



14 & 15 October 2021

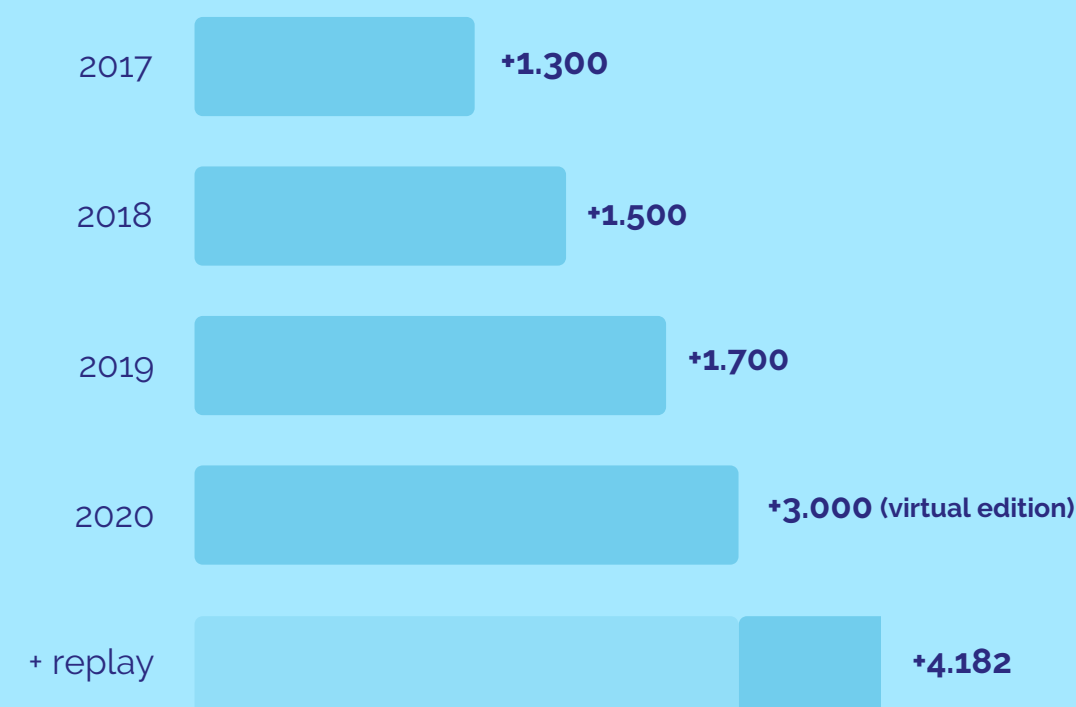
SHAPING THE FUTURE OF DIGITAL

www.digitalfirst.be

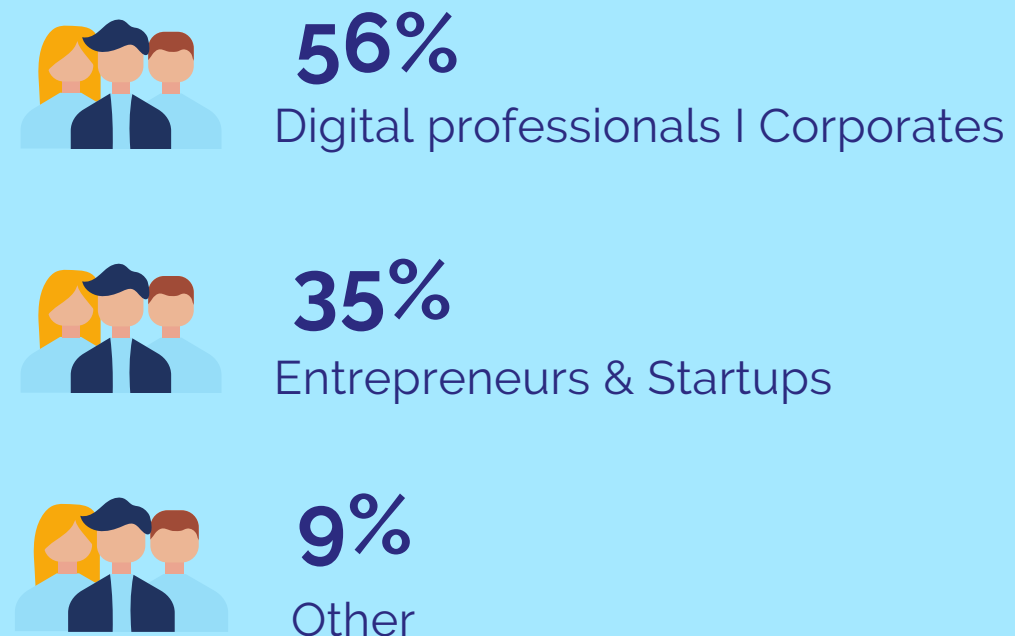
