



Radiodays2024

NORTH AMERICA

CONFERENCE

JUNE 2-4 | 2024

RDNA PODCAST SUMMIT

JUNE 2 | 2024



NEW AUDIENCES
NEW OPPORTUNITIES

Radiodays 2024

NORTH AMERICA

HEAR THE FUTURE HERE

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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 and a half 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 and a half days, 400 delegates attend 30+ presentations, keynotes, panel discussions, workshops and summits delivered by more than 75 internationally renowned speakers. Our event will take over 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 2024 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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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. Sponsorships will not be fulfilled without payment made in advance of execution date(s).



\$6,000*
CAD

Corporate Panel Sponsorship

DESCRIPTION One RDNA conference session of 30-45 minutes, produced and presented by sponsor on either Monday, June 3 or Tuesday June 4, 2024. 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 RDNA2024 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 ticket to President's Cocktail Reception
Each Speaker will receive a complimentary Radio conference delegate registration (max. up to 4)
30% discount on additional company Radio conference delegate registrations"

*** FOUR EXCLUSIVE SESSION SPOTS AVAILABLE**

PRICE TBD*
CONTACT
FOR DETAILS

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 RDNA2024 Newsletter - RDNA Conference Thank You
Access to online delegate database
Distinct sponsor ribbon identification on name badge
1 Radio conference registration; registration includes 1 ticket to President's Cocktail Reception

*** ONE EXCLUSIVE AVAILABLE**

\$5,000*
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 introduce their company live from the podium (2 minutes maximum) + intro panel
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 RDNA2024 Newsletter - RDNA Conference Thank You
Access to online delegate database
Distinct sponsor ribbon identification on name badge
1 Radio conference registration; registration includes 1 ticket to President's Cocktail Reception

*** ONE EXCLUSIVE PER PANEL AVAILABLE**

\$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 RDNA2024 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 ticket to 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). Deadline for artwork March 1, 2024

*** ONE EXCLUSIVE AVAILABLE**

\$2,000*
CAD

Brand Product Distribution: Limited Availability

Provide up to 500 branded items to add to the delegate bags and/or event areas where permitted. Such areas for distribution can be: registration counter, seats and/or tables before pre-determined sessions, or awards tables. The placement of your branded items will be agreed upon with RDNA prior to the commence of the event.

Branded items must be approved by RDNA before sending to the venue for distribution. Production and shipment of branded items for distribution are sole responsibility of the Sponsor.

\$4,000*
CAD

Delegate Bag Sponsorship

Logo on the official RDNA delegate bag which each attendee receives at registration.
Sponsor to provide delegate bags, quantity 500.
Tote bag with logo
1 color 1 side print
Sponsor responsible for cost and delivery of tote bags to RDNA venue
If Sponsor providing artwork for tote bag, it must be submitted to RDNA for approval prior to production
Artwork must include RDNA logo

*** ONE EXCLUSIVE AVAILABLE**

\$10,000*
CAD

President's Cocktail Reception Sponsorship

DESCRIPTION Presenting Sponsor of the VIP Radio reception evening event Monday, June 3, 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 RDNA2024 Newsletter - RDNA Conference Thank You

Access to online delegate database

Distinct sponsor ribbon identification on name badge

1 Radio conference registration; registration includes 1 ticket to President's Cocktail Reception

*** POSITIONS AVAILABLE: 2**

\$2,500*
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; registration includes 1 ticket to President's Cocktail Reception

Dates available: Sunday, June 2 (for Podcast delegates), Monday, June 3, Tuesday, June 4

*** POSITIONS AVAILABLE: 2 PER DAY (1 FOR MORNING AND 1 FOR AFTERNOON)**
DISCOUNT AVAILABLE FOR MULTI-BREAK SPONSORSHIPS

\$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; registration includes 1 ticket to the President's Cocktail Reception

