



DanAds®



**SUMMIT 26**  
New York - October 14

# Sponsorship Packages

Be part of our exclusive summit



# About our Annual Summit

Over 150 worldwide publishers and advertisers come together to share their self-serve journey.

The demand for self-serve advertising is rapidly growing and spreading across all platforms, transforming the way brands and journalism connect with their audiences. Building upon the success of our inaugural summit, DanAds proudly presents the Summit 2025, a gathering of leading voices and influencers within the self-serve advertising industry.

This exclusive event will invite key industry experts to delve into the transformative impact of self-serve platforms and advertising automation.

# Our Goals

01

## Empowering self-serve and ad automation success

The primary goal of the summit is to empower attendees with the knowledge, tools, and strategies to succeed in the self-serve business model.

02

## Fostering collaboration and networking

We strive to foster networking opportunities and facilitate meaningful discussions that will enable attendees to build valuable relationships, exchange ideas, and potentially form strategic partnerships for mutual growth and success.

03

## Showcasing cutting-edge technologies

We seek to showcase the latest advancements in technologies, platforms, and solutions.



# Agenda

09:00AM	Doors open, breakfast served
10:00AM	Welcome message
10:15AM	Keynotes & panels
12:00PM	Lunch served
12:45PM	Keynotes & panels
02:50PM	Networking session
03:15PM	Keynotes & panels
04:00PM	Cocktail reception
06:00PM	Summit concludes

# Target Audience

**Established large publishers, agencies and SMBs all flock to the summit.**

Meet the people that express interest in attending our summit. We were in good company last year with attendees from:

