



**COMMUNICATION  
WITH CONSCIENCE**



# Sponsorship and exhibition dossier

Connecting with more than  
160,000 communications  
professionals

**Sponsorship Contact:**

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**COMMUNICATION  
WITH CONSCIENCE**



## Your brand can be part of an exceptional event

On behalf of both our organizations and as co-chairs of the 2014 World Public Relations Forum (WPRF), we appreciate your interest in sponsoring the upcoming eighth edition of the largest global conference of public relations and communication professionals. This historic event will take place in Madrid on September 21-23, 2014, and our theme this year is Communication with Conscience.

We strongly believe this conference to be an unparalleled opportunity for your company to be perceived as a key supporter of the PR & communication profession or as a thought leader in corporate communications and civil society. We are expecting more than 700 managers and top executives from the largest domestic and multinational corporations, as well as government institutions, in Madrid to discuss and reshape our role to meet the challenges of today's organizations – and the expectations of modern society.. Your brand cannot miss the chance to be seen as one of the selected few making it happen.

Please do not hesitate to contact our sponsorship team on any related matters, and be part of WPRF Madrid 2014.

Yours faithfully,

**José Manuel Velasco**  
President of the  
Spanish Association of  
Communication Directors  
(Dircom)

**Daniel Tisch**  
Member of the Executive  
Board, Global Alliance for  
Public Relations and  
Communication Management





GLOBAL ALLIANCE FOR  
PUBLIC RELATIONS AND  
COMMUNICATION  
MANAGEMENT

**dircom**  
Asociación de Directivos de Comunicación

The Global Alliance for public relations and communication management (GA) is the confederation of the world's major PR and communication management associations and institutions, representing 160,000 practitioners and academics around the world through its members.

GA's mission is to unify the public relations profession, raise standards around the world, share knowledge for the benefit of its members and become the global voice for the public relations profession in the public interest. GA promotes cooperation among communication professionals in order to address common problems from a global perspective.

Thanks to its cooperation with regional, national and international bodies aimed at enhancing the professionalism in the field of public relations and communication management, the Global Alliance works to enhance the influence of the industry among its constituents around the world.

**“WPRF is the most  
important communications  
event in the world”**

Dircom is a professional association uniting communication managers and professionals of Spanish corporations, institutions and consulting companies. It was created in 1992 as the result of the initiative of a group of outstanding communication professionals driven by the increasing importance and scope of their responsibilities within their companies and society.

Dircom's mission is to enhance the value of the role of communication and the value of dircom itself within organizations. This mission is based on four strategic axes: acknowledgement, professional development, networking and Social Responsibility.

José Manuel Velasco has been President since July 2008 and leads the association together with a Board of Directors made up of a Honorary President, three Deputy Presidents, a Secretary General, a Treasurer, 14 executive board members (corporate communication directors, senior managers of communication agencies and representatives of the academic world), and 6 regional presidents, with the support of a management team led by Sebastián Cebrían.



## KEY FACTS ON THE MADRID 2014 WPRF



- The WPRF is the leading global communications event.
- Reference forum for 160,000 communication professionals from all over the planet.
- The corporate communication of the future will be defined at the event.
- First bilingual English-Spanish edition.
- An outstanding opportunity to hook up with leading communication directors.

### Strong institutional backing



Honorary committee presided over by HRH the Prince of Asturias and comprising the reference institutions for the forum, showing their commitment to this edition.



Ana Botella, mayor of Madrid

Carmen Martínez Castro, secretary of State for Communications

Marcelino Oreja, president of the Royal Academy of Moral Sciences and Politics

Juan Rosell, president of the Spanish Confederation of Business Organisations (CEOE)

Antonio López Fernández, honorary President of Dircom

**“A can’t-miss event for communication directors”**

## LOCATION



### The city of Madrid

- 300 Metro Stations
- 15,654 Taxis
- 135 Museums
- 5,077 Restaurants
- 8,300,000 Tourists
- 2,769 Hours of sunshine per year
- 7 Public Universities
- 8 Private Universities
- 195 Members of the Madrid Convention Bureau
- 428,398 Companies in the City



### The venue

The Palacio Municipal de Congresos de Madrid is the place chosen to host the 8th WPRF.

Its modern design provides this conference centre with great versatility and modern technology and services to meet all needs of conferences, meetings or product presentations.

The facilities have over 30,000 net square metres, divided into exhibition areas, two auditoriums for 1,814 and 913 people respectively, a 2,200 m2 multi-purpose hall and 28 rooms for various uses.

Additionally, there are:

- Public parking facilities with 600 parking spaces
- 28 meeting rooms with capacity for 26 - 360 people
- 2 auditoriums
- Large multi-purpose areas

## PROGRAMME



### WPRF Marketplace

The WPRF Marketplace is a fantastic showcase for providers and companies leading the communications and public relations industry.

The Marketplace will be the centre of the event; it is strategically located in a thoroughfare so that visitors pass by the stands. It will be the principal networking place for visitors and sponsors.

