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DIRECT BRAND
SUMMIT 2019

NOVEMBER 20-21 | NEW YORK, NY

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IAB DIRECT BRAND SUMMIT | NOVEMBER 20-21, NYC

Now in its second year, the IAB Direct Brand Summit was the first conference dedicated to Direct to Consumer Brands and the Direct Brand Economy. Direct to Consumer brands are fueled by data, devoted to performance and developing new ways of doing business. Founder keynotes and educational breakouts will provide actionable advice and proven strategies on marketing, data, production, and fulfillment...from SEO to storytelling and everything in between.

Attendees will hear from, and learn from over 60+ speakers that include entrepreneurs, founders, venture capitalists, publishers and industry pioneers that are building the direct economy.

2018 EVENT HIGHLIGHTS:

See the [highlights from the inaugural event](#)

2018 ATTENDEES: 700+ attendees –

Senior level industry professionals from agencies, brands, media publishers, and technology partners.

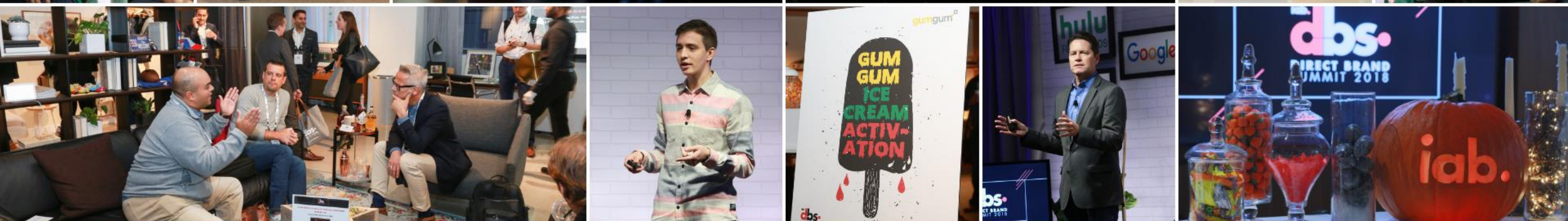
2018 PHOTOS & VIDEOS:

Check out the [photos & video highlights](#)

Venue: Convene, 225 Liberty Street
New York, NY 10080

For more information, contact us at sponsorship@iab.com





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Who Will Attend? In 2018 more than 700 senior-level brand, agency, media publisher, and technology executives attended the inaugural event. **2018 attendees included:**



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Attendee Breakdown:

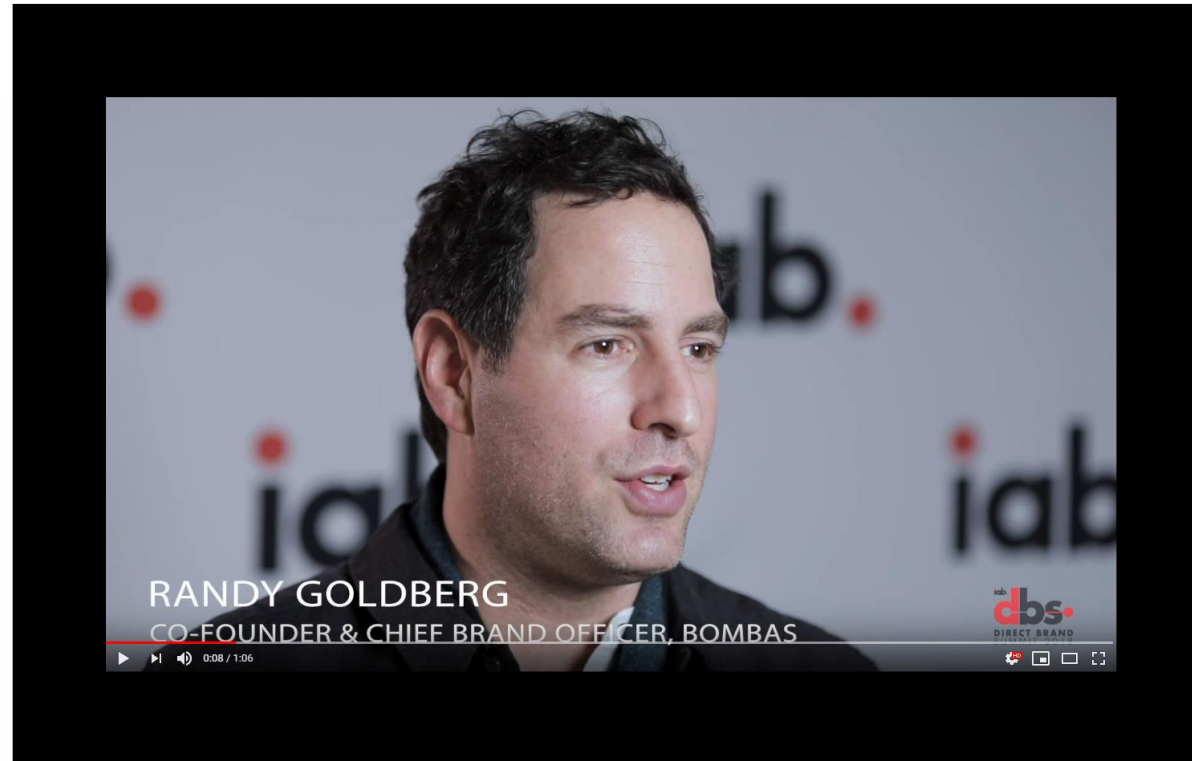


Total Attendees: 704
Total Brand Attendees: 305 (43%)
Direct Brands: 200 (28%)
Incumbent Brands: 105 (15%)
Publishers: 158 (23%)
Other: 241 (34%)

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2018 Attendee Testimonials – [Click to View](#)



View more video clips at www.directbrandsummit.com/#photosvideos

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Package	Investment
Platinum Sponsor	Available
Premier Sponsor	Available
Cocktail Reception Sponsor	Available
Networking Lunch Sponsor	Available
Networking Breakfast Sponsor	Available
Networking Break Sponsor	Available
Video Interview Series	Available
Speaker Dinner Sponsor	Available
Activation Sponsor	Available
Registration Sponsor	SOLD
Lanyard Sponsor	Available

Package	Investment
Wi-Fi Sponsor	Available
Conference Bag Sponsor	Available
Mobile App Sponsor	Available
Bottled Water Sponsor	Available
Female Founders Breakfast Sponsor	Available
Supporting Sponsor	Available
Women Visionaries Initiative Sponsor	Available
Private Dinner Sponsor	Available

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Platinum Sponsor

- Thought Leadership
 - Sponsored Session (Session Type TBD)
 - Your logo included on onsite signage for your session
 - Opportunity to distribute your branded item or collateral in your session
 - Sponsor mentioned in an upcoming email promoting your session
 - Paid social media promotion promoting your session (10,000 impressions)
 - *Content subject to IAB editorial approval*
- Sponsor Branded as Platinum Sponsor with logo on:
 - Your logo on the main stage in the general session room
 - Attendee acquisition emails with link to your home page
 - Onsite sponsor signage and the looping 'Thank You Sponsors' slide
 - Event website & Mobile App with a link to your home page
- Your literature or giveaway item included in the conference bag
- Your ad in the Mobile App
- 2 tickets to attend VIP Speaker Dinner
- 10 conference passes to attend the event
 - Inclusive of all speakers, speakers' guests, assistants & other attendees associated with the sponsorship
 - VIP Passes for buy-side clients

More Details to be Confirmed



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Premier Sponsor

- Thought Leadership
 - Breakout Sponsor (Topic TBC)
 - Session topic and content editorially driven by IAB with input from Sponsor
 - Your executive designated as one of the session speakers
 - Your logo included on onsite signage in your session
 - Opportunity to distribute your branded item or collateral in your session
 - Sponsor mentioned in an upcoming email promoting your session
 - Social media promotion promoting your session
- Sponsor Branded as Premier Sponsor with logo on:
 - Attendee acquisition emails with link to your home page
 - Onsite sponsor signage and the looping 'Thank You Sponsors' slide
 - Event website & Mobile App with a link to your home page
- Your literature or giveaway item included in the conference bag
- Your ad in the Mobile App
- 8 conference passes to attend the event
 - Inclusive of all speakers, speakers' guests, assistants & other attendees associated with the sponsorship
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Founder Stories Video Series Sponsor

- Exclusive sponsor of the Founder Stories Video Series (details on next page)
 - Featuring Founders of direct-to-consumer brands
 - Videos will be played on screens during event & promoted through IAB's social channels mentioning the sponsor
 - Twitter: 100,000+ followers,
 - Facebook: 50,000+ followers
 - LinkedIn: 44,000+ followers
 - Inclusion of sponsor logo on title card along with IAB logo on each video
- Sponsor Branded as VIP Sponsor with logo on:
 - Attendee acquisition emails with link to your home page
 - Onsite sponsor signage and the looping 'Thank You Sponsors' slide
 - Event website & Mobile App with a link to your home page
 - Your company's mentioned as a Sponsor via IAB's social media channels
- Your literature or giveaway item included in the conference bag
- Your ad in the Mobile App
- 3 conference passes to attend the event
 - Inclusive of all speakers, speakers' guests, assistants & other attendees associated with the sponsorship
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View the previous video series at <https://www.youtube.com/playlist?list=PL6aT9elthI52AfJts9nMdNRBRxxGHSqwW>

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IAB DIRECT BRAND SUMMIT FOUNDER STORIES VIDEO SPONSORSHIP *DETAILS*

“Founder Stories” Sponsorship Opportunity

We’re creating a special series of videos leading into the 2nd Annual Direct Brand Summit giving you the opportunity to align your brand to this exclusive content.

