

SIGMA

Media Sponsorships



Why SiGMA Media?

Connecting Audiences.

Amplifying Impact.

The full media ecosystem for iGaming and beyond.

SiGMA Media is the official media platform of the SiGMA Group, serving as a trusted source of news, insights and industry intelligence for the global gaming sector.

Through a comprehensive portfolio spanning digital publishing, video content, social media, newsletters, magazines, event guides and summit coverage, SiGMA Media engages a highly targeted audience of operators, affiliates, suppliers, payment providers, regulators and C-level executives across international markets.

Reaching millions of industry professionals annually, SiGMA Media delivers meaningful opportunities for brands to build awareness, establish thought leadership and connect with key decision-makers throughout the year.



Website
News, insights and industry updates



Social Media
Engage and grow your community



Videos
Stories that drive engagement



Publications
Magazines, event guides and branded content



Mailshots
Targeted campaigns that deliver results

\ Our Reach in Numbers



SiGMA

GLOBAL TOUR

Our media ecosystem is built to deliver maximum exposure and sustained engagement, with assets strategically activated before, during, and after each event.

Our media sponsorship opportunities are integrated across all events.

We operate through a structured global portfolio of:

SiGMA International Shows: South America, Asia, World (Rome)

SiGMA Regional Shows: Africa, Eurasia, Europe (Malta),

North America, and South Asia.



Media - Publications

Magazine Cover Story - €30,000

SiGMA Magazine Cover Story

In addition to front cover visibility, the print issue will feature an 8-page exclusive interview and dedicated photoshoot. Distributed during the expo, the magazine is strategically displayed at the conference – including during the gala awards evening, VIP dinners, and other networking events held in association with the main event.

Post publication the magazine can be found prominently displayed on the SiGMA.world and SiGMA News homepages, in a permanent archive section, and in interactive digital format. The issue also receives promotional support, with the cover story leading a newsletter dedicated to announcing its launch to SiGMA's diverse and growing network.



Media - Publications

Magazine Main Sponsor - €20,000

Magazine Main Sponsor

What you get:

- **Belly Band:** This printed paper wrap around encircles the outside cover of the magazine, prominently displaying your brand front and centre. Advertising space includes both the back and front of the band.
- **Branded Magazine Racks:** Prominently placed at all events and side events, including next to the registration areas for dinners and awards. Logo included along the top design of the rack.
- **Official Sponsor on Magazine Landing Page:** Banner advert is displayed along the top of the landing page for our digital library.
- **PR article:** An article published on the SiGMA News page, announcing the launch of the magazine, will include a link to the digital issue and highlight the magazine's 5 top stories (one of which will be the sponsor's interview or feature) The article will mention that the magazine is brought to you by the sponsor in the introductory paragraph, and the artwork for the article will include the sponsor logo.
- **Branding on Magazine Launch Newsletter:** The newsletter will mention the official sponsor in addition to highlighting the sponsor's feature as a top story.
- **Social Media Posts:** Social media posts announcing the launch and top stories will include the sponsor's article as one of the top stories and mention of the sponsorship with the inclusion of sponsor logo.
- **Magazine Feature:** 4-page feature in the magazine



Media - Publications

Magazine Display Stands - €10,000

Magazine Display Stands

Custom built, each magazine display stand is strategically positioned around the expo floor, including at key points, such as the conference stages, registration desks, and networking lounges ensuring prominent, high-traffic visibility for your brand. Each stand incorporates your logo into the design, featuring the phrase, 'Brought to you by' along the top of the stand.

Requirements: Logo



Media - Publications

Magazine 8 Page Fold-Out - €6,000

Magazine 8 Page Fold-Out

4 page (8 sides) concertina advert which unfolds outwards. Clients may choose placement of fold out (with the approval of the designer and printer).



▼ Media - Publications

Magazine Belly Band - €6,000

Magazine Belly-Band

This printed paper wrap around encircles the outside cover of the magazine, prominently displaying your brand front and centre. Advertising space includes both the back and front of the band.



Media - Publications

Magazine 3 or 4 page article

SiGMA Magazine Article

3 Page article : €3000

4 Page article : €3500

An article in our iGaming magazine delivers strong exposure through engaging content and visuals. Perfect for storytelling and brand messaging, with our editorial team guiding you through the entire process to ensure maximum impact.



Media - Publications

Event Guide Main Sponsor

SiGMA World (Rome) : 2 main sponsors at €15,000 each

All other SiGMA international and regional shows : 1 main sponsor €15,000

Event Guide : Exclusive Main Sponsor

The SiGMA event guide, a handy booklet produced in tandem with each event, has become every delegate's go-to-guide for navigating the summit. As an exclusive main sponsor your branding will appear on the front cover, along the top of every page, and exclusively on a dedicated page before the table of contents. Sponsors also get a Double Page consisting of a Full-Page advert facing a full-page company profile.

Requirements:

Logo

Advert 180 mm x 180 mm + 10 mm bleed. PDF/AI, CMYK (fonts embedded)

Text – Company Profile of approximately 150 words

SiGMA International shows: South America, Asia, World (Rome)

SiGMA Regional shows: Africa, Eurasia, Europe (Malta), North America and South Asia



Media - Publications

Event Guide Floorplan Main Sponsor - €5,000

Event Guide Floor Plan Sponsor

This sponsorship places your branding on an attractive concertina fold out floor plan, prominently featured on the inside cover of the guide, including through a highlighted spot on the floorplan and pop-up caption. With an increased demand for bigger venues and new exhibition verticals, the floorplan remains a must read for any delegate.

Requirements: Logo



Media - Publications

Event Guide Back Cover - €6,000

Event Guide Back Cover Advert

Exclusive back cover placement. Maximise visibility with this premium, high-impact placement. Ensures your brand leaves a lasting impression with readers. Perfect for strong brand presence.