*Paramount+*

*Google*

*Spotify*

*Disney Advertising*

*Adevinta*

*Bloomberg Media Group*

*Boston Globe Media*

*dish media*

*ROKU*

**Waymark**

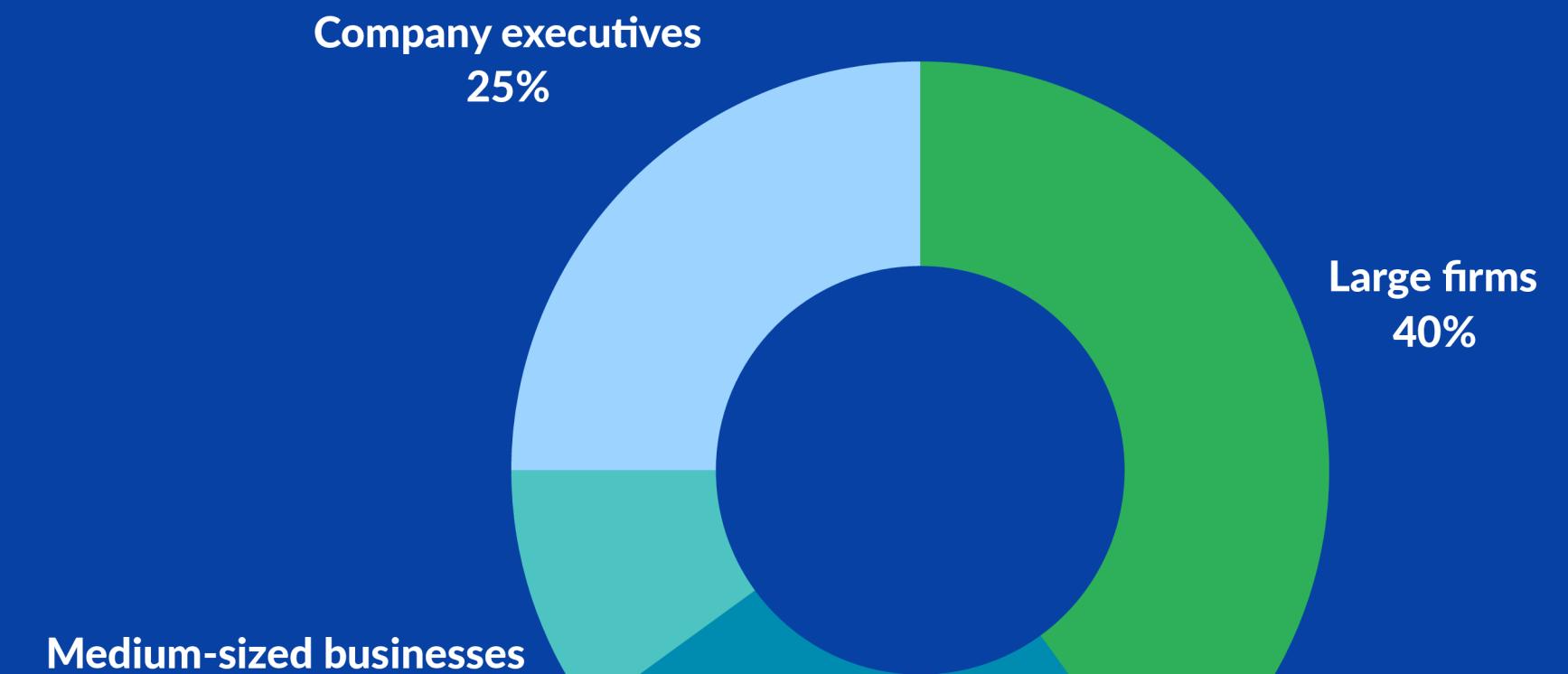
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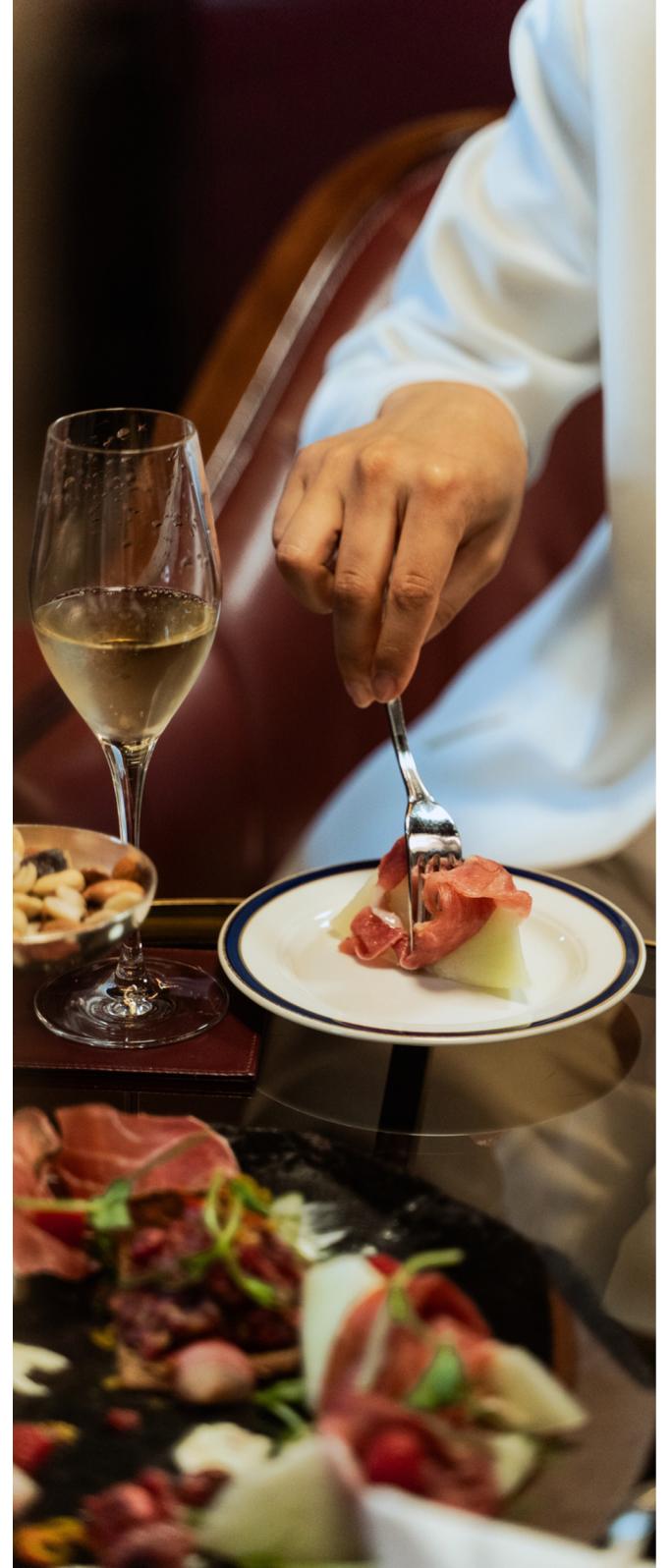
**PHILIPS**

*AudioStack*

*COMCAST*

*ROGERS Sports&Media*





# The Venue - Midtown Loft & Terrace

267 5th Avenue, New York, NY 10016



# Sponsorship Opportunities

See how you can get your brand in front of hundreds of leaders and C-level executives.