Distinct sponsor ribbon identification on name badge

Access to online delegate database

Dates available: Monday, June 3, Tuesday, June 4

*** ONE EXCLUSIVE AVAILABLE PER DAY**

\$10,000*
CAD

Lunch Sponsorship

Live thank you recognition from the podium

Sponsor logo on Lunch signage

Sponsor option to place signage in lunch area

1 Radio conference registration; registration includes 1 ticket to the President's Cocktail Reception

Distinct sponsor ribbon identification on name badge

Access to online delegate database

Dates available: Monday, June 3, Tuesday, June 4

*** TWO EXCLUSIVES AVAILABLE PER DAY**

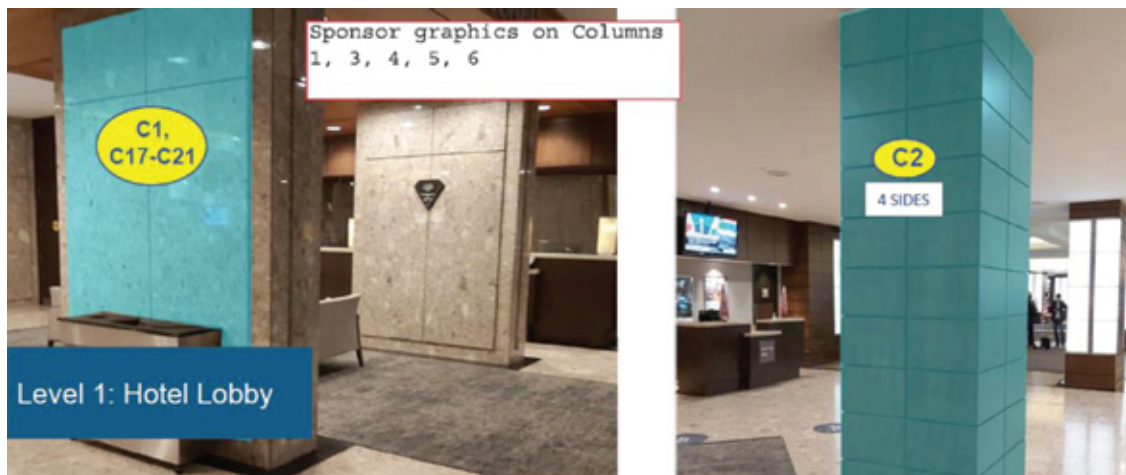
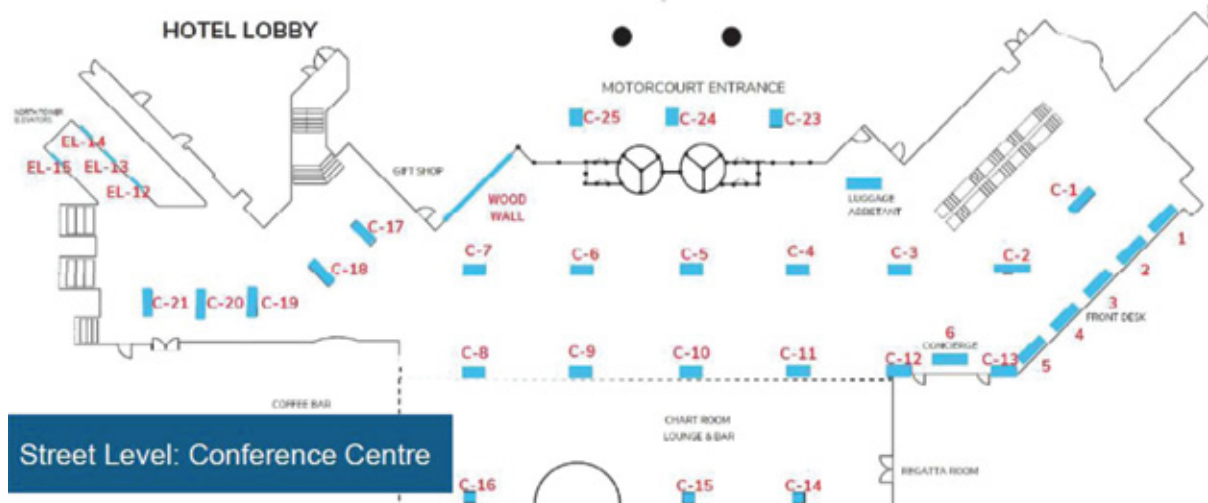
Venue Branding

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.). Contact for price menu. Cost to print the banners are the sole responsibility of sponsor and additional to the cost to reserve the dedicated branding space. Deadline to reserve space is: May 1, 2024.

