

GALA PROUDLY PRESENTS

WorldReady

CONFERENCE BERLIN

SPONSORSHIP AND EXHIBIT OPPORTUNITIES

Recent European Audiences

2023: **479** 2024: **515**

DELEGATES



COMPOSITION

2023

LSC: **84%**

Executive Leaders: **47%**

Enterprise: **10%**

Academic: **6%**

2024

LSC: **83%**

Executive Leaders: **46%**

Enterprise: **11%**

Academic: **6%**

SURVEY RESULTS



38,269 followers



8,700 followers



9,588 email subscribers

ENGAGEMENT

Exhibits

Co-create the legendary GALA conference community (now the WorldReady Conference community) as an exhibitor at GALA's WorldReady Conference Berlin. Exhibiting at a GALA event puts you in front of decision-makers and executives, and elevates your brand.

Package Includes:

- 3x2m space
- Electricity
- One table
- Two chairs
- Waste bin
- Exhibits-only passes for customers
- Logo on conference website, printed program, event app, and marketing emails
- One complimentary exhibit personnel registration (full conference, all access)
- Discounted pricing on registration for two additional booth personnel (US\$ 1200)

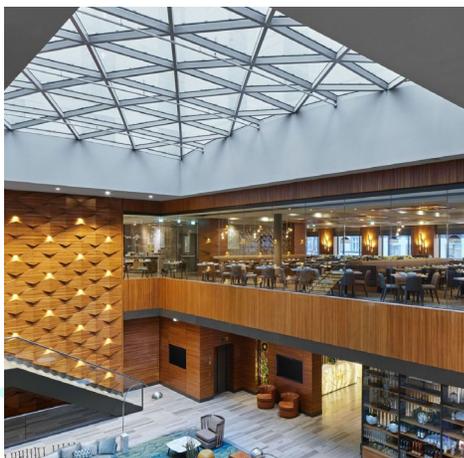
*Additional company delegates must pay full registration rates

MEMBERS: \$5,000

NON-MEMBERS: \$6,000

GALA never fails to wow me, and this year was no different. As a first-time exhibitor with my new company, I could not be happier with the results in brand recognition and strengthening.

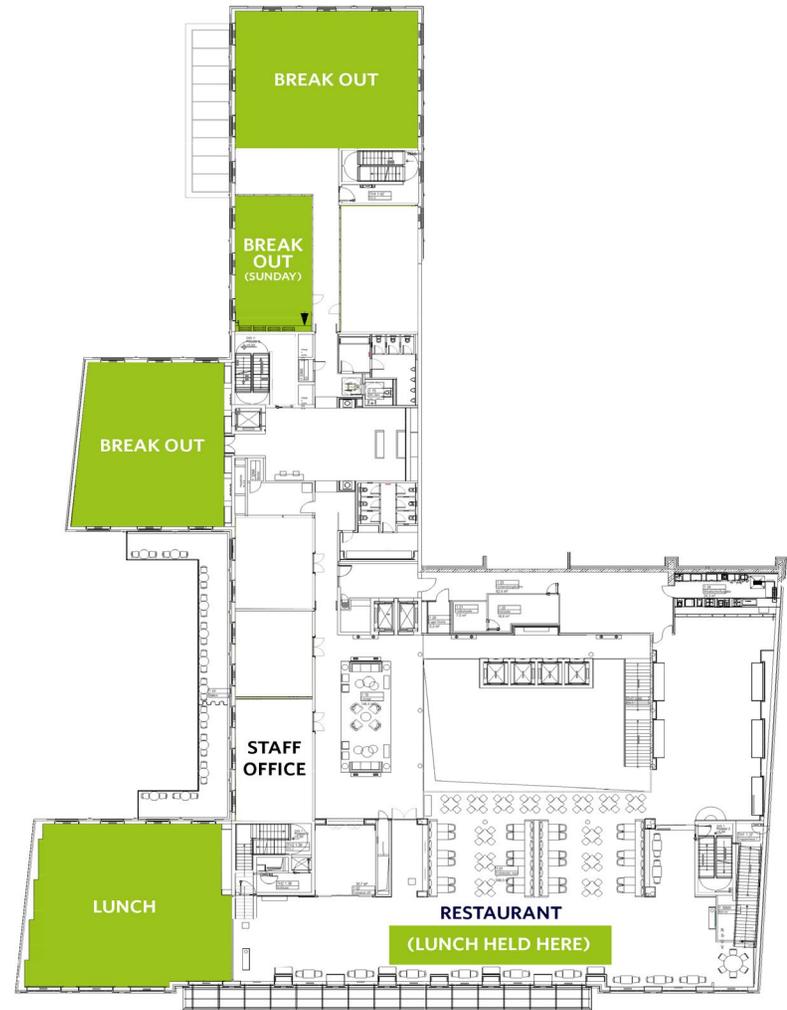
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Event Floor Plan