SHAPING THE FUTURE OF DIGITAL

2020 : the shift to a virtual event: key figures

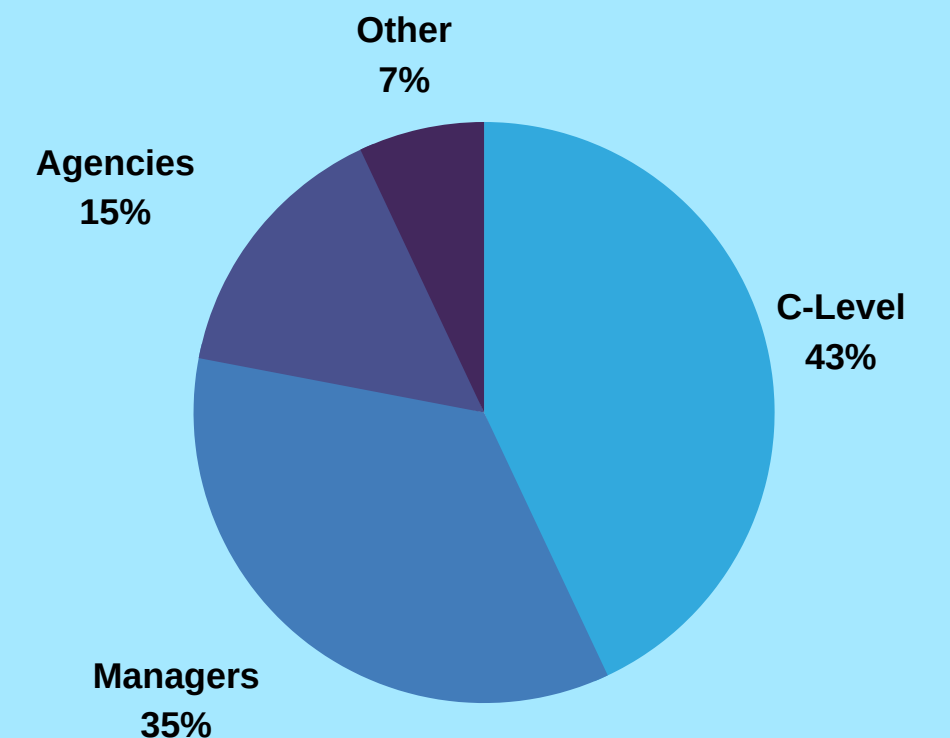
NUMBER OF PARTICIPANTS/DAY



WHO VISITS DIGITAL FIRST ?