Requirements: 158 mm x 158mm + 10mm bleed. PDF/AI, CMYK (fonts embedded)



Media - Publications

Floor Plan Pocket Map - Main Sponsor

SiGMA World(Rome) : €15,000 | SiGMA International shows (South America, Asia, World (Rome)) : €10,000

SiGMA Regional shows (Africa, Eurasia, Europe (Malta), North America and South Asia) : €7,000

Floor Plan Pocket Map – Main Sponsor

What you get:

Essential for any delegate navigating SiGMA’s summit floor, the floor plan pocket map offers easy access to all exhibitor booths, with useful amenities, such as the food court, VIP lounges, and Media zone highlighted.

Key benefits include:

- Visibility - on repeat. This durable, pocket size map fits everywhere, and can be used throughout the three days of the event.
- Unbeatable reach. Distributed to all attendees, the map can also be found on display throughout the venue.
- Premium visibility positioning. Front cover placement puts your brand front and centre.
- Choose from 8 strategically located summits.

What you get, Page 1:

- “Powered by Your Brand” title mention
- Highlighted brand in exhibitor list
- Highlighted stand location on the map
- Additional advert placement

Requirements :

Advert 1 – Image size: 298 × 210 mm

Formats accepted: JPG, PNG or PDF (300 dpi)

What you get, Page 2:

- “Powered by Your Brand” title mention
- Dedicated space with brand and stand number (if applicable).
- Central advert placement

Advert 2 – Image size: 148 × 105 mm

Formats accepted: JPG, PNG or PDF (300 dpi)

Main Sponsor Logo – Title page placement (format to be provided in high resolution)



Media - Video & Podcasts

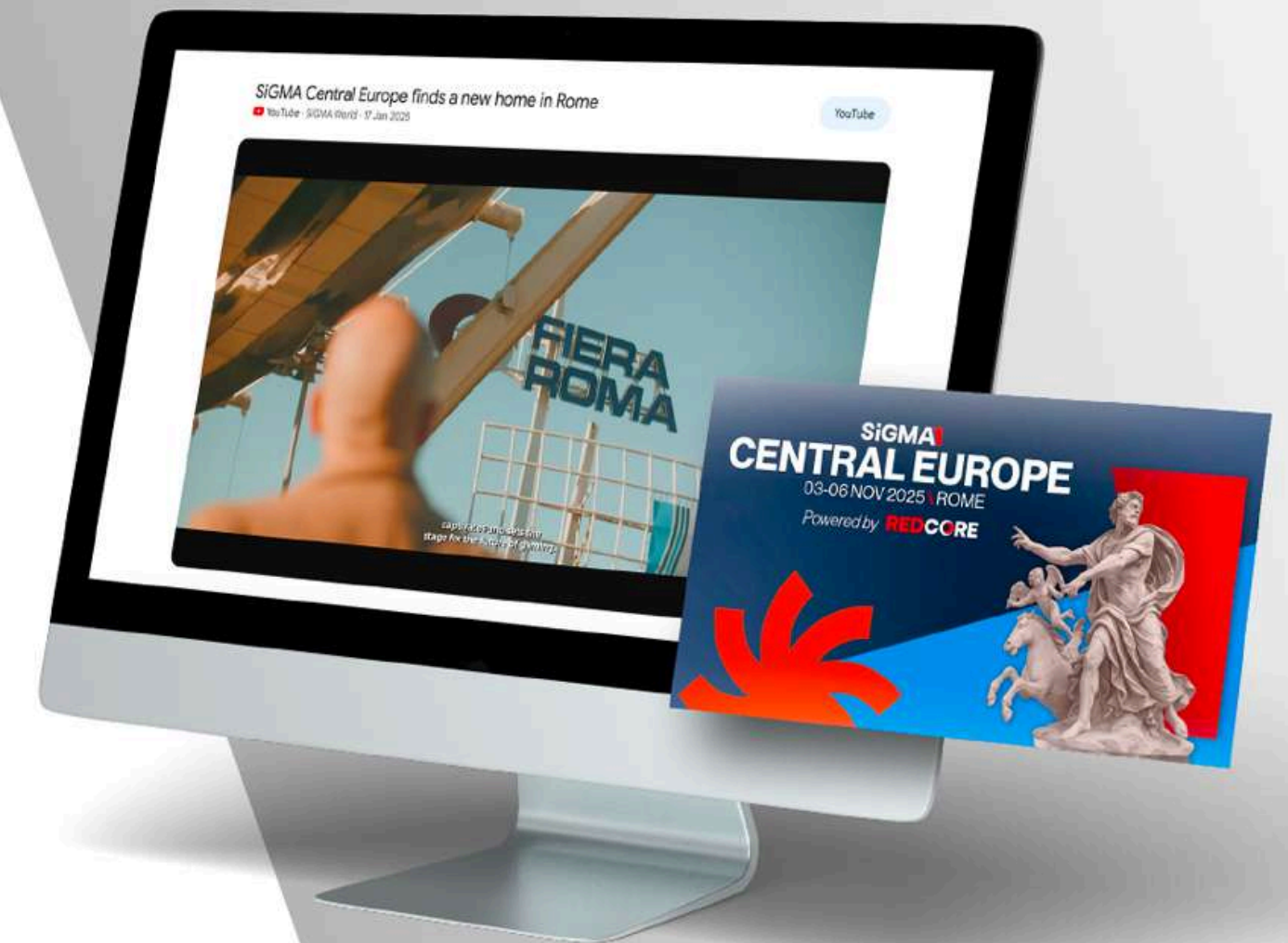
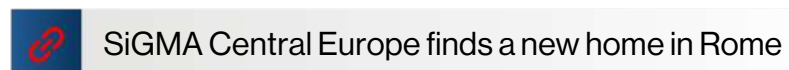
Promo Video Sponsorship - €10,000

SiGMA Promo Video Sponsorship

Secure a slice of the summit spotlight with prominent exposure as the exclusive sponsor of the official promotional video for one of SiGMA's main events. This high-impact opportunity includes:

- Continuous Logo Display: Your logo will be visible throughout the entire video, providing continuous brand exposure.
- Social Media Boost: The video will be shared across all SiGMA social media channels, including Instagram and Facebook, reaching a broad audience of engaged followers. Your brand will be highlighted in the video caption on these platforms, amplifying your reach even further.
- Voice-Over Mention: Your brand will be mentioned by name in the video's voice-over, reinforcing brand recognition throughout the dynamic presentation.

