

joyn ORF

4GAMECHANGERS

MAY 14th – 16th 2024

THE POWER OF
COOPERATION



joyn ORF

4GAMECHANGERS

What does this deck include?

- 1. OUR VISION & MISSION**
- 2. REPORTING 2023**
- 3. TOPICS & DAYS 2024**
- 4. PACKAGES & MODULES 2024**

VISION / MISSION

CHANGE FOR THE GREATER GOOD.



SUSTAINABLE DEVELOPMENT GOALS

As an official partner of the UN, we consider reporting on all 17 SDGs (Sustainable Development Goals) one of our program priorities. Through our sustainability program "4Sustainability" and the fields of action Green Production, Green Location and Green Events, we will achieve climate-neutral by 2030.

VISION

**Enabler, connector and multiplier
of change for the greater good**

**A platform for game changing
personalities to connect – no
matter what age, nationality,
industry or success-level**

CHANGE FOR THE GREATER GOOD.

MISSION

**We are the homebase for (all)
industries' innovations**

**Official supplier of valuetainment:
a platform for premiers, new
patents, launches, releases, kick
offs and innovations**





OUR MOTTO

THE POWER OF COOPERATION

THE POWER OF COOPERATION

Since the COVID-19 outbreak,
"THE POWER OF COOPERATION" has
become more important than ever before.
All the events in 2024 will focus on how
cooperation should be leveraged to...

THE POWER OF COOPERATION

TACKLE GLOBAL CRISES, E.G. CLIMATE CHANGE, PANDEMICS & ECONOMIC DEPRESSION

MAKE SURE THAT DIGITAL TRANSFORMATION IS A FORCE FOR GLOBAL GOOD

RESTORE A FACT-BASED DEMOCRATIC DISCOURSE

ACHIEVE THE 17 SUSTAINABLE DEVELOPMENT GOALS





REPORTING 2023

STARTING INTO A NEW ERA

MEGA SUCCESS 2023!

**SINCE 2016
WE HAVE BEEN
THE DIGITAL
FESTIVAL
IN THE HEART
OF EUROPE**



> **10,000** GUESTS

> **500** SPEAKERS

> **150** SPONSORS &
COOPERATION
PARTNERS

> **15,000** SQM FESTIVAL
COURT

79 FESTIVAL
BOOTHES

17 ARTISTS &
LIVE ACTS

3 DAYS

MEDIA & ON-LOCATION REACH

145hr
PROGRAM

10k
VISITORS

CAMPAIGN & PR

€13mio

GROSS MEDIA
VALUE

172
REPORTS
ON AIR

136,776
VIDEOVIEWS -
LIVE-STREAM
& TIME-
DELAYED USE

46.7%
WSK E 12+
OVER ALL
CHANNELS

>5mio
TOTAL REACH OVER
SOCIAL MEDIA
CHANNELS

3.5mio
ON AIR TOTAL
REACH AUSTRIA





4GAMECHANGERS

FESTIVAL DAYS 2024

WORKING HARD ON THE BEST PROGRAM
FOR THE NEXT 4GAMECHANGERS FESTIVAL.

SINCE 2016

OUR USP*s*

BRAND VALUE

TO POSITION SPONSORS
AND PARTNERS AS
FORERUNNERS IN THE
GREEN DIGITAL
REVOLUTION

PUBLIC VALUE

THOUGHTFUL EDITORIAL
PROGRAMMING AND
CONTROVERSIAL
DISCUSSIONS WITH
DIVERSE PERSONALITIES

CEO + ENTREPRENEUR NETWORK

STRONG NETWORK OF AND FOR
DECISION MAKERS. HIGH DENSITY OF
ENTREPRENEURS

MEDIA DISTRIBUTION

IS DISTRIBUTED VIA ALL CHANNELS OF
THE P7S1P4 GROUP AS WELL AS VIA
ORF AND NATIONAL AND
INTERNATIONAL PR

B2B + B2C

STRONG PUBLIC VALUE
FORMAT, STRONG B2B &
B2C CONNECTION -
ATTRACTS NEXT
GENERATION

3 FESTIVAL DAYS 2024

May 14th:

