

13th HbbTV Symposium and Awards 2025

Promotional Opportunities

12th and 13th November 2025

Istanbul, Turkey





The **13th HbbTV Symposium and Awards** will be held in Istanbul, Turkey, on November 12th and 13th, in cooperation with **TVekstra**, a Turkish company leader in addressable TV advertising. The event provides a unique platform for our community and the media industry to listen, engage, discuss and build your network in an in-presence event. The venue will be located in the heart of Istanbul.

TVekstra is leader in addressable TV advertising in Turkey, working with major broadcasters in Turkey and Azerbaijan and expanding internationally.

“Our company is the industry leader, delivering Addressable TV ad infrastructure and technologies, providing holistic services in Turkey and globally.”



Merve Eraslanoglu, General Manager

- **Day one** of the symposium is the usual and traditional conference kind of event; this foresees a **defined agenda** based on call-for-speakers items, managed under the responsibility of the Marketing and Education Working Group (the MEWG). This day event is going to be hybrid, in person and freely accessible via an IP streaming.
- **Day two** is a collaborative workshop based on “**unconference**” principles. During a plenary session in the morning, typically the participants are invited to propose topics for discussion, which are then assigned timeslots as an agenda is built from scratch. The result are parallel streams of different conferences in multiple rooms.



- **HbbTV Symposium Digital Experience**

September 4th, 3 p.m. – 3.30 p.m. CEST

An on-line digital event focusing the 12th Symposium and Awards to present the event, the unconference day, the opportunity for make business and networking

- **HbbTV Symposium and Awards Premiere**

October 9th, 3 p.m. – 3.40 p.m. CEST

An on-line overview of the event curated by MEWG

- **HbbTV 2024 Demo Live**

October & November 2025

2 x 40' minutes live digital event with live presentations



HbbTV DEMO LIVE

Two HbbTV on-line events hosting our sponsors:

- A date in late **October**
- A date in early **November**



2 x 40' minutes live digital event with 6 presentations of 5' each of **HbbTV applications/products with videos, live demos, presentations, new things to “show”**, directly from our sponsor companies.



The sponsorship benefit

- **3 sponsorship packages (Diamond, Gold and Silver)** to cover your communication needs at the 13th Symposium and Awards;
- **10% discount** on “Special” rates only, ending August 31st, for those who join by **June 30th, 2025**;
- Constant brand promotion and communication trough **on-line Additional HbbTV Events**, preceding the Symposium and Awards

MAIN SPONSOR – DIAMOND PACKAGE

The **Diamond Package** is reserved to our **Main Sponsors**. Your company will feature prominently throughout the event, with your company being invited to participate in a number of promotional opportunities during the **HbbTV Symposium and Award** and during the **Additional HbbTV Events 2025**

Key Features:

- ✓ Your company logo will appear **all over the communication materials and marketing initiatives**, including the symposium website - www.hbbtv.org
- ✓ Your company will be speaking at the **HbbTV Symposium and Awards day one** conference⁽¹⁾ ;
- ✓ Your company will receive honourable mention during the **Symposium Opening Ceremony**
- ✓ Your delegate speech at the **HbbTV Symposium Premiere** in October 2025
- ✓ Your company will be a **co-sponsor of the HbbTV Awards, handing over one prize**
- ✓ Your company will have a **2 pages company profile on Symposium program + ADV**
- ✓ Your company will have a **corporate booth (4 x 2 m.*)** in the Business Area
- ✓ Your company will receive **4 pass for the Symposium**
- ✓ Your company will have **5' slot presentation** during one of the **HbbTV Demo Live** on-line event



Cost: Special € 7,000/Regular €9,500 for HbbTV Members

(HbbTV Non-member €8,000/€10,500 – All prices VAT not included – Special price before August 31st, 2025)

**limitations could be applicable based on venue policies on spaces and branding. ⁽¹⁾ subject to the MEWG approval of the speech topic and content*

MAIN SPONSOR – GOLD PACKAGE

The **Gold Package** is reserved to our **Best Sponsors**. Your company will feature prominently throughout the event, with your company being invited to participate in a number of promotional opportunities during the **HbbTV Symposium and Award** and during the **Additional HbbTV Events 2025**

Key Features:

- ✓ Your company logo will appear **all over the communication materials and marketing initiatives**, including the symposium website, www.hbbtv.org
- ✓ Your company will receive honourable mention during the **Symposium Opening Ceremony**
- ✓ Your delegate speech at the **HbbTV Symposium Digital Experience** in September 2025
- ✓ Your company will have a **1 page company profile on Symposium program + ADV**
- ✓ Your company will have a **corporate booth (2 x 2 m.*)** in the Business Area
- ✓ Your company will receive **3 pass for the Symposium**
- ✓ Your company will have 5' slot presentation during one of the **HbbTV Demo Live** on-line event



Cost: Special € 5,000/Regular €6,500 for HbbTV Members

(HbbTV Non-member €6,000/€7,500 – All prices VAT not included – Special price before August 31st, 2025)

**limitations could be applicable based on venue policies on spaces and branding*

TECHNICAL SPONSOR – SILVER PACKAGE

The **Silver Package** is reserved to our **Special Sponsors**. Your company will feature prominently throughout the event, with your company being invited to participate in a number of promotional opportunities during the **HbbTV Symposium and Award** and during the **Additional HbbTV Events 2025**

Key Features:

- ✓ Your company logo will appear **all over the communication materials and marketing initiatives**, including the symposium website, www.hbbtv.org
- ✓ Your company will receive honourable mention during the **Symposium Opening Ceremony**
- ✓ Your delegate speech at the **HbbTV Symposium Digital Experience** in September 2025
- ✓ Your company will have a **1 page company profile on Symposium program**
- ✓ Your company will receive **2 pass for the Symposium**
- ✓ Your company will have 5' slot presentation during one of the **HbbTV Demo Live** on-line event

Cost: Special € 3,000/Regular €4,500 for HbbTV Members

(HbbTV Non-member €4,000/€5,500 – All prices VAT not included – Special price before August 31st, 2025)

**limitations could be applicable based on venue policies on spaces and branding*



Special Packages 2025:



- Corporate Room branding
- Welcome coffee and Awards co-sponsor
- Branded Lanyards
- Coffee Break & Lunch
- Wi-Fi
- Corporate Gadget
- Room Meetings



Cost: to be discussed – please contact us

Booth – Basic Package

#	Item	Diamond	Gold
Basic Package			
1	White rear walls 4m x 2m (WxH)	Included	
2	White rear wall 2m x 2m (WxH)		Included
4	Counter 100x120 cm	1x included	
5	Carpet + Electrical socket	Included	
6	Stool	2x included	
7	Ethernet fixed connection (about 10 Mbit/s)	Included	

Optional items are available on demand:

- TV sets
- Technical TV Connection
- Extra Counter
- Hostess
- White Wall Graphic Print



Ticket	Members Price	Non-Members Price	Date
Early Bird	170 €	200 €	Until 19 th September
Full Fee	250 €	280 €	From 20 th September



The HbbTV Symposium and Awards 2025 will be hosted at **Swissôtel The Bosphorus Istanbul**, a five-star hotel offering first-class conference and accommodation facilities.



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