This dynamic promotion is guaranteed to draw a sizable crowd of viewers eager to get a sneak peek at the highlight features of the upcoming show, ensuring your brand gains significant attention and engagement.



Media - Video & Podcasts

Pre-Event Documentary Sponsorship - €9,000

Pre Event Documentary Sponsorship

Premium Exposure for Your Brand!

Maximize your brand's impact with our exclusive podcast sponsorship, hosted by our lead reporter and focused on the event's host country. This high-visibility package includes:

- Prime Logo Placement: Enjoy prominent logo placement throughout the podcast, including the opening visual (animated), between interviews, and in the concluding podcast announcement.
- Voiceover Introduction: Your brand will be introduced by name in the podcast's voiceover, enhancing brand recognition.
- Mini Interview: Participate in a mini-interview, offering your perspective and insights, ensuring your brand stands out.
- Continuous Logo Visibility: Your logo will be visible throughout the entire podcast, providing ongoing exposure.
- Social Media Headlines: Your brand will headline all social media posts promoting the podcast, amplifying your reach.
- Snippet Version: A snippet version of the podcast featuring your brand will be linked to the full video on Spotify and YouTube, shared across all SiGMA social media channels.
- Event Mailshot: The podcast will be included in a mailshot sent to all event attendees prior to the event, ensuring your brand reaches a targeted audience.
- QR Code Placement: Your brand's QR code will be placed in the event guide and magazine distributed during the summit, driving further engagement.

Requirements: high resolution logo.

 Brazil's Gaming Potential Unlocked - BiS SiGMA Americas 2024



Media - Video & Podcasts

Exhibitor Video Spotlight - €7,000

Exhibitor Video Spotlight

Maximize Your Engagement Opportunities!

Enhance your expo experience with a special spotlight feature in our filmed event coverage.

This exclusive package includes:

- Interview Opportunities: Showcase your products and services on the expo floor with an interview featuring up to two to three representatives from your team. Highlight your booth, unique offerings and expertise directly to your target audience.
- Compelling Video Edit: Our skilled editors will craft a dynamic and engaging video, incorporating a mix of interview footage and event highlights to ensure your brand stands out long after the event is over.

Social Media Boost: The spotlight video will be shared across all SiGMA social media channels, including Instagram and Facebook, reaching a vast audience of engaged followers. Your brand will also be highlighted in the video caption on these platforms, further amplifying your reach.



Media - Video & Podcasts

Summit Interview at Media Lounge - €2,500

Summit Interview at Media Lounge

Have your say. You'll enjoy an exclusive interview opportunity at the Summit, where you'll have the chance to share your insights and expertise. Gain access to our busy media lounge, perfect for networking with industry leaders and influencers. We'll amplify your presence by promoting your interview across all our SiGMA social media channels, including Instagram and Facebook, ensuring maximum exposure and engagement for your brand. Don't miss this opportunity to shine and connect.



Media - Video & Podcasts

Summit Interview at Booth - €4,000

Summit Interview at Booth

This exclusive on-stand interview opportunity is filmed directly at your booth, capturing your company's presence, branding, and booth design as part of the visual story. Share your insights, innovations, and thought leadership in a professionally produced interview.

Your interview will be promoted across all SiGMA social media channels, including Instagram, Facebook, LinkedIn, and X - delivering powerful exposure and engagement directly to your target audience. Make your stand the center of attention and turn foot traffic into digital reach.



Media - Video & Podcasts

Post Event Documentary Sponsorship - €15,000

Post Event Documentary Sponsorship

Unparalleled Visibility for Your Brand!

Feature your brand in our popular event after-movie – and with summits taking place across 5 continents, there's plenty to choose from. This premier sponsorship package includes:

- Exclusive Interview Snippets: Your brand will be highlighted through exclusive interview snippets, showcasing your insights and presence at the event.
- Extensive Branding Exposure: Enjoy continuous logo display throughout the entire video, ensuring your brand is front and center for the duration.
- Dedicated Booth Presence: Footage of your exhibitor booth will be prominently featured, highlighting your participation and engagement with attendees.
- Voice-Over Mention: Your brand will be mentioned by name in the video's voice-over, reinforcing brand recognition throughout the dynamic presentation.
- Social Media Boost: The after-movie will be shared across all SiGMA social media channels, including Instagram and Facebook, reaching a vast audience of engaged followers. Your brand will also be highlighted in the video caption on these platforms, further amplifying your reach.

This dynamic after-movie is guaranteed to captivate viewers, providing a lasting impression of the event and your brand's pivotal role in it.

Event Calendar Note: The event calendar may vary from year to year.

Requirements: A high-resolution logo is required to ensure the best quality display.

Seize this opportunity to elevate your brand with unparalleled visibility and engagement.



SiGMA Africa 2025: Harmonizing gaming markets

Media - Mailshots

Event Target Mailshots Chain

International Shows: 1 mailshot: €2000; All 5 mailshots (pre-event, Day1, Day2, Day3 and post event): €8,000

Regional Shows: 1 mailshot: €1500; All 5 mailshots (pre-event, Day1, Day2, Day3 and post event): €6,000

Events Target Mailshot

The target mailshot is sent to all registered attendees – detailing key information pertaining to the event – including updates on the conference agenda, VIP attendees and speakers, the gala awards, and other networking events taking place during, and around the expo. The mailshot also features a comprehensive FAQ section offering practical know-how for delegates attending the 3-day event.

The mailshot would be powered by the sponsor – with high visibility gained through the prominent display of their logo along the top of the page and an exclusive banner advert. It is a highly sought after promotion as it is targeted to all registered attendees and open rate and click rate is high due to the pertinent information that attendees are interested in. The event mailshot is sent out pre-event, and then daily throughout the 3 days of the event, as well as post event.

Requirements:

Company Logo in vector format (.psd/.ai) OR png (at least 300px wide)

A link (Normally Company Website).