PROFILE OF ATTENDEES



+ 3000 online participants in 2020

Livestreaming platform with +80 online conferences

Virtual exhibitors platform with +60 exhibitors and + 75 Startups

Sessions watched in replay by 1.182 participants

SHAPING THE FUTURE OF DIGITAL

2020 : inspiring conferences

Some of the 2020 speakers



INSTAGRAM



ALIBABA



BARBARA
TRACHTE



KAZIDOMI



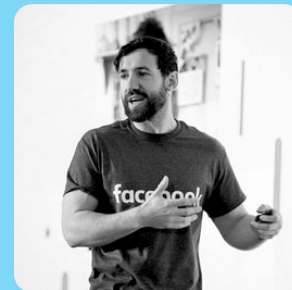
SMARTFIN



SALESFORCE



KAZIDOMI



FACEBOOK



BURGER KING



TIKTOK



HUB BRUSSELS



GOOGLE



FINANCE
BRUSSELS



DIGITAL
WALLONIA




WOMENPRENEUR

Some of the 2020 exhibitors










SHAPING THE FUTURE OF DIGITAL 2020 : the shift to a virtual event

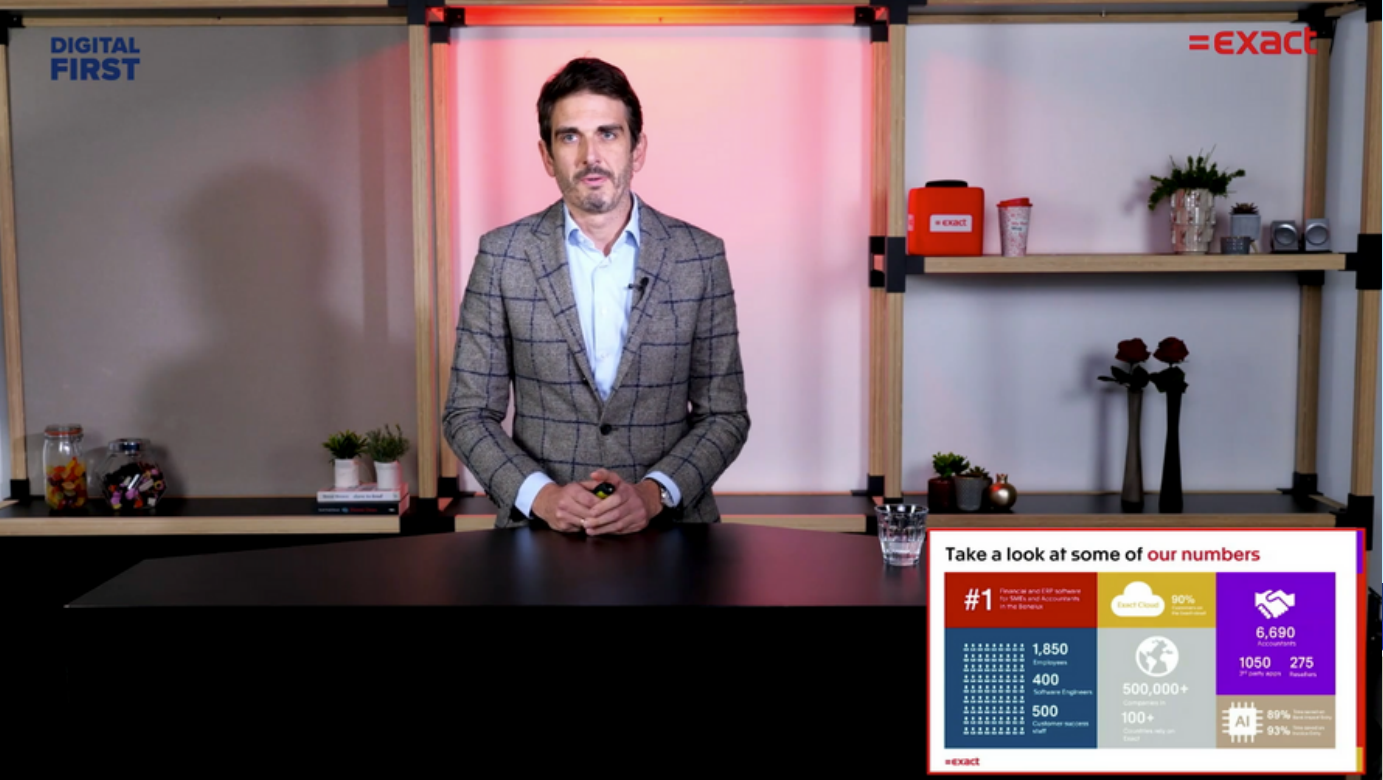


DIGITAL FIRST
SMART COMPANY

WELCOME TO #DIGITALFIRST

RÉGION DE BRUXELLES-CAPITALE
BRUSSELS HOOFDSTEDELIJK GEWEST

=exact       