4PIONEERS DAY

May 15th:

4FUTURE DAY

May 16th:

4GAMECHANGERS DAY



TUE / May 14th:

4PIONEERS DAY

INNOVATION



ENTREPRENEURSHIP



TARGET GROUPS:

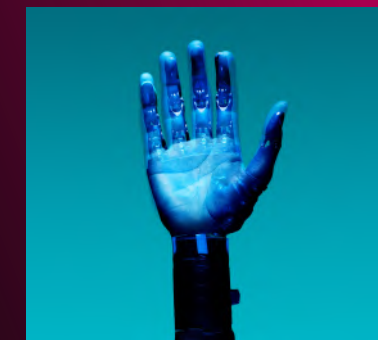
- College Students / Universities
- Entrepreneurs / Startups / EPU's, KMUs
- Startup-supporting Institutions
- Business Angels / Investors / VCs
- Politicians
- Corporates
- High-Level B2B Executives

FINANCE



17 SDGS

TECH



LABOUR



WED / May 15th:
4FUTURE DAY

CLIMATE ACTION



TARGET GROUPS:

- Teenagers aged 10 to 18 / Next Gen
- College Students
- Adults / Parents
- Educational Institutions
- Entrepreneurs / Startups
- Corporates
- Politicians

SUSTAINABILITY



**HEALTH &
SOCIAL AFFAIRS**



EDUCATION



**WORLD
AFFAIRS**



THU / May 16th:

4GAMECHANGERS DAY

TARGET GROUPS:

- Opinion Leaders & Game Changing Personalities of all ages
- Top Executives from economy & industry, Politicians, Scientists, Futurists
- Media & Entertainment Industry
- Arts & Culture
- Startups & College Students

CULTURE



HUMAN RIGHTS



MEDIA



CONCEPT 2024

3 FESTIVAL DAYS

at the MARX HALLE
Vienna

2 STAGES

bringing along
infotainment with panel-
discussions, keynote
speeches, workshops,
shows and music acts



ENTERTAINMENT COURT

with booths offering plenty of
entertainment and experiences

DIGITAL

interaction &
networking tool
which makes
meeting new people
easier and more fun

SPEAKER AREA

with extraordinary networking and private
meeting opportunities as well as side event
possibilities



**> 70% FEMALE
SPEAKERS &
STRONG VOICES OF
THE NEXT GEN**





**LOCAL & INTERNATIONAL
MUSIC ACTS ON ALL DAYS**

PREVIOUS HEADLINERS:
**E.G. PAROV STELAR • SILBERMOND •
DIE FANTASTISCHEN VIER • MANDO DIAO •
CONCHITA • JAN DELAY & DIE DELAYDIES •
WANDA • REA GARVEY • INA REGEN •
AND MANY MORE**