Banner: PNG, or GIF in size 600×88

Sponsor



Sponsor

SiGMA International shows: South America, Asia, World (Rome)

SiGMA Regional shows: Africa, Eurasia, Europe (Malta), North America and South Asia

Media - Website

Registration Banners

International Shows: Banner on Registration email confirmation: €5,000 | Banner on Registration PDF ticket: €5,000

Regional Shows: Banner on Registration email confirmation – €4,000 | Banner on Registration PDF ticket – €4,000

Registration Banners

With events planned across four continents, the Registration Ticket Banner sponsorship guarantees unmatched visibility, targeted directly to all registered attendees.

- Banner on Registration email confirmation received by the attendee after registering for the event.
- Banner on the Registration ticket PDF – attached to the email confirmation received directly to the attendee's device straight after registration. Attendees either print it and bring it along to the event or save a copy on their phone.

Registration Banners – 4 months duration

Requirements for horizontal banner: 980 x 120 pixels, no larger than 1 MB, animated banners are not currently accepted. URL link included.

***Email Banner:** 1 of 3 static banner placements across three different spots

***PDF banner:** 1 of 3 static banner placements across three different spots.

SiGMA International shows: South America, Asia, World (Rome)

SiGMA Regional shows: Africa, Eurasia, Europe (Malta), North America and South Asia



Media - Website

Banners on Event Pages

Website Banners - Event Pages

One of the most sought-after banner locations, the banner offers great exposure across any of our 7 upcoming expo locations. Choose from events in Europe, Asia, the Americas, and Africa.

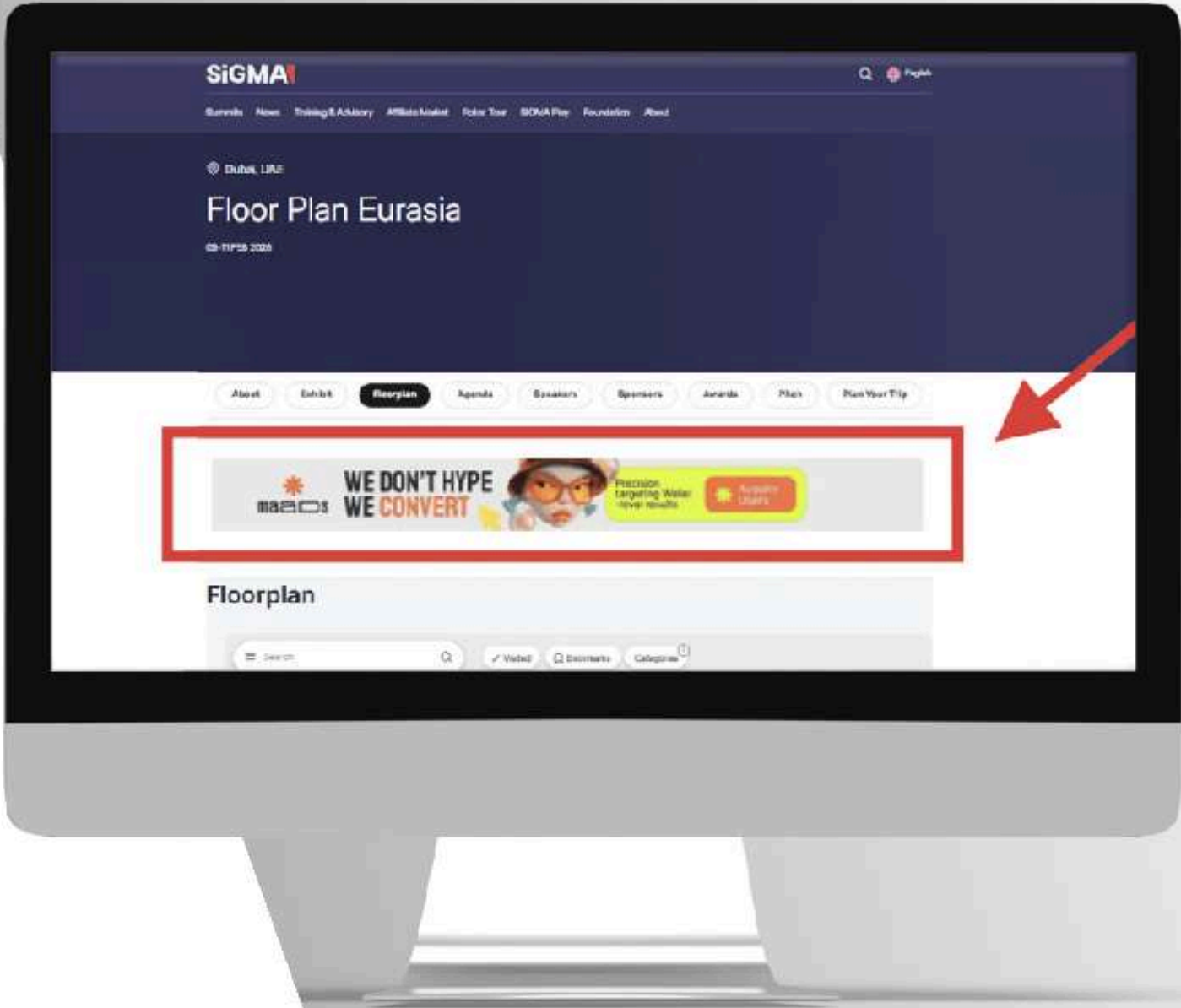
Available on a number of event related pages. The headline banners are a great way to get your brand seen by all of the attendees seeking information about the event.

Headline Banners:

Floorplan International €5,000 Regional €3,000	Agenda International €5,000 Regional €3,000	Exhibit International €3,000 Regional €2,000	Speakers International €3,000 Regional €2,000
Awards International €3,000 Regional €2,000	Pitch International €3,000 Regional €2,000	Plan your trip International €3,000 Regional €2,000	

These banners will be on a rotation of three and will be live for 4 months inclusive of the month of the event. For other pricing related to event pages please contact one of the SiGMA sales team.

Requirements for Headline banner: 1200 x 120 pixels, no larger than 1 MB. URL link included.