Moreover, all sponsors will be entitled to special conditions at the Marketplace. Booking spaces early ensures the best location.

Day	Activities
Sunday 21	Master Class Research Colloquium Opening of registration Opening "Marketplace"
Monday 22	<b>OPENING PLENARY SESSION</b> Welcome #WPRF14 Networking coffee Opening Session: The Challenge of Communication Global agenda: major challenges of our time  <b>DECONSTRUCTING COMMUNICATION</b> Plenary Session: The Character of Communication Parallel sessions #WPRF14 Networking Lunch  <b>TRANSFORMING COMMUNICATION</b> Plenary session: Communication with a conscience Parallel sessions Coffee Break and Networking Game Gala Dinner (Location to be confirmed)
Tuesday 23	<b>LEADING THROUGH THE COMMUNICATION</b> #WPRF14 Networking coffee Plenary session: Leadership Through Communication Parallel sessions #WPRF14 Networking Lunch  <b>TAKING ACTION: COMMUNICATING WITH CONSCIENCE</b> Plenary session: Capitalism with a conscience Parallel sessions #WPRF14 Digital Speed Networking  <b>CLOSING PLENARY SESSION</b>

## WHY SPONSOR MADRID 2014 WPRF?



### Awareness

To create awareness amongst the public, stakeholders, news media, business sector, industrial players and other leaders of the communication management and public relations field. To leverage the worldwide coverage of this event to consolidate or strengthen your company's reputation as a diverse and socially responsible enterprise.

### Innovation

To take advantage of this forum to get access to ideas for new communication initiatives inside your organisation and company.

### Network

To be at the core of a new global network that includes more than 1,000 experts and leaders in a wide range of professional fields. To give your company and your team the opportunity to get to know some of the key international business players. To build relationships and start new partnerships.

### Knowledge and experience

To get access to the key information sources in the communication management field, become aware of the current trends in communication management and public relations.

## BENEFITS FOR PARTICIPANTS AND SPONSORS:

- To contribute to a global forum and consolidate and enhance your profile as key industrial player with a solid reputation
- To have contact with some of the communication management decision-makers in the public relations sector and strengthen your brand identity
- To have contact with potential market players through conferences and stands, advertising, etc.
- To align the main communication drivers in the world and be able to interact with them
- To consolidate your relationship with existing customers and make new business contacts
- To launch a new project or services and generate interest
- To find out the current trends and challenges

**“High level of return  
on different levels for  
your company”**



## SPONSORSHIP LEVELS



**6 KEY PARTNERS**

**6 LEADING PARTNERS**

**8 PARTNERS**

**OFFICIAL PROVIDERS**

### CONTACT

All those companies interested in sponsoring the event, please contact the World Public Relations Forum or Sportship Marketing for more details:

T. +34 91 788 32 00 / F. +34 91 788 32 99

patrocinios@worldprforum.com

wprf2014@sportshipmarketing

www.worldprforum.com

### MAXIMISING EXPOSURE

Early confirmation of sponsorship will guarantee a high level of exposure. An intensive promotional action campaign will be rolled out for sponsors from the moment they confirm their involvement, culminating in the celebration of the event.

## OTHER SPONSORSHIP OPTIONS:

### GALA DINNER WPRF 2014 SPONSORS

You have the chance to sponsor the Gala Dinner that will be held to celebrate the WPRF.

The Gala Dinner will be attended by the main participants in the event and the sponsoring brand will have the leading role.

### TOURISM SPONSORS FOR THE WPRF 2014

A brand will sponsor the tourism and commercial actions associated with the WPRF 2014. Possibility of implementing commercial actions at the headquarters or in the main sales area.

### MARKETPLACE WPRF 2014

Exhibition and networking zone where sponsors can showcase their information and products.

## BENEFITS AT EACH LEVEL



There are three sponsorship options across the whole event with their corresponding benefits.