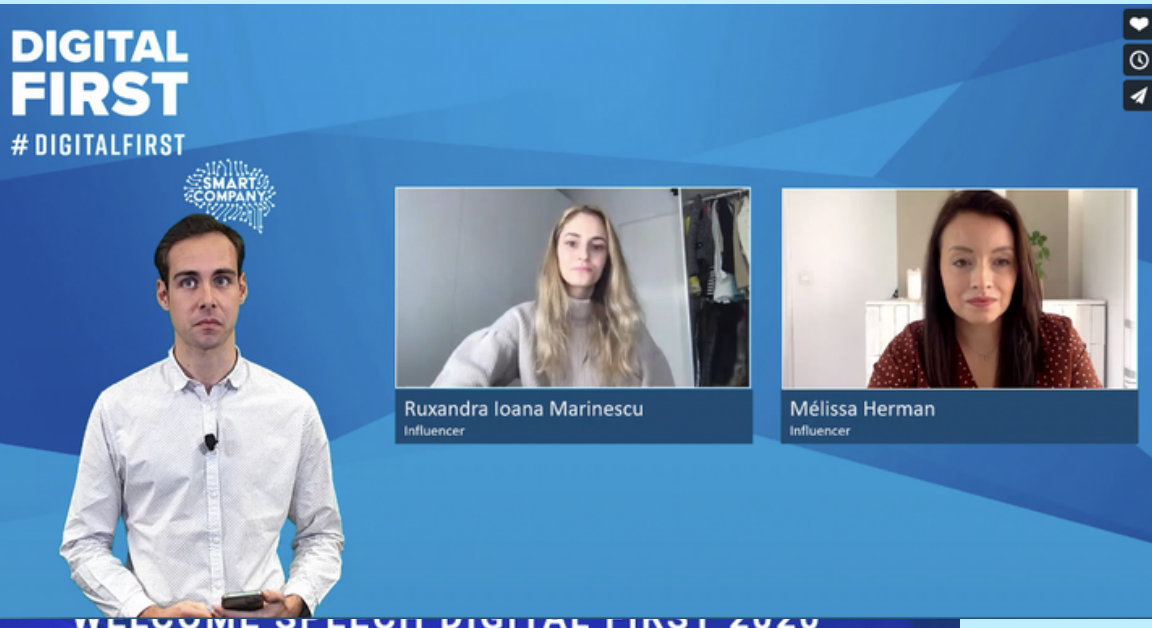


DIGITAL FIRST

=exact

Take a look at some of our numbers

#1	1,850	50%	6,690
Employees	400	500,000+	1050
Software Engineers	500	100+	275
Companies			
			89%
			93%




DIGITAL FIRST
#DIGITALFIRST


Ruxandra Ioana Marinescu
Influencer


Mélissa Herman
Influencer

WELCOME SPEECH DIGITAL FIRST 2020

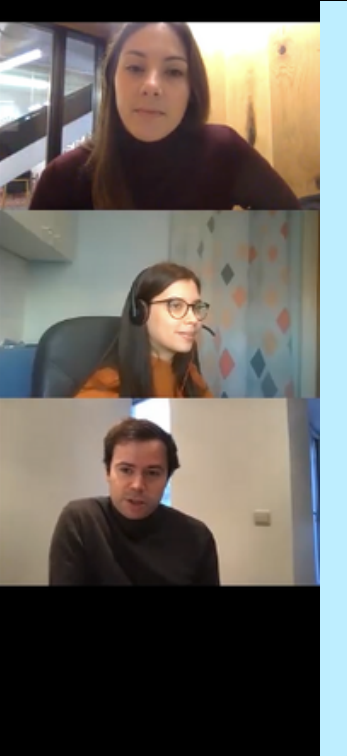


Contentsquare :
Experience Analytics Platform


 CONTENTSQUARE



4



Panel of speakers in a video call interface.



SECRÉTAIRE D'ÉTAT
À LA TRANSITION
ÉCONOMIQUE

BARBARA TRACHTE

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2020 : the shift to a virtual event



HUB BRUSSELS

"Despite the health crisis, the organisation was able to bounce back very quickly with a high quality online programme. Thank you for this first online edition!"