Media - Website

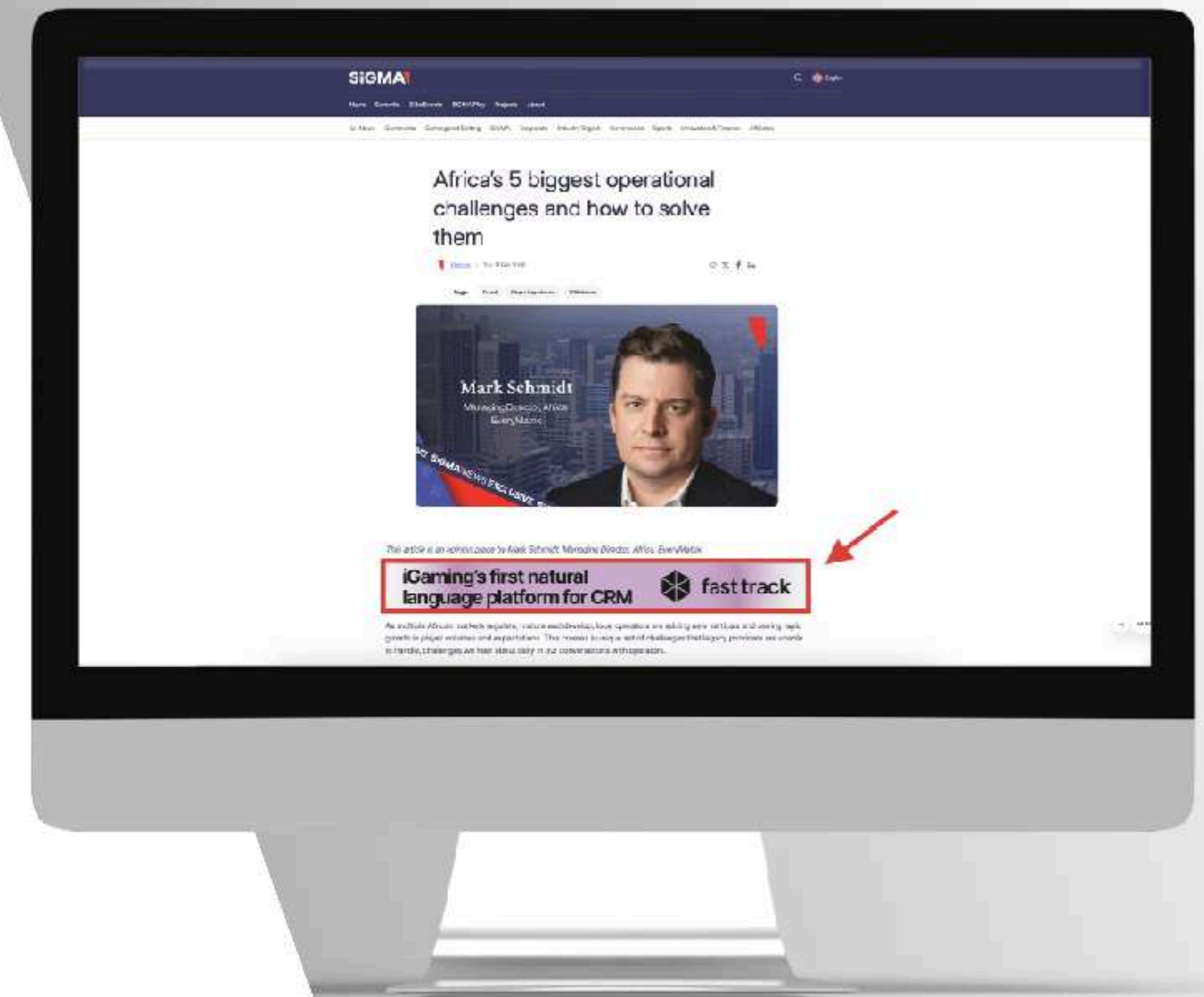
Banners - Article Pages - €1,250

Banners - Article Pages

By publishing an average of 20-30 news articles weekly, each in nine different languages, your advert on our article banner ads will gain ample visibility across a niche B2B audience.

To promote variety, your banner will appear on 60% of the article's views.

Requirements for in-line banner: 1200 x 120 pixels, no larger than 1 MB. URL link included.