KEY PARTNER SPONSORSHIP AGREEMENT BENEFITS	LEADING PARTNER SPONSORSHIP AGREEMENT BENEFITS	PARTNER SPONSORSHIP AGREEMENT BENEFITS
<b>Image Rights</b>	<b>Image Rights</b>	<b>Image Rights</b>
Designation and use of WPRF2014 logo Right to use the WPRF 2014 logo and official designation as “WPRF2014 KEY PARTNER ”	Designation and use of WPRF2014 logo Right to use the WPRF 2014 logo and official designation as “WPRF2014 KEY PARTNER ”	Designation and use of WPRF2014 logo Right to use the WPRF 2014 logo and official designation as “WPRF2014 KEY PARTNER ”
<b>Communication</b>	<b>Communication</b>	<b>Communication</b>
Key presence on WPRF 2014 website	Important presence on WPRF 2014 website	Presence on WPRF 2014 website
Information on GA and Dircom websites	Information on WPRF, GA and Dircom websites	Information on WPRF, GA and Dircom websites
Presence in WPRF, GA and Dircom newsletter	Presence in WPRF, GA and Dircom newsletter	Presence in WPRF and Dircom newsletter/s
Individual press release from Dircom announcing top level WPRF sponsorship	Shared press release from Dircom announcing 2nd level WPRF sponsorship	Shared press release from Dircom announcing 3rd-level WPRF sponsorship
Video message on WPRF website guaranteed (CEO or other representative from sponsor company)	Summary of 2nd level sponsors in video message on WPRF website	Basic presence on social media: WPRF, Dircom and GA
Key presence on social media: WPRF, Dircom and GA	Secondary presence on social media: WPRF, Dircom and GA	Basic presence in Communication Plan
Key presence in Communication Plan	Secondary presence in Communication Plan	
<b>Event</b>	<b>Event</b>	<b>Event</b>
Key presence on panels, general signage, digital signage, conference briefcase, printed materials, handbook, DVD, etc.	Secondary presence on panels, general signage, digital signage, conference briefcase, printed materials, DVD, etc.	Presence on panels, general signage, digital signage, conference briefcase, printed materials, DVD, etc.
Proactive actions by Dircom to ensure that the company leads a parallel session. Consultancy on content and position in programme	Possible participation in parallel session	Basic acknowledgement at start and close of the event
Major acknowledgement at the start, during and at the close of the event. Logo present on the screen	Secondary acknowledgement at start and close of the event	Possible presence at parallel session
<b>Gala Dinner</b>	<b>Gala Dinner</b>	<b>Gala Dinner</b>
Own table at Gala Dinner and up to four guests not taking part in the WPRF	Four guests	Two guests
Visibility at Gala Dinner (secondary presence of all top-level sponsors)	Basic visibility at Gala Dinner (basic presence of all 2nd-level sponsors)	
<b>Marketplace Commercial Stand</b>	<b>Marketplace Commercial Stand</b>	<b>Marketplace Commercial Stand</b>
Special conditions for sponsors	Special conditions for sponsors	Special conditions for sponsors
<b>Registration</b>	<b>Registration</b>	<b>Registration</b>
Special conditions for sponsors	Special conditions for sponsors	Special conditions for sponsors



## OTHER OPTIONS



Apart from the three general sponsorship levels, there are three other options open to companies.

COLLABORATORS SPONSORSHIP AGREEMENT BENEFITS	GALA DINNER PARTNER SPONSORSHIP AGREEMENT BENEFITS	TOURISM PARTNER SPONSORSHIP AGREEMENT BENEFITS
<b>Image Rights</b>	<b>Image Rights</b>	<b>Image Rights</b>
Right to official designation as “WPRF2014 Supplier Partner”	Right to use of the WPRF 2014 logo and official designation as “WPRF2014 Gala Dinner Partner”	Right to use of the WPRF 2014 logo and official designation as “WPRF2014 Supplier Partner”
<b>Communication</b>	<b>Communication</b>	<b>Communication</b>
Reference presence on WPRF 2014 website	Presence on WPRF 2014	Presence on WPRF 2014 website
Information on DIRCOM website	Information on DIRCOM website	Information on DIRCOM website
Presence in newsletter	Presence in 1 GA and 3 DIRCOM newsletter	Presence in 1 GA and 3 DIRCOM newsletter
Reference presence on social media: WPRF, DIRCOM and GA	Shared press release with Dircom announcing sponsorship and WPRF designation	Shared press release with Dircom announcing sponsorship and WPRF designation
	Basic presence on social media: WPRF, DIRCOM and GA	Basic presence on social networks WPRF, DIRCOM and GA
Reference presence in Communication Plan	Basic presence in the Communication Plan	Basic presence in Communication Plan
		<b>Event</b>
		Right to create own tourism route through Madrid for visitors interested in taking part on Saturday or Sunday
		Right to roll out commercial actions
	<b>Gala Dinner</b>	<b>Gala Dinner</b>
	2 tables at Gala dinner and up to 4 guest not participating in the WPRF	Four guests
	Full visibility at Gala Dinner (presence in all designated areas for partner during dinner: welcome desk, material on tables, exhibition materials, etc). Right to special mention during dinner	
<b>Stand Commercial Marketplace</b>	<b>Stand Commercial Marketplace</b>	<b>Stand Commercial Marketplace</b>
Special conditions for sponsors	Special conditions for sponsors	Special conditions for sponsors
<b>Registration</b>	<b>Registration</b>	<b>Registration</b>
Special conditions for sponsors	Special conditions for sponsors	Special conditions for sponsors

## WPRF MARKETPLACE



For companies that require a dynamic presence at the forum there are the following options available at the Marketplace, for sponsors or of WPRF 2014 or others.

STAND TYPE 1	STAND TYPE 2
12 m2	6 m2
<ul style="list-style-type: none"> <li>- Right to use the exhibition space as a meeting area and for indirect commercial actions</li> <li>- Brand customisation aligned with pre-set design</li> </ul>	<ul style="list-style-type: none"> <li>- Right to use the exhibition space as a meeting area and for indirect commercial actions</li> <li>- Brand customisation aligned with pre-set design</li> </ul>

**Visibility**

**Innovation**

**Knowledge &  
Experience**

**Networking**