- Five (5) total videos leading up to DBS
 - Four (4) organic
 - One (1) native video will feature sponsor’s case study*
- Timing
 - Sept - one (1)
 - Oct – two (2)
 - Nov – two (3) (including native video)
- Videos are 2-3 minutes in length for long-form platforms
 - shorter versions for social media amplifications
- Videos are featured on IAB’s YouTube channel
- Sponsor can distribute videos via select channels*
- Videos will be played on screens during DBS
- Inclusion of sponsor logo on title and closing card on each video



*IAB has final approval

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Cocktail Reception Sponsor

- Exclusive Sponsor of the Cocktail Reception on Day 1
 - Your logo included with onsite signage for the Cocktail Reception
 - Your logo in the agenda for the Cocktail Reception
 - Opportunity to brand the Cocktail Reception (i.e. banner stands, napkins, cups, etc.)
- Sponsor Branded as VIP Sponsor with logo on:
 - Attendee acquisition emails with link to your home page
 - Onsite sponsor signage and the looping 'Thank You Sponsors' slide
 - Event website & Mobile App with a link to your home page
 - Your company (with logo) mentioned as a Sponsor via IAB's social channels
- Your literature or giveaway item included in the conference bag
- Your ad in the Mobile App
- 3 conference passes to attend the event
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Networking Lunch Sponsor

- Exclusive Sponsor of the Networking Lunch on Day 1 or Day 2
 - Your executive invited to deliver a 5-minute welcome to lunch attendees
 - Your logo included with onsite signage for the Networking Lunch
 - Your logo in the agenda for the Networking Lunch
 - VIP tables available
 - Your collateral distributed at the Networking Lunch
 - Additional branding opportunities available
- Sponsor Branded as VIP Sponsor with logo on:
 - Attendee acquisition emails with link to your home page
 - Onsite sponsor signage and the looping 'Thank You Sponsors' slide
 - Event website & Mobile App with a link to your home page
 - Your company's logo mentioned as a Sponsor via IAB's social channels
- Your literature or giveaway item included in the conference bag
- Your ad in the Mobile App
- 3 conference passes to attend the event
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Networking Breakfast Sponsor

- Exclusive Sponsor of the Networking Breakfast on Day 1 or Day 2
 - Your logo included with onsite signage for the Networking Breakfast
 - Your logo in the agenda for the Networking Breakfast
 - Opportunity to brand the Networking Breakfast (i.e. banner stands, napkins, cups, etc.)
- Sponsor Branded as VIP Sponsor with logo on:
 - Attendee acquisition emails with link to your home page
 - Onsite sponsor signage and the looping 'Thank You Sponsors' slide
 - Event website & Mobile App with a link to your home page
 - Your company (with logo) mentioned as a Sponsor via IAB's social channels
- Your literature or giveaway item included in the conference bag
- Your ad in the Mobile App
- 3 conference passes to attend the event
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Networking Break Sponsor

- Exclusive sponsor of the Networking Breaks on Day 1 or Day 2
 - Your logo included with onsite signage for the Networking Break
 - Your logo in the agenda for the Networking Break
 - Opportunity to brand the Networking Break (i.e. banner stands, napkins, cups, etc.)
- Sponsor Branded as VIP Sponsor with logo on:
 - Attendee acquisition emails with link to your home page
 - Onsite sponsor signage and the looping 'Thank You Sponsors' slide
 - Event website & Mobile App with a link to your home page
 - Your company (with logo) mentioned as a Sponsor via IAB's social media channels
- Your literature or giveaway item included in the conference bag
- Your ad in the Mobile App
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Branding Sponsor

Sponsor of **ONE** of the following branding items (first come, first served):

- **Wi-Fi** - logo included in general session slide for Wi-Fi, onsite signage for the Wi-Fi, and your password used for Wi-Fi access
- **Conference Bag** - logo on the conference bag alongside IAB logo, your literature/giveaway item in the conference bag, sponsor may provide conference bag (subject to IAB approval)
- **Bottled Water** - logo on the label for the bottled water, bottled water will be available outside the general session room and placed on the main stage for speaker use
- **Mobile App** - logo on looping slide in the general session for Mobile App, logo on signage for App, additional IAB Connect meeting requests for the event within the My IAB App, and additional branding including highlighted listing, ad, video content, splash page logo
- **Registration** - logo included on the online registration page, onsite registration signage, agenda for Registration, and conference badges distributed to all conference attendees
- **Lanyards** - logo on the lanyards distributed to all conference attendees
- Sponsor Branded as Title Sponsor with logo on:
 - Attendee acquisition emails with link to your home page
 - Onsite sponsor signage and the looping 'Thank You Sponsors' slide
 - Event website & Mobile App with a link to your home page
 - Your company (with logo) mentioned as a Sponsor via IAB's social channels
- Your literature or giveaway item included in the conference bag
- Your ad in the Mobile App
- 3 conference passes to attend the event
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Activation Sponsor