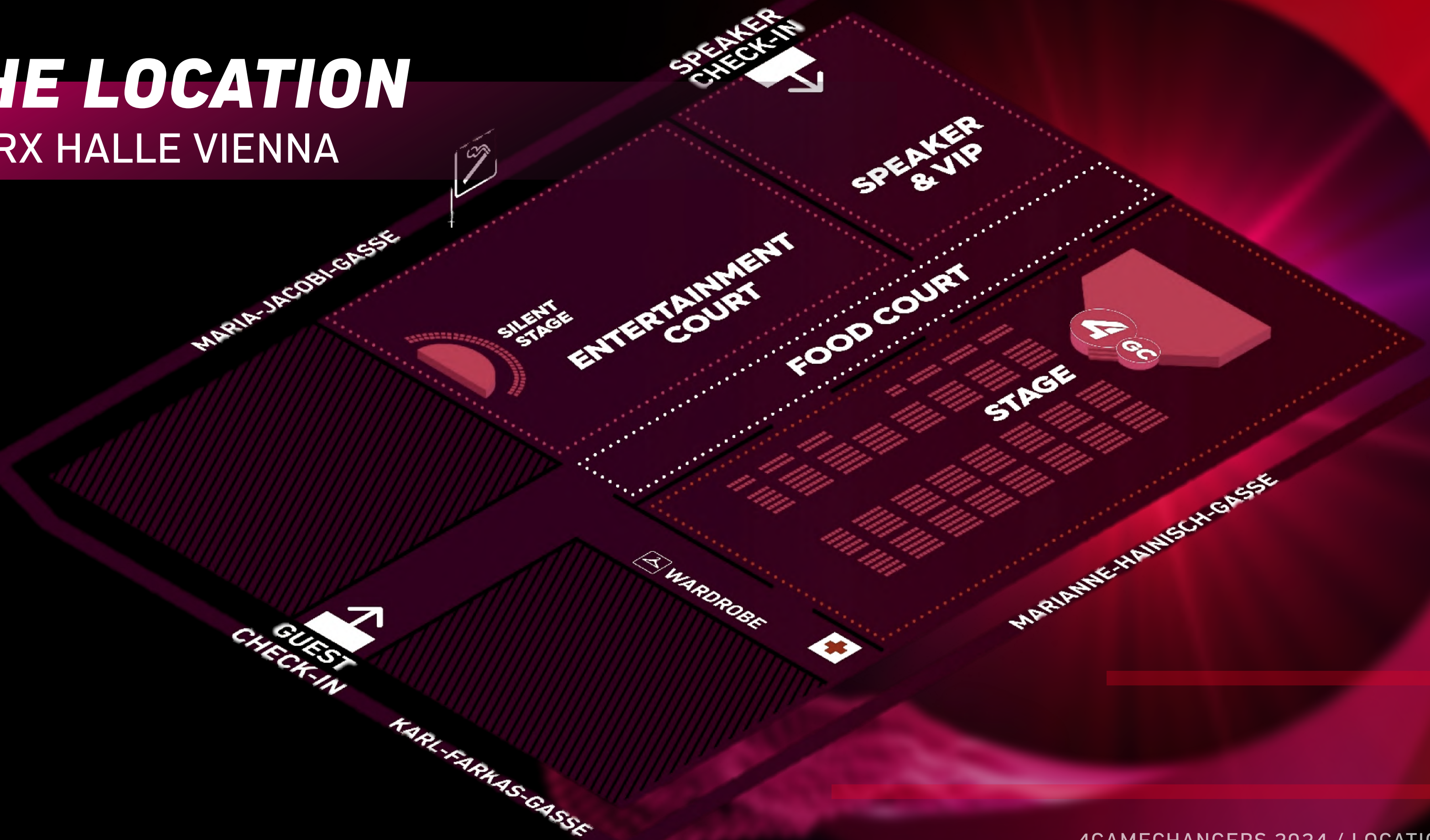
INNOVATION- & ENTERTAINMENT COURT

WITH BRAND BOOTHS, FOODTRUCKS, BARS, AREAS FOR SIDE-EVENTS, POP-UP-STUDIOS, MEET & GREET AREAS, SILENT-STAGE, PARTY-ZONE AND MUCH MORE



THE LOCATION

MARX HALLE VIENNA



PARTNER PACKAGES & MODULES 2024

LIMITED QUOTAS

THE PLATINUM PACKAGE 2024

LET YOUR BRAND SHINE

Sponsorship level: € 250,000
(gross media value €1 Mio)

TV & DIGITAL

- 3 months festival campaign via trailer- & spot sponsoring over all our TV channels
- Product placement as part of a television report in Café Puls
- Distribution of all your festival presence on main stage live on PULS 24 and via stream and your workshop-stage presence via stream
- CEO interview in one of our programs distributed in our networks
- 3 months digital festival campaign in all our networks
- Logo integration on 4gamechangers.io & on JOYN
- Own unique social media integration