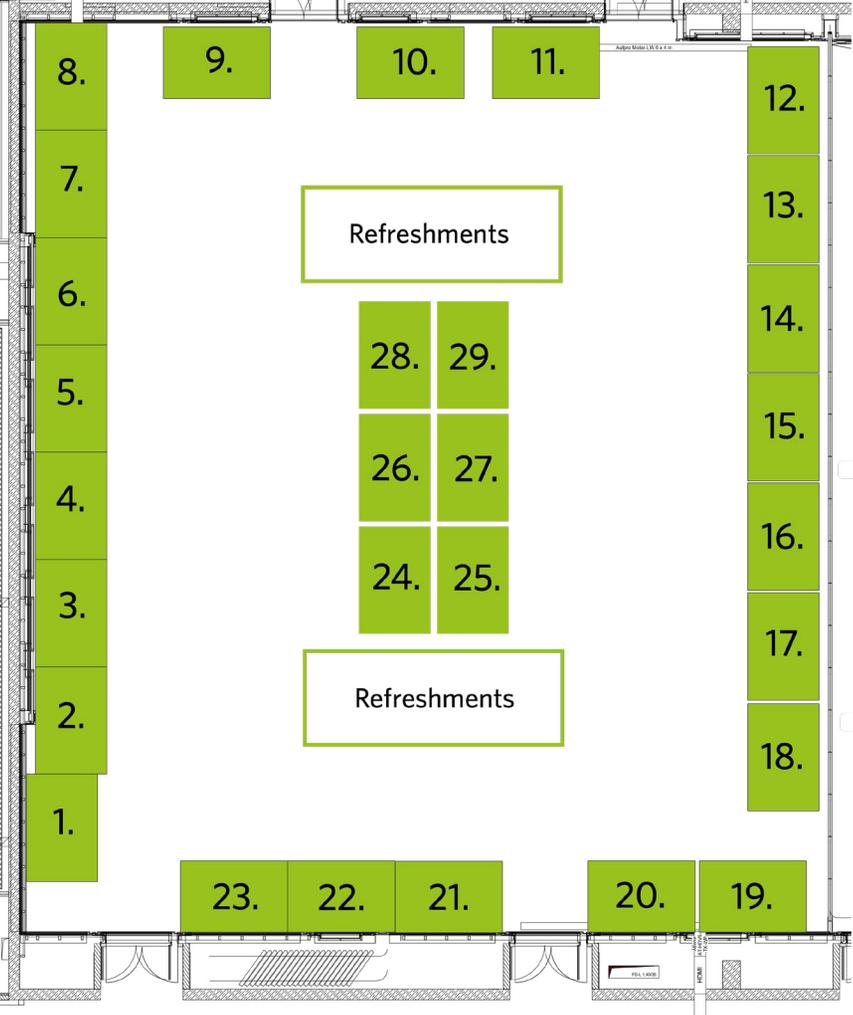


Ground Floor



First Floor

Exhibit Floor Plan



Opportunities

Sponsoring GALA's WorldReady Conference connects you to the incredible GALA community and puts your company in front of hundreds of top executives and decision makers. Build a sponsorship that suits your needs by picking and choosing what's right for your company.

All Sponsors Receive	<ul style="list-style-type: none">• Recognition via social media channels• Recognition via event signage• Recognition via event website• Recognition via event marketing emails• Inclusion in sponsor section of mobile event app
Premier Sponsor	<ul style="list-style-type: none">• Exclusive marquee sponsor of the WorldReady Conference Berlin• Recognition via event signage• Opening & closing session sponsor acknowledgement• Address attendees in closing session• Solo logo slide in opening/closing session• Exclusive pre-and post-event email to attendees• Logo/link in regular pre-event emails• Banner app in event mobile app• Social media mention pre- and post-event• One complimentary exhibit stand• Two complimentary full conference registrations for sponsor representatives• 30 minute sponsored session <p>PREMIER EVENT SPONSOR</p> <p>\$25,000</p>

Conference Activities			
GALA Dinner	Exclusive sponsor of GALA's WorldReady Conference dinner	\$10,000	One available
Keynote and Welcome Session	Kick-off the conference right. Deliver a welcome address at our largest plenary session.	\$8,000	One available
Welcome Reception	Exclusive sponsor of the biggest reunion in the industry	\$6,500	One available
Speed Networking	Host of one of GALA's most popular sessions; lead the session, distribute marketing material or swag	\$3,000	One available
Sponsored Session	30-minute session on the program	\$4,000	Must be combined with exhibit or sponsorship; three available
Discounted Delegate Registration	10% discount on registrations	10% off list price	Must be combined with exhibit or sponsorship
Discounted Exhibit Stand	10% discount on exhibit stand	10% off list price	Must be combined with sponsorship



Conference Materials			
Badges	Eco-friendly name badges with your branding, produced by GALA	\$6,000	One available
Notebooks	Custom designed, eco-friendly notebooks with your logo on the cover and a half page ad inside page ad inside, produced by GALA	\$5,000	One available
Mobile event app	Digital banner ads throughout the mobile event app	\$2,500	Unlimited
Pens	Eco-friendly branded pens with your logo, produced by GALA	\$3,000	One available
Souvenirs	Custom designed, eco-friendly souvenir with your logo and ours	\$3,000	One available
Hotel keycard	Custom designed hotel key cards for ~200 GALA delegates staying at the hotel	\$3,500	One available
Half page ad in the printed event program	Embedded in the conference notebooks	\$1,500	Unlimited

Extra Brand Visibility via GALA's Channels			
Leaderboard ad on GALA website (3 months)	digital banner ad on GALA-global.org website	\$3,000	Unlimited/Can change the artwork 3 times
Leaderboard ad on GALA website (1 month)	digital banner ad on GALA-global.org website	\$1,250	Unlimited
Sidebar ad on GALA website (3 months)	digital banner ad on GALA-global.org website	\$2,040	Unlimited/Can change the artwork 3 times
Sidebar ad on GALA website (1 months)	digital banner ad on GALA-global.org website	\$850	Unlimited
Leaderboard ad in GALA's Global Update	digital banner ad in GALA's non-member newsletter	\$850	Unlimited



“ GALA is the best industry conference to stay abreast of the technologies and business issues relevant to providers. ”

Luis Miguel, Avantpage



“ The conference stimulated and inspired me to create my own ideas and solutions that I can take back to grow my company. The conference gave me valuable tools to use in the growth of our company. ”

Tea Dietterich, 2M Language Services