- Sponsor Branded as Title Sponsor with logo on:
 - Attendee acquisition emails with link to your home page
 - Onsite sponsor signage and the looping 'Thank You Sponsors' slide
 - Event website & Mobile App with a link to your home page
 - Your company (with logo) mentioned as a Sponsor via IAB's social channels
- Activation Space:
 - IAB shall help secure 'Activation' area for 2 days
 - Sponsor responsible for all costs associated with outfitting the 'Activation' space
 - Branding/Activation details are subject to IAB/venue approval
- Your ad in the Mobile App
- Your literature or giveaway item in the conference bag
- 2 conference passes to attend the event
 - Inclusive of all speakers, speakers' guests, assistants & other attendees associated with the sponsorship
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Direct Brand Summit & Women Visionaries Supporting Sponsorship Combo

- Logo Sponsorship of the Direct Brand Summit Networking Female Founder's Breakfast
- Supporting Sponsorship of Direct Brand Summit with logo on:
 - Attendee acquisition emails with link to your home page
 - Onsite sponsor signage and the looping 'Thank You Sponsors' slide
 - Event website & Mobile App with a link to your home page
 - Your company (with logo) mentioned as a Sponsor via IAB's social channels
- Your literature or giveaway item included in the conference bag
- Your ad in the Mobile App
- 2 conference passes to attend the Direct Brand Summit
 - Inclusive of all speakers, speakers' guests, assistants & other attendees associated with the sponsorship

In addition to:

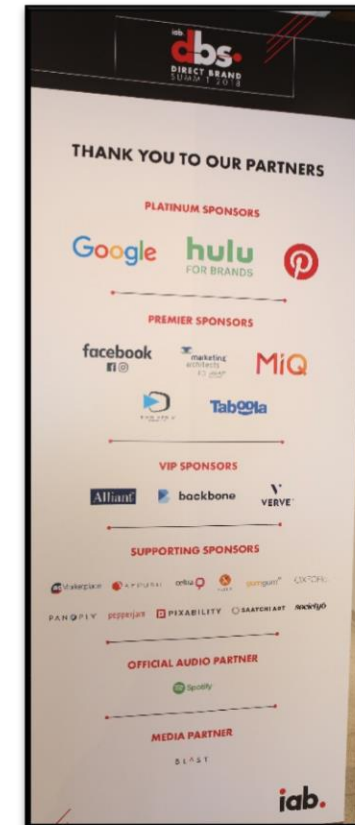
- 12 months sponsorship of IAB Women Visionaries Initiative includes:
 - Annual Leadership Meeting Women's breakfast sponsorship (Feb 2020)
 - Programmatic Symposium breakfast sponsorship (September 23, 2019)
 - Women Visionaries Conference (April 2, 2019) - including 2 passes to attend
 - Women Visionaries Town Halls (3 dates a year)
 - Any initiative events for the 12 month period
 - All branding is shared with the other initiative sponsors

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Supporting Sponsor

- Sponsor Branded as Supporting Sponsor with logo on:
 - Attendee acquisition emails with link to your home page
 - Onsite sponsor signage and the looping 'Thank You Sponsors' slide
 - Event website & Mobile App with a link to your home page
 - Your company (with logo) mentioned as a Sponsor via IAB's social channels
- Your ad in the Mobile App
- Your literature or giveaway item in the conference bag
- 2 conference passes to attend the event
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Private Dinner Sponsorship

Exclusive sponsor of the Private dinner on 11/20 for 10-15 total attendees

- 2 passes for the sponsor to attend dinner
- IAB to handle the invitation and RSVP management process.
 - Invitees will be selected by sponsor from the Direct Brand Summit Attendee list
 - Sponsor will have the opportunity to contribute to the dinner invitation process with IAB approval
- Sponsor afforded a 5-10-minute speaking opportunity at dinner
 - **Content subject to approval by IAB programming team**
- Opportunity to provide branded collateral/to be scattered throughout the dinner space
- ***Sponsor to handle venue selection, cost of dinner and onsite execution***
- Sponsor Branded as Supporting Sponsor with logo on:
 - Attendee acquisition emails with link to your home page
 - Onsite sponsor signage and the looping 'Thank You Sponsors' slide
 - Event website & Mobile App with a link to your