ON LOCATION

- 2x panel participation on Global Stage
- 1x 10 minutes of innovation / Global Stage
- 1x 1 hour on Silent Stage
- Present your image movie (60" max.) on the big LED screen during breaks / 3 draws per day granted
- 80sqm individual on the ground presence (booth, experience area)
- Logo integration in all advertising materials on the ground
- 1x Side event in our speaker area for up to 1.5 hours. Invite your guests (up to 50 pax) to your own side event as well as to the Speaker Area on a festival day of your choice. For additional information please check further pages)

TICKETS

- **300** Festival 1-day-tickets (for your guests and booth-staff)
- **10** Speaker Area three-day-tickets
- **40** Speaker Area one-day-tickets (for the side event)

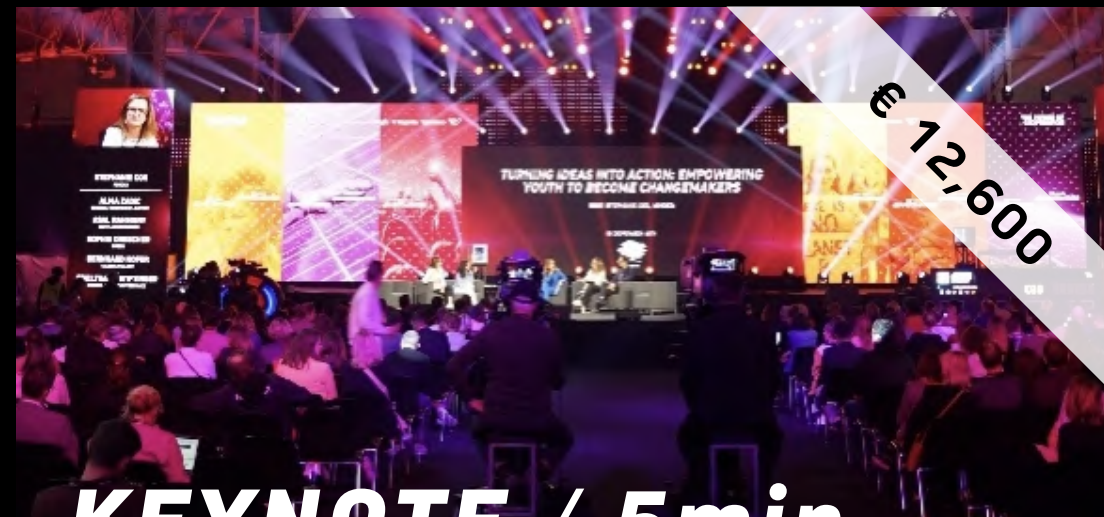
MODULES ON STAGE

TELL YOUR STORY



KEYNOTE / 10min

- 10 min. individual keynote speech according to the respective topics of the festival days 4Pioneers, 4Future or 4Gamechangers
- Your keynote takes place on *Global Stage*
- Distribution on air on PULS 24 as well as online via livestream



KEYNOTE / 5min

- 5 min. individual keynote speech according to the respective topics of the festival days 4Pioneers, 4Future or 4Gamechangers
- Your keynote takes place on *Global Stage*
- Distribution on air on PULS 24 as well as online via livestream



SILENT STAGE / 1hr

- 1 hour individual workshop, lecture or product presentation according to the respective topics of the festival days 4Pioneers, 4Future or 4Gamechangers
- Your workshop takes place in the entertainment court on the *Silent Stage*
- Distribution online via livestream
- Possibility to combine with an exclusive side event (check further pages)

MODULES – ENTERTAINMENT-COURT

SAY HELLO TO YOUR TARGET GROUPS



BOOTH

- Design your own booth within our entertainment court
- Booth sizes: XS 4 sqm // S 17.5 sqm // M 24 sqm // L 40 sqm
- Booths include: 3-day presence on location*, electricity and 3-day-festival ticket for your crew (amount depends on booth-size)
- Special booth-offer for startups: 4 sqm booth and 3x3-day-festival ticket (€ 1,000)

* according to first-come first-served principle



SAMPLING

- Up to 4 hostesses (in self organization)
- Sampling in the check-in area and the entertainment-court on all 3 festival days
- In the interest of sustainability, we ask you to refrain from distributing flyers



