

*Exclusive event*

# Self-Serve Summit 2023

powered by  DanAds®

**Sponsorship Packages and Opportunities**

October 18th - New York, USA

**Future Outlook  
of Self-Serve Advertising**





# About Self-Serve Summit 2023



Over 100+ 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 Self-Serve Summit 2023, 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.

# Event goals

01

## Empowering Self-Serve and Ad Automation Success

The primary goal of the Self-Serve Summit 2023 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.



# Event agenda

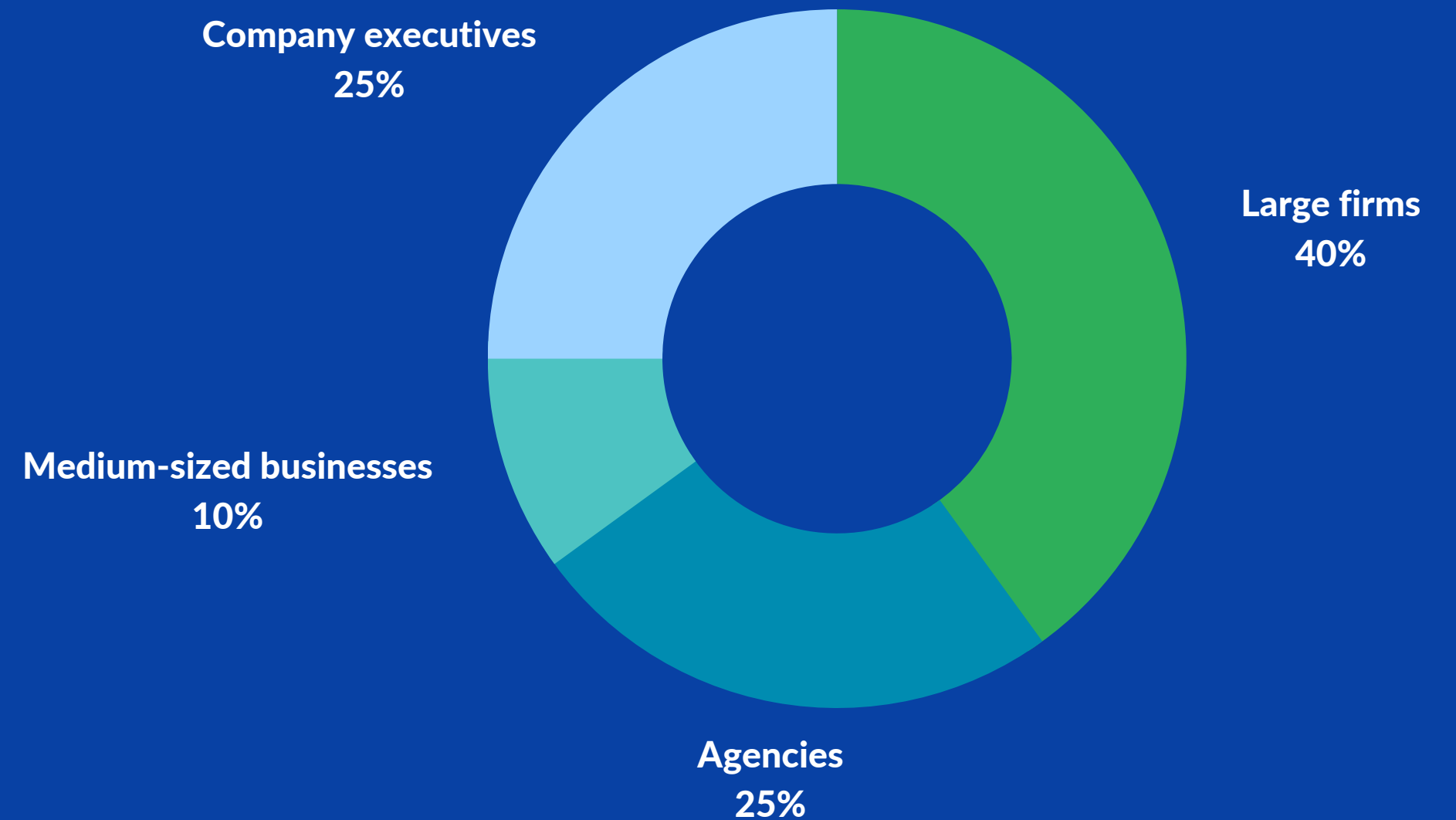
9:00am	Doors open, breakfast served
10:00am	Welcome message
10:15am	Keynote speakers & panels
12:00pm	Light lunch served
12:45pm	Keynote speakers & panels
2:50pm	Award announcements
3:15pm	Networking session
3:45 pm	Cocktail reception
6:00 pm	Summit concludes

# Our target audience

Established large publishers, agencies and SMBs all flock to the Self-Serve Summit.

Meet the people that express interest in attending our summit.

We were in good company last year with attendees from:





# The venue - Glasshouse Chelsea

545 W 25th St, New York, NY 10001



# Sponsorship Opportunities

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

[Complete the sponsorship form](#)

# Platinum Sponsor

Price: \$7,000 USD



## Pre-event

- Logo prominently displayed on the event website
- Logo featured in pre-event emails
- Dedicated social media posts acknowledging sponsorship

## During event

- Acknowledgement during introduction and closing remarks
- Logo on all printed materials and digital signage
- 4 conference passes and a swag bag drop
- Opportunity for company representative participation in a panel discussion
- Logo featured on coasters or napkins

## Post-event

- Logo inclusion in event recap
- Dedicated social media posts acknowledging sponsorship
- Recorded footage from the event



# Gold Sponsor

Price: \$5,000 USD



## Pre-event

- Logo displayed on the event website
- Logo featured in pre-event emails

## During event

- Logo on all printed materials and digital or printed signage
- 3 conference passes, a swag bag drop
- Logo featured on coasters and napkins

## Post-event

- Logo inclusion in event recap
- Recorded footage from the event

# Silver Sponsor

Price: \$3,000 USD



## Pre-event

- Logo displayed on the event website

## During event

- 2 conference passes
- A swag bag drop
- Logo on digital or printed signage.

## Post-event

- Logo inclusion in event recap

# News Publi



## How our sponsors benefit

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.**

[Complete the sponsorship form](#)

# What our participants thought

We had a very successful summit last year

 AMOBEE



**Piper Heitzler**  
Head of Growth

"What an incredible summit! I attended the Self-Serve Summit as a speaker, and the level of engagement from the audience was remarkable."

**Attendee**  
Agency

"The event struck the perfect balance between knowledge sharing and networking opportunities."

**Attendee**  
Advertiser

"Impressed by the focus on practicality and actionable takeaways at the Self-Serve Summit."



**Elina  
Mitchell**

Event Marketing  
Manager



New York  
USA



**Marie-Lou  
Penin**

Head of Marketing



Stockholm  
SE



**Jolie  
E.Dudley**

Content Marketing  
Specialist



New York  
USA

# Meet our team

Get to know the team that  
produces the Self-Serve Summit



# Thank you

Have any questions? Feel free to reach out directly to  
Elina Mitchell via [elina.mitchell@danads.se](mailto:elina.mitchell@danads.se)

[Learn more about 2023 Self-Serve Summit](#)