Media - Website

Industry Spotlight Article - €4,000

Industry Spotlight Article

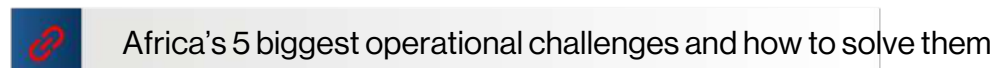
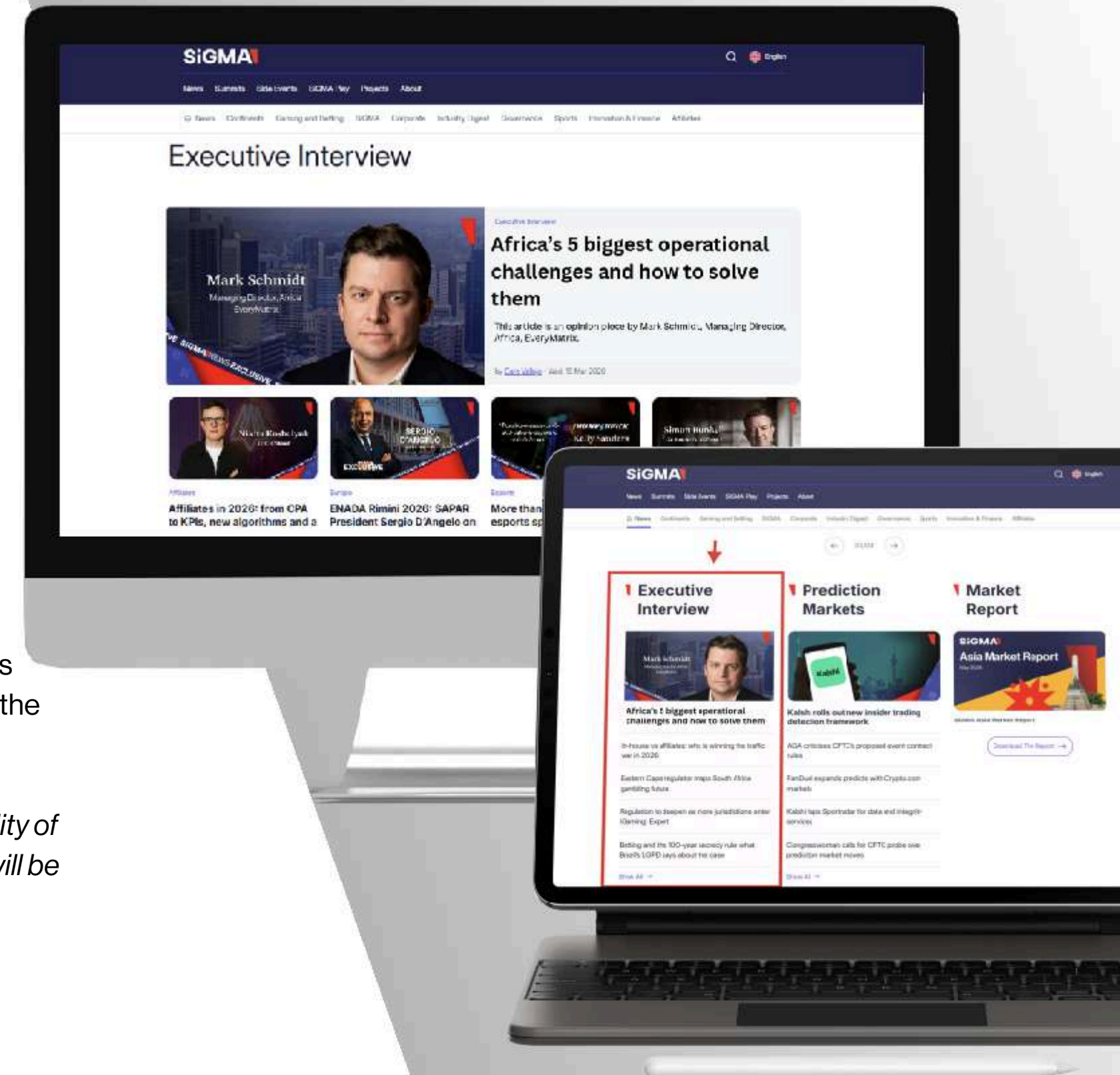
Position your brand as a thought leader through an in-depth executive-style interview crafted by the SiGMA News Team. Presented in an engaging interview format, this feature highlights your expertise across key verticals and trending industry topics, strengthening your brand's authority and visibility.

The package includes:

- Professionally compiled interview
- One no-follow link included within the article
- Amplification across SiGMA's social media channels

*This article is not labeled as sponsored and will not appear in the Sponsored Content section. Instead, it is published under Executive Interview and one additional relevant category, ensuring higher placement on the news landing page than standard sponsored posts.

Note: All backlink placements will have a lifespan of one (1) year from the date of publication, with the possibility of renewal subject to the SiGMA approval and applicable terms at the time of renewal. No backlink placement will be considered permanent.



Media - Website

Featured News Placement - €4,500

Featured News Placement (Do-Follow Link)

Publish your Article on our website and benefit from premium visibility on the SiGMA News Page. All published articles are fully discoverable through their respective categories and the search function on the SiGMA News Platform.

- Published within the Sponsored Content section
- Includes one Do-follow link (subject to approval)

Requirements for the article:

- The text must be between 300 and 500 words.*
- Tagged as "Contributed" and one other relevant tag.
- Banner image: 1024 x 576 pixels, no larger than 1 MB.
- All links (Do-Follow) require prior review and approval.*

Notes:

* All backlink placements will have a lifespan of one (1) year from the date of publication, with the possibility of renewal subject to the SiGMA approval and applicable terms at the time of renewal. No backlink placement will be considered permanent.

* If 50% or more of the text provided is detected as AI-generated, by EU Law, a disclaimer will have to be included within the article as follows: "AI disclosure: This article contains text that was generated or materially modified using artificial intelligence."

Boost your visibility:

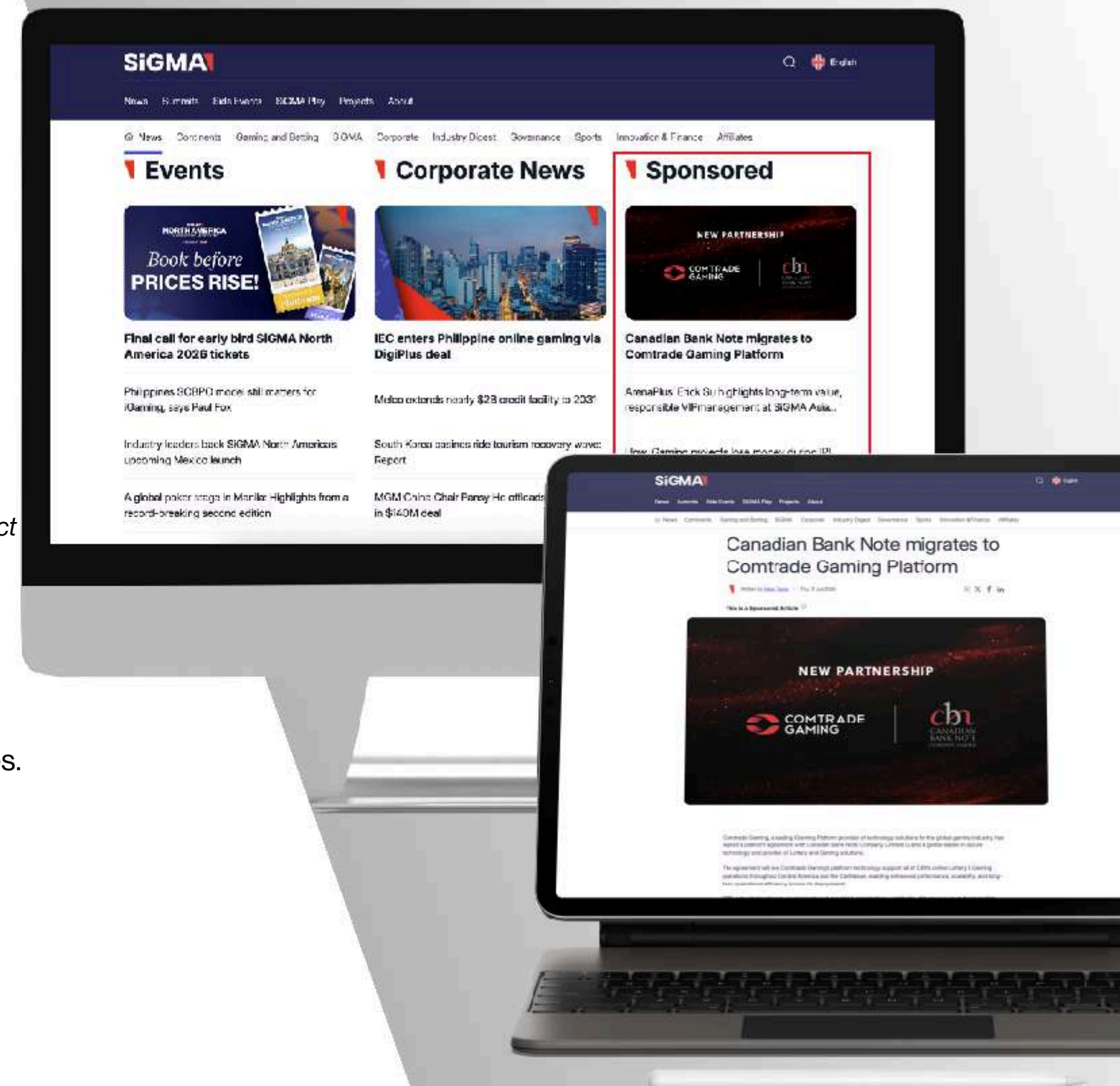
For an additional fee we will translate the Featured News Placement and post it on our other language sites.

- Translation up to 5 languages: **€500**
- Translation into all the languages available at the time: **€1,000**
- Do-Follow link applies only to the English version.
- Do-Follow link in translations: **€2,000** for 5 selected languages.

For an additional charge, we will also share the article on our social media channels for added exposure.

- Social Media Boost (Facebook, LinkedIn, Twitter): **€1,000** *
- Telegram Post: **€500**

* Social Media Requirement: Banner size: 820 x 273 px.



Media - Website

Sponsored Article - €2,500

Sponsored Article (No-Follow Link)

Publish your Sponsored Article on our website and benefit from premium visibility on the SiGMA News Page. All published articles are fully discoverable through their respective categories and the search function on the SiGMA News Platform.

- Published within the Sponsored Content section
- Includes one No-follow link (subject to approval)

Requirements for the article:

- The text must be between 300 and 500 words.*
- Tagged as "Contributed" and one other relevant tag.
- Banner image: 1024 x 576 pixels, no larger than 1 MB.
- All links (No-Follow) require prior review and approval.*

Notes:

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Boost your visibility:

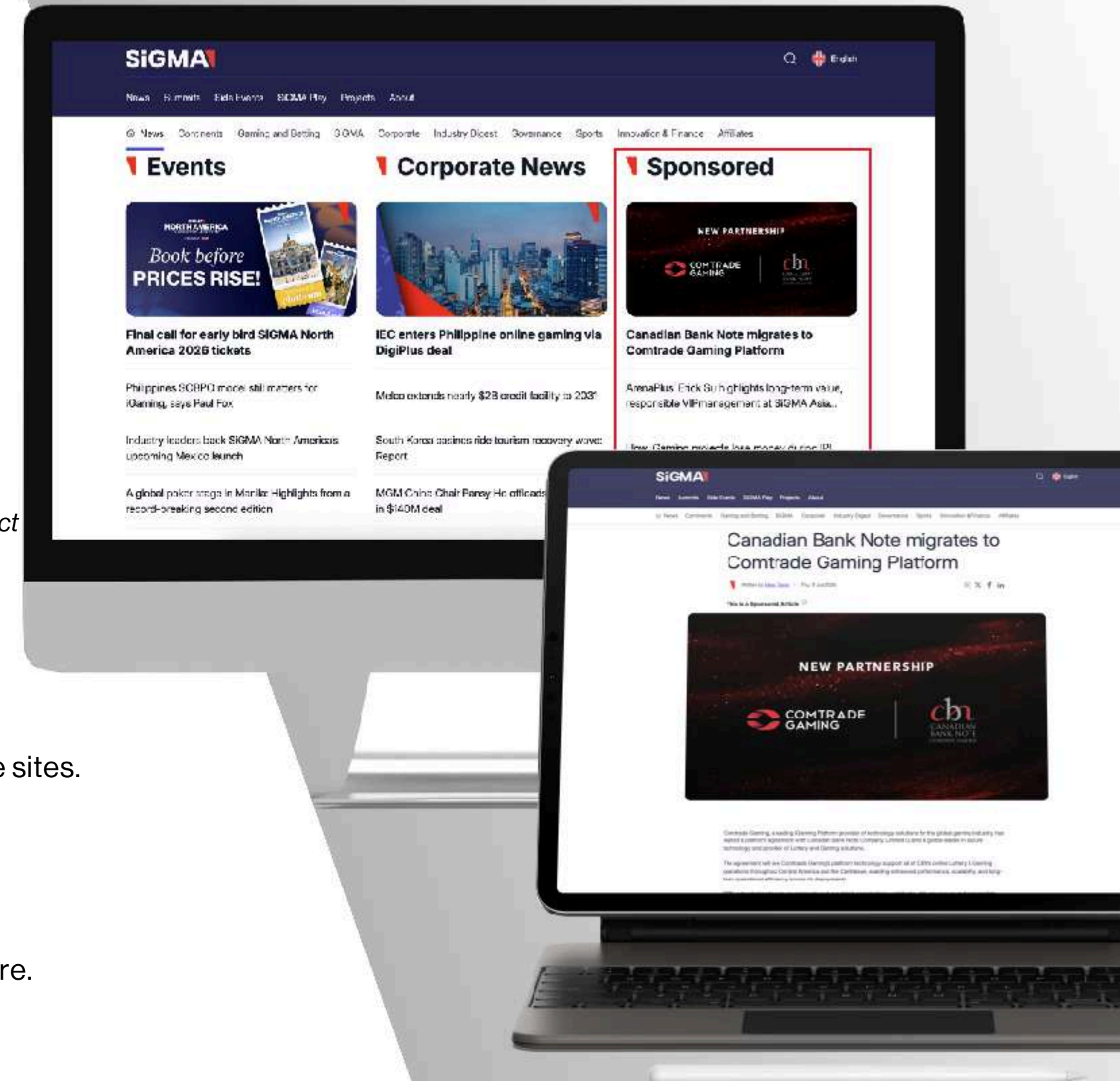
For an additional fee we will translate the Featured News Placement and post it on our other language sites.