PRODUCT PLACEMENT

- Small product placements like newspaper or magazine displays (max. 4 sqm) are categorized and priced like sampling
- Bigger placements like cars will be categorized like an exhibition booth

SIDE-EVENTS I

YOUR OWN EVENT INSIDE THE FESTIVAL



SIDE EVENT

- Host your own event as part of the festival
- Invite your customers, partners or employees and benefit from our venue (check-in, technical infrastructure, catering, furniture, staff, etc.)
- We would love to welcome you and your guests in our private event-area "The Garden" which offers a capacity for about 100 people
- This area is equipped with bartables as well as a small technical package for a (welcome-) speech or a little Q&A-session
- Non-alcoholic beverages, as well as light alcoholic options such as beer, wine, and prosecco, are provided
- The private area will be reserved for you for at least 2.5 hours. Afterwards you can enjoy the rest of the Festival day and the big aftershow party

Fixed price per person:
€ 80 (ticket price for 1 festival day)

+ € 10,000 for renting "The Garden"
(100 sqm) for 2.5 hours

Catering and other extras on request



SIDE-EVENTS II

YOUR OWN EVENT INSIDE THE FESTIVAL



Fixed price per person:
€ 70 (ticket price for 1 festival day)

+ € 7,000 for renting "The Garden"
(100sqm) for 2.5 hours

Catering and other extras on request

COMBI: SILENT STAGE & SIDE EVENT

- Combine your side event with an 1 hour slot on our Silent Stage
- Invite your customers, partners or employees to a product presentation, innovation speech or workshop. Reserved seating in front of the stage will be provided for your guests during your designated time slot
- Afterwards you and your guests can come together at our private area "The Garden" for drinks and networking to let the event end comfortably
- With combining an one hour slot on our silent stage (for price check chart "modules on stage") you save more than 30% on the fixed price per person as well as on the rent of "The Garden"



SIDE-EVENTS III

YOUR OWN EVENT INSIDE THE FESTIVAL



Fixed price per person: € 1,000
(ticket price for 1 festival day)

