements to be provided, built up, disassembled, and removed by the exhibitor's own means and contractors.

All power and additional wifi needs must be ordered directly from the venue's supplier, Encore.

All furniture (table, chairs, lounge furniture, etc) can be ordered directly with our preferred Show Production supplier, Stronco. The exhibit booth space size options are as follows:

**\$3,000\***  
CAD

## 8'x8' Booth Space

**DESCRIPTION** 8x8'

2 Radio conference registrations; each registration includes 1 (one) ticket to the President's Cocktail Reception.

For additional Radio conference or expo area only passes there is a maximum of 2 at discounted rates outlined below

**\* TWO AVAILABLE**

**\$3,500\***  
CAD

## 8'x10' Booth Space

**DESCRIPTION** 8x10'

2 Radio conference registrations; each registration includes 1 (one) ticket to the President's Cocktail Reception + 1 (one) expo area only pass (no access to conference programming).

For additional Radio conference or expo area only passes there is a max. of 2 at discounted rates outlined below

**\* SIXTEEN AVAILABLE**

**\$6,000\***  
CAD

## 8'x20' Booth Space

**DESCRIPTION** 8x20'

2 Radio conference registrations; each registration includes 1 (one) ticket to the President's Cocktail Reception + 2 expo area only passes (no access to conference programming).

For additional Radio conference or expo area only passes there is a max. of 2 at discounted rates outlined below

**\* AVAILABLE ON DEMAND**

**SCHEDULE (subject to change)**

Build/Load-in: Wednesday, June 7th, Time TBC

Expo Hours: Thursday, June 8th: Open - 8:00am | Closed - 6:00pm

Friday, June 9th: Open - 8:00am | Closed - 6:00pm

Saturday, June 10th \*Optional: Open - 8:00am | Closed - 6:00pm Music Business delegates only.

Dismantling may not start before all conference programming is complete on Friday, June 9th or Saturday, June 10th, whichever date you choose to depart. Thank you for respecting our show, the delegates and your fellow exhibitors, and for planning your travel and transportation arrangements accordingly.

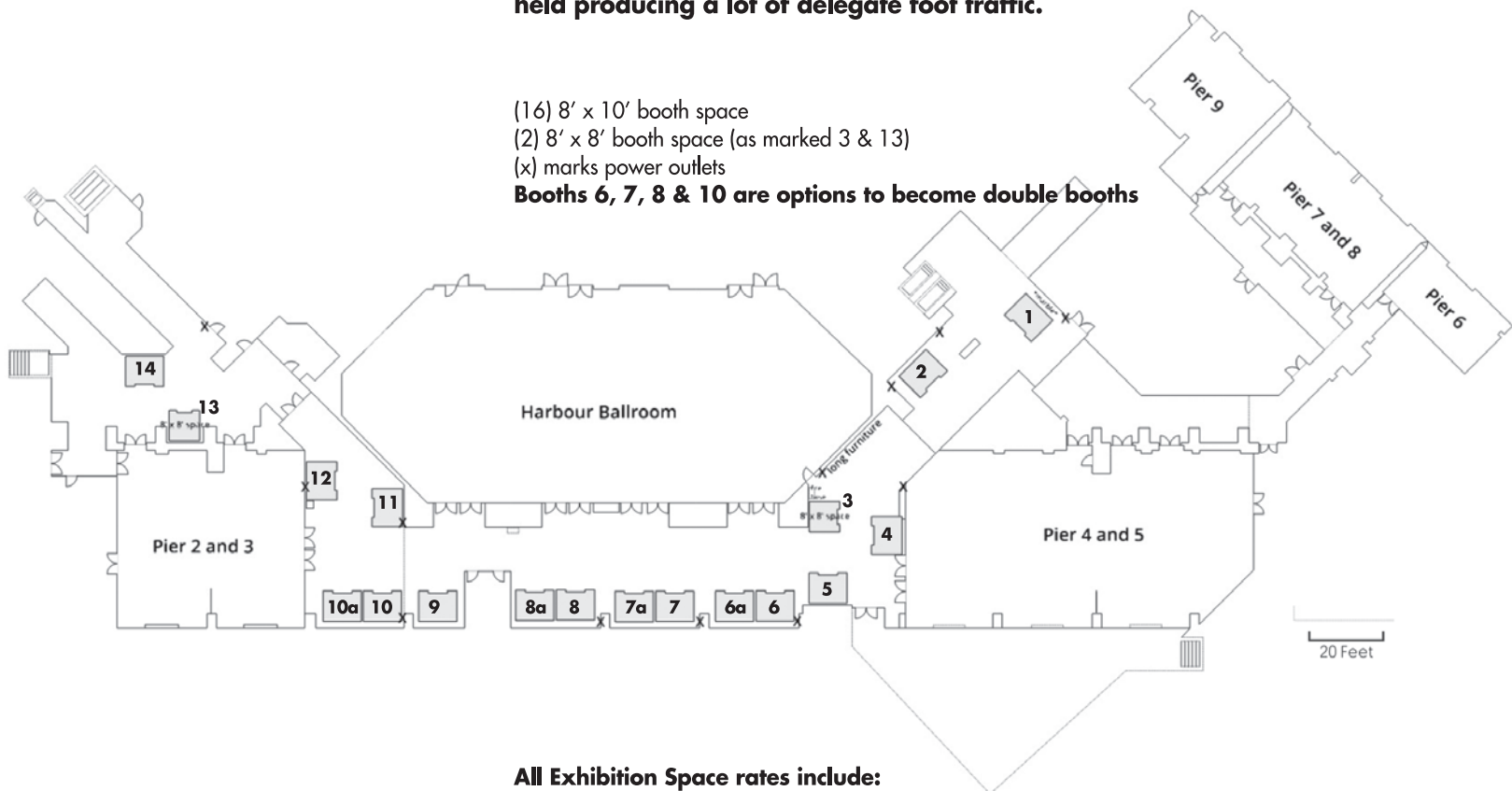
All exhibitors are responsible for all their own stand elements to be provided, built up, disassembled, and removed by the exhibitor's own means and contractors. Free build is an option but no discount applies.

# Radiodays 2023 NORTH AMERICA

Exhibit area booths are strategically placed between conference entry/exit, seminar and ballrooms where programming will be held producing a lot of delegate foot traffic.

(16) 8' x 10' booth space  
(2) 8' x 8' booth space (as marked 3 & 13)  
(x) marks power outlets

**Booths 6, 7, 8 & 10 are options to become double booths**



### All Exhibition Space rates include:

**Exhibit Event/Public Wifi** (for basic connection)

**Communication** (1 brand; extra communication package fee for additional brands)

- Carpeted area
- Inclusion in the RDNA exhibitor list and floor plan
- 100-words company/brand profile on RDNA website with contact details
- Placement of logo & link on RDNA web page (Sponsors section)
- Logo & link in 1 RDNA Newsletter
- Access to online delegate database
- Free use of RDNA2023 logo and banners

### Additional RDNA Conference passes at \$500 CAD

- Individual company code for discounted RDNA conference passes for sponsor's customers and prospective clients etc.
- Extra stand staff passes (exhibition access only): \$200 CAD (max. of 2 can be purchased); examples of who you would pay this fee for are: Host(ess), Barista, Ice cream vendor, Popcorn vendor, Artist, Massage Therapist, etc.
- Access to RDNA social and networking events