# Platinum Sponsorship | \$15K USD

## What is included?

- 5 entrance tickets
- Full sponsor branding package
- Speaking opportunity - Panel
- Contribution to merch bag giveaway
- 1x VIP dinner pass

# Gold Sponsorship | \$10K USD

## What is included?

- 3 entrance tickets
- Limited sponsor branding package
- Participate in the merch bag giveaway
- 1x VIP dinner pass

# Silver Sponsorship | \$8K USD

## What is included?

- 2 entrance tickets
- Limited sponsor branding package
- Participate in the merch bag giveaway



# Become a Spotlight Partner

Elevate your brand to new heights by **hosting or co-hosting a meal** during the summit.

This exclusive opportunity **puts your brand front and center**, allowing you to showcase your brand, connect with attendees, and leave a lasting impression.



- **Cocktail Happy Hour ..... \$12K USD**  
2 hours  
Up to 150 people  
Canapes & Beverages

- **Lunch ..... \$8K USD**  
1 hour  
Up to 150 people  
Seated Lunch Buffet

- **Breakfast ..... \$5K USD**  
1 hour  
Up to 150 people  
Buffet

# Sponsorship Package Comparison

- Entrance tickets
- Speaking opportunity
- Sponsor branding package
- 1x VIP Dinner pass
- Host or co-host a meal

	Platinum	Gold	Silver
Entrance tickets	5	3	2
Speaking opportunity	✓	✗	✗
Sponsor branding package	✓	✓	✓
1x VIP Dinner pass	✓	✓	✗
Host or co-host a meal		Upon request	

# Exclusive VIP Dinner

An exclusive VIP dinner for 35-40 executives will follow the Summit in New York City.

This two-hour networking opportunity is designed to maximize your visibility and business development objectives. The event includes a brief networking cocktail, followed by a seated dinner.





# What you gain as a sponsor

Prominent marketing exposure during an exclusive event, fostering positive associations with your brand.

You will gain significant exposure and access to **a highly targeted audience**, creating opportunities for increased **brand recognition, lead generation, and business growth**.

# What our participants thought of other summits

We had very successful summits the previous years



**Lisa Parks**  
Head of Programs & Products - Platforms

*"The DanAds Summit is an event that I look forward to each year. The content is always insightful, and the speakers bring a wealth of knowledge to the table, leading to lively conversations. This year's panel discussions, as always, brought candid conversation and diverse perspectives on the future of advertising technology and the possibilities. These were not only thought-provoking but also incredibly inspiring. It's fantastic to see DanAds fostering such an engaging and forward-thinking environment!"*



**James Immordino**  
Vice President - Ad Sales Strategy

*"Huge thanks to DanAds for the invitation and to Rob Beeler for steering such a dynamic conversation and for highlighting the "Hugs" (retention) KPI. TV publishers' focus and trajectory around convergence is real - and collaboration across partners and adTech with external-facing simplicity will be key to making it deliver for advertisers."*  
Paramount Advertising

# Meet our team

If you have any questions, feel free to  
reach out!



**Marie-Lou  
Penin**

CMO

 [marie-lou.penin@danads.se](mailto:marie-lou.penin@danads.se)

 Stockholm, Sweden



**Jessica  
Chu**

Marketing Manager

 [jessica.chu@danads.se](mailto:jessica.chu@danads.se)

 Stockholm, Sweden



# Thank you

Have any questions? Feel free to reach out directly to Marie-Lou Penin  
via [marie.lou.penin@danads.com](mailto:marie.lou.penin@danads.com) and Jessica Chu via [jessica.chu@danads.com](mailto:jessica.chu@danads.com)

[Learn more about the summit](#)