**+ € 15,000 for renting the meeting
room for 1.5 hours**

Catering and other extras on request

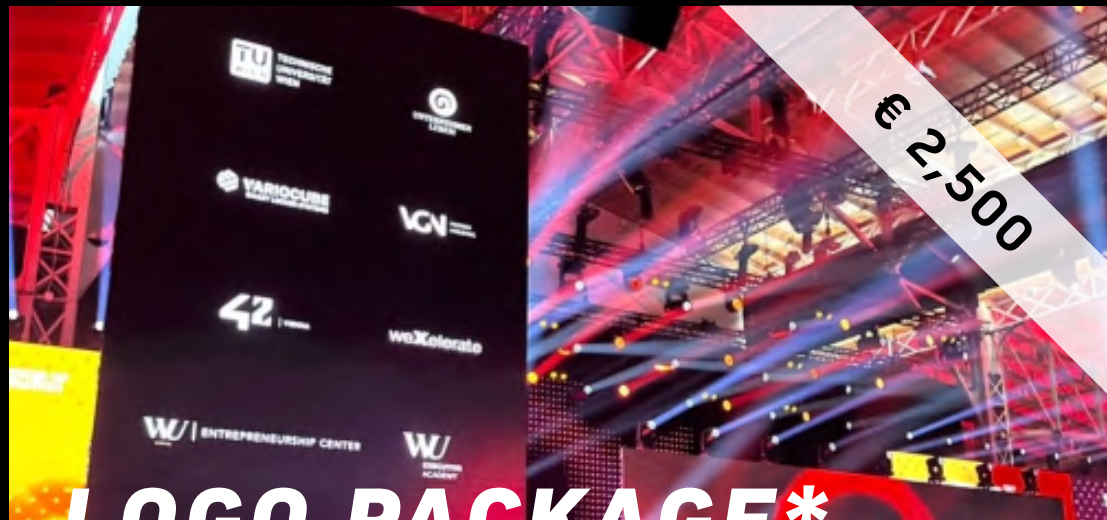
SIDE EVENT – SPEAKER AREA

- Host your own exclusive event in a secluded meeting location in the Speaker Area
- Select from three distinct setups accommodating up to 50 people each. Each configuration includes a small stage, speakers, a screen, and microphones
- Benefit from the extraordinary networking possibilities in this highly restricted area
- Invite your customers, partners or employees and benefit from our venue (check-in, technical infrastructure, catering, furniture, staff, etc.)
- Drinks are provided during the event. Food is on request
- The exclusive area will be reserved for you for at least 1.5 hours. Afterward, you're welcome to enjoy the rest of the festival day and the big after-show party in the speaker area and other festival locations



BRANDING ON LOCATION

BE THERE & PRESENT YOUR COMPANY



LOGO PACKAGE*

- Includes your logo on our program, on the photo wall at the main entrance and at the logo loop on the main stage LED wall
- 3-day presence on location

**) Included within a minimum investment of €50k*

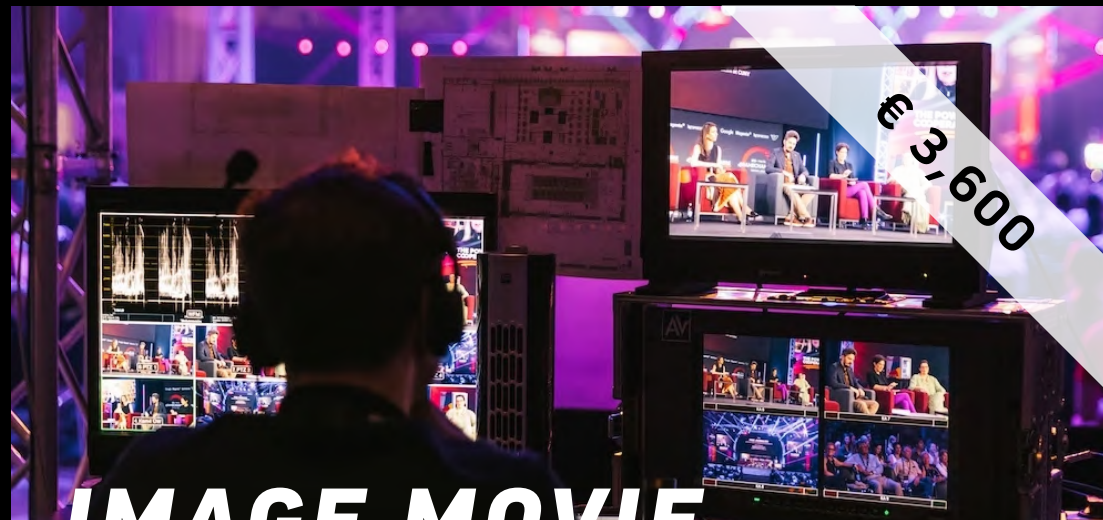


IMAGE MOVIE

- Present your image movie (60" max.) on the big LED screen during breaks
- 3 draws per day
- Over all 3 festival days
- Limited offer for max 10 partners

TICKETS

REGULAR TICKETS



1-DAY-TICKET

- Get your ticket for one of the three festival days
- 4Pioneers, 4Future or 4Gamechangers

€ 100



3-DAYS-TICKET

- Get your ticket for all three festival days
- 4Pioneers, 4Future and 4Gamechangers

€ 250



SPEAKER AREA

- Get your ticket to the exclusive Speaker Area for all three festival days
- Free drinks and food
- extraordinary networking opportunities

€ 3,000



TIX DONATION

The 4Gamechangers Festival embraces people of diverse ages, career stages, and professional backgrounds, all united by a common mindset.

Join us in extending this inclusivity to school-children, students, and individuals from disadvantaged backgrounds, allowing them to share in the festival experience

- 20% of normal prize

ORF & PULS 24
4GAMECHANGE
FESTIVAL 2023



*"If you want lasting
peace in the long run,
you need to have justice."*

BE PART OF IT.