- Translation up to 5 languages: **€500**
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- No-Follow link in translations: **€1,000** for 5 selected languages.

For an additional charge, we will also share the article on our social media channels for added exposure.

- Social Media Boost (Facebook, LinkedIn, Twitter): **€1,000** *
- Telegram Post: **€500**

* Social Media Requirement: Banner size: 820 x 273 px.



▼ Media - Website

SocialMediaPost - €1,000 (add-on to cost of article)

Social media post

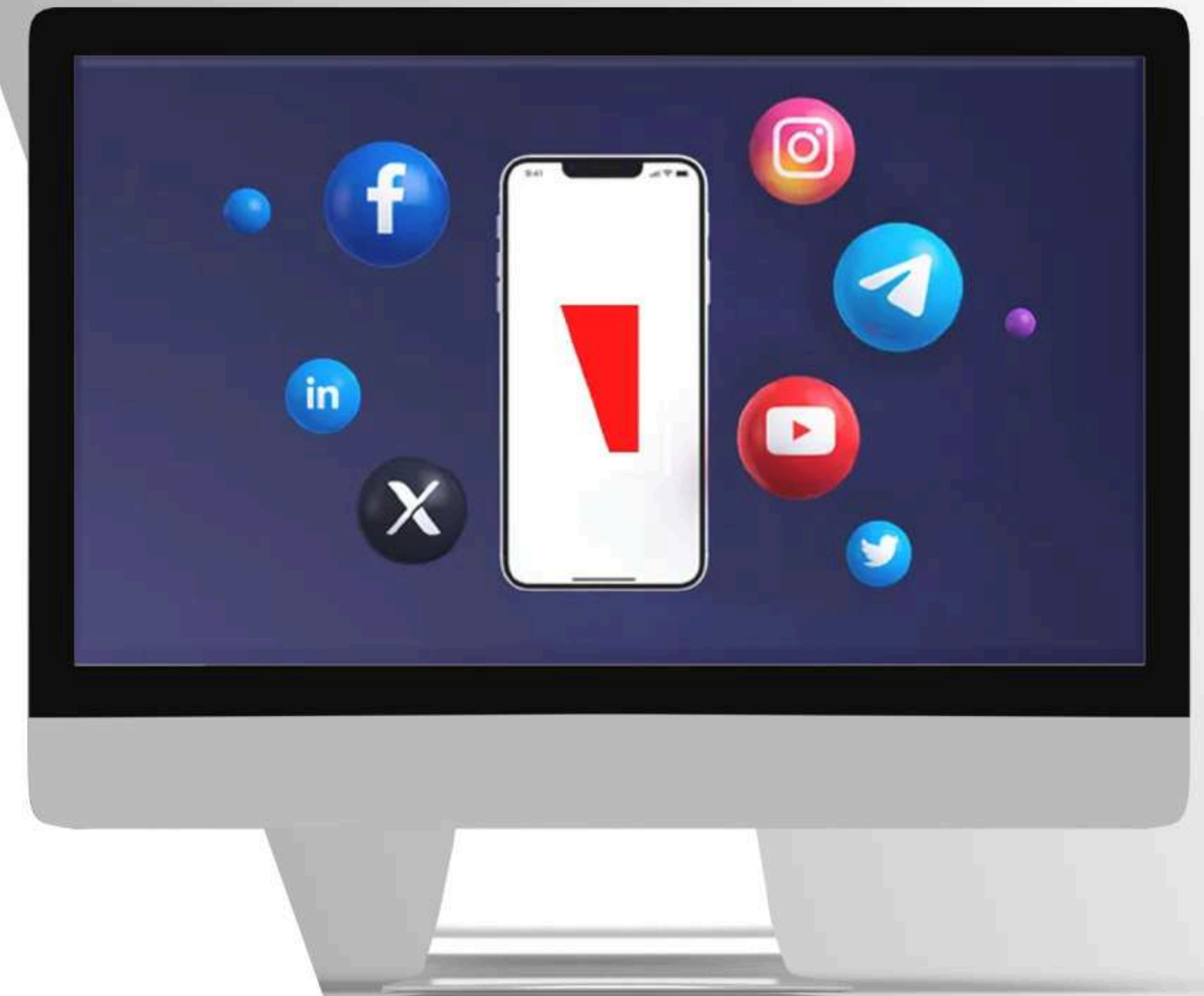
The social media feature **MUST** be used in conjunction with one of our other paid media opportunities that does not already include a sponsored social media element by default.

We can feature your content on SiGMA's main social media channels (Facebook, LinkedIn, Twitter). It can be a photo type post or a link to your website news article and / or your article interview in the digital magazine.

Facebook: may include copy (unlimited text but preferably no more than 5 lines of text), images, video content + hashtags.

LinkedIn: may include copy (unlimited text but preferably no more than 5 lines of text), images, video content + hashtags.

Twitter: no more than 280 characters, and banner size: 820 × 273 px.





\ To explore the full portfolio
of media opportunities across
the four media pillars, visit:



Media Website



Media Video and Podcast



Media Mailshots



Media Publications

SIGMA

Join the community