For images, quotes and individual suggestions, please contact kristen@cmw.net

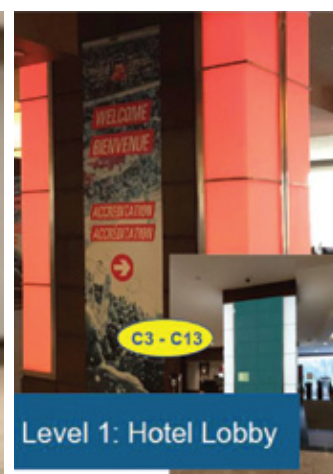
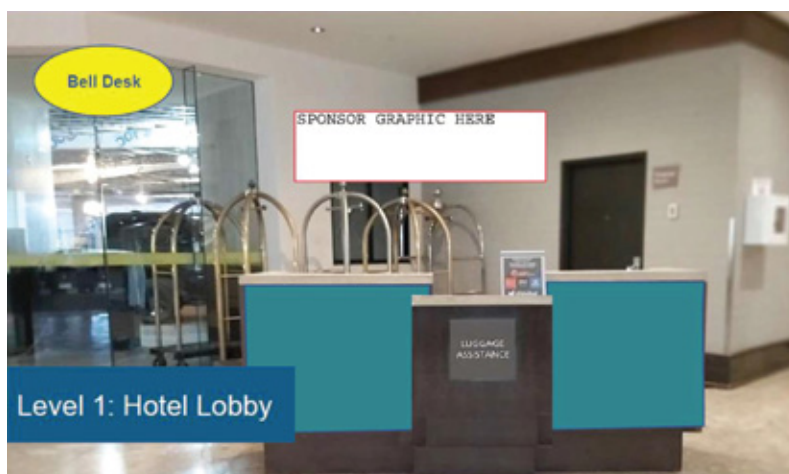
See additional images of branding examples on next page.

Limited availability provided on first come, first paid basis. Maximum of 2 lobby pillars per company will be considered for approval.



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\$4,000*
CAD

Print Advertising

Your ad will appear in the printed program that all delegates (RDNA & CMW Music) receive at registration upon checking in for their delegate badge

Artwork for the printed program will be required around April 1, 2024

\$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

Editorial Article

Newsletter entry with a dedicated news article on RDNA website, 50,000+ worldwide radio, audio and music industry newsletter subscribers supplied.

Main pic size: 1200px x 1200px, Title: max. 6 words, Sub-heading: 4-5 words, Article text: 300 words, Extras: Pictures, iframes, links (appear at the bottom of the page)

To appear in the news section of the RDNA website and featured on the homepage when released.

a la carte Newsletter Digital Advertising Options

GRAPHIC INCLUDES CLICK THRU URL TO WEBSITE

TYPE	SIZE	INSTANCE	RATE
Header Banner (Top of Newsletter)	728x90px	rotating	\$1,500
Horizontal Banner	728x90px	rotating	\$1,200
Footer Banner	728x90px	rotating	\$1,000
Box Graphic	1080x1080px	rotating	\$2,000
Lead Story in Newsletter: Large graphic + 400 (max) word count article/story	1200x1200px	rotating	\$3,000
Feature Story in Newsletter: Graphic + 75 word count (max)	728x90px	rotating	\$2,000

*** ONE EXCLUSIVE PLACEMENT AVAILABLE PER RDNA NEWSLETTER**

Banners on RDNA Website

TYPE	SIZE	WEEKLY	MONTHLY
Header Banner (Premium Placement)	728x90px	\$700	\$2,400
Footer Banner	728x90px	\$600	\$2,000
Square Banner	250x250 px	\$600	\$2,000
Big Box	300x250px	\$650	\$2,200
Skyscraper	160x600px	\$700	\$2,400
Medium Rectangle Banner - Premium	300x600 px	\$800	\$2,800
Half-page Banner - High Impact, Premium Size	300x1050px	\$700	\$3,400

\$1,000*
CAD

Rotating In-App Banner ad

Your company's graphic will display in rotation in our event app for delegates to see. A hyperlink of your url will allow delegates to select it to visit your website. Specs to be provided.

\$2,000*
CAD

Socials

x1 post per RDNA social platform (Meta (FB/IG), LinkedIn, X = 1 per platform x 4 platforms)
Sponsor can only purchase one dedicated social post option.