LEADIST

"They were able to reinvent themselves and propose a 100% digital offer, and they did it! Digital First is the not-to-be-missed event in Belgium"



SALESFORCE

"Digital First is the ideal meeting place to exchange with digital professionals and leaders on subjects such as digital transformation and the future of digital. It also allows us to highlight our clients innovative projects. An event we don't miss anymore!"



SNAPCHAT

"It was a great opportunity to be able to present during the first online edition of Digital First."

SHAPING THE FUTURE OF DIGITAL

2021 : Towards a new hybrid event organisation

DAY 1 PHYSICAL ATTENDANCE

- 2.800 Professional visitors
- 100 Keynotes, conferences and workshops
- 150 exhibitors & startups
- Networking area
- One to one meetings

DAY 2 VIRTUAL MODE

- 100 Keynotes, conferences and workshops
- Access to the virtual platform to meet your peers (leadgeneration) and challenge your ideas
- The live chat is an efficient tool to ask questions during the online conferences



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2021 : packages

PACKAGE A | VISIBILITY

- 1 Speakerslot of 25 min in English
Innovation (IoT, AI, VR&AR), Digital Transformation, Marketing Automation, Data/cloud, Digital Marketing, Programmatic Advertising, Social Media, Ecommerce, Mobile)
- Company presentation in the online exhibitors list
- 1 Ad page in the Inside Digimedia Magazine (which includes the visitor guide & the floorplan)

BUDGET 3.950€

PACKAGE B | LEADGENERATION

- Participation as exhibitor 12m2 (booths are limited)
 - 1 Backwall + electricity & wifi included
- 1 Speakerslot of 25 min in English ;
Innovation (IoT, AI, VR&AR), Digital Transformation, Marketing Automation, Data/cloud, Digital Marketing, Programmatic Advertising, Social Media, Ecommerce, Mobile)
 - + The participants list of your conference will be shared
- Company presentation (online and in the visitors guide)
- 1 Ad page in the Inside Digimedia Magazine (which includes the visitor guide & the floorplan)

BUDGET 6.950€

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2021 : How to participate ?

PACKAGE C | SILVER SPONSOR

- Participation as exhibitor : 24m2 (booths are limited)
 - Backwall + 2 tables & 2 chairs, electricity & wifi included
- 1 Speakerslot of 25 min in the mainstage
 - The participants list of your conference will be shared
- Company presentation (online and in the visitors guide)
- Special announcement of your participation as a silver sponsor
- 25 Business tickets
- 5 VIP Tickets

BUDGET 15.990€

PACKAGE D | GOLD SPONSOR

- Participation as exhibitor : 24m2 (booths are limited)
 - 1 Backwall + electricity & wifi included
- 1 Exclusive speakerslot in the mainstage
 - The participants list of your conference will be shared
- Company presentation (online and in the visitors guide)
- Double page interview in the Inside Digimedia Magazine (which includes the visitor guide & the floorplan)
 - + 1 Ad page
- Special announcement of your participation as a gold sponsor
- Your press release will be published on Digimedia.be
- 50 Business tickets
- 10 VIP Tickets

BUDGET 25.990€

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2021 : How to participate ?

TAILOR-MADE | PROPOSAL

• 1 Speakerslot in one of the conference room	2.990 €
• 1 Speakerslot in the mainstage	6.990 €
• 1 Ad page in the Inside Digimedia Magazine	2.750 €
• Double page interview in the Inside Digimedia Magazine	5.500 €
• 12m2 booth (one backwall of 4m)	3.500 €
• 24m2 booth (one backwall of 8m)	6.000 €
• Lanyards	6.900 €
• Sponsoring/branding of one of the conference rooms	3.950 €
• Sponsoring/branding of the mainstage	5.750 €
• Branding leadgeneration form (virtual platform)	2.750 €
• 1 VIP tickets	250 €
• 1 Business ticket	50 €

Digital First 2019 - Physical event in Brussels



Digital First 2020 - virtual edition



Digital First 2021 - Hybrid edition : a combination of physical event & virtual gathering

SAVE THE DATE

14 & 15 OCTOBER 2021

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