Exhibiting Options (3 size options)

There are 3 sizes of booth space sizes that can be accommodated in the 2024 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)

Confirmed days and times will be provided by our Expo Manager closer to the event date
Build/Load-in: Saturday, June 1 (evening), or Sunday, June 2 (morning - must be built by 11:00am as Podcast Summit begins at 1:00pm)

Expo Hours:

Sunday, June 2: 11:00am– 6:00 pm

Monday, June 3: Open – 8:00am | Closed – 5:00pm

Tuesday, June 4, Open – 8:00am | Closed – 5:00pm

Option to remain set up for Music Conference Wednesday, June 5,

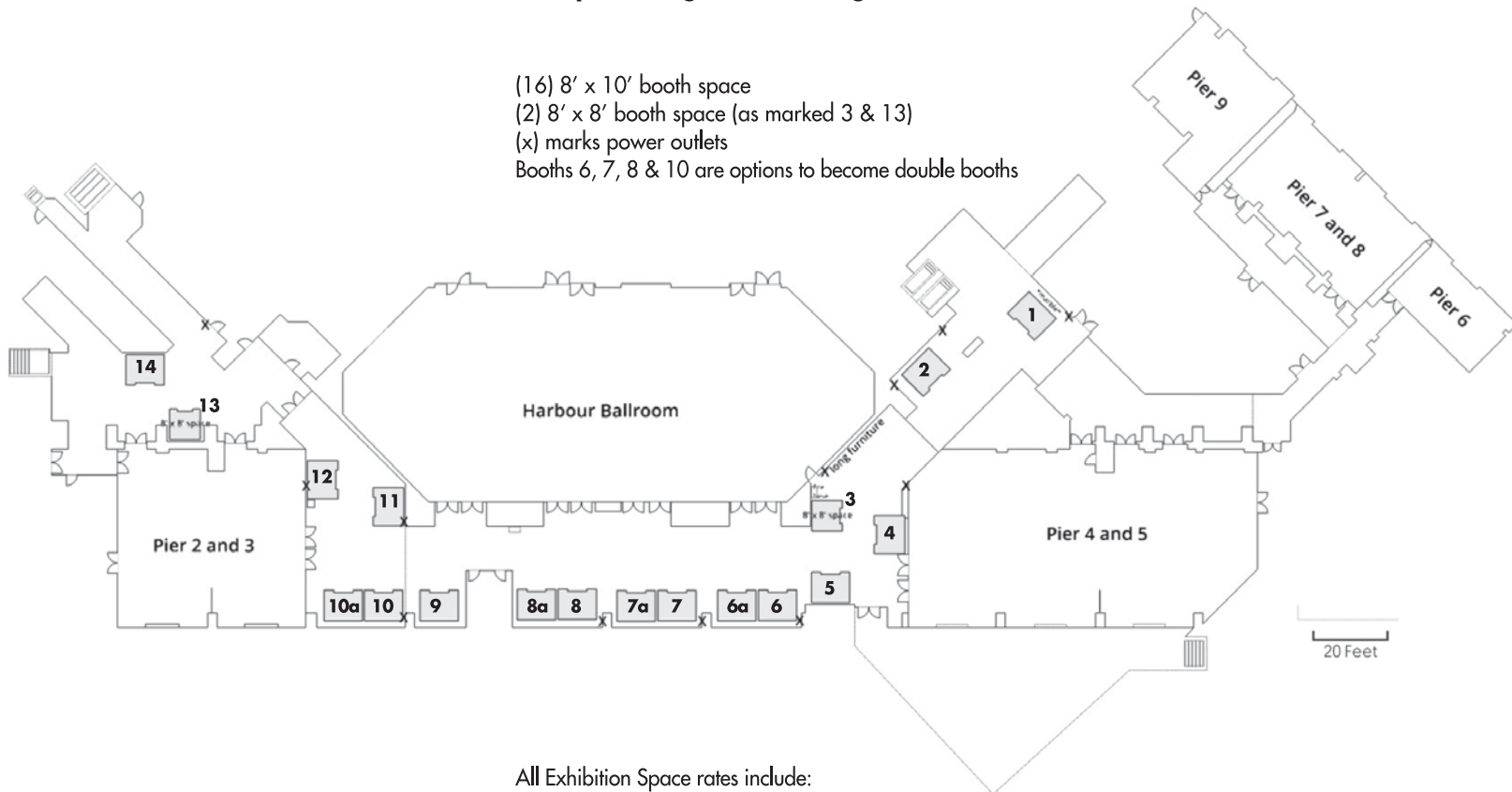
Open: 8:00am | Closed: 5:00pm

Dismantling may not start before all conference programming is complete on Tuesday, June 4 or Wednesday, June 5, on whichever day 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.

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 RDNA2024 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: additional staff members at your booth, including internal and third party staff. Change max of 2 to max of 3 can be purchased)
- Access to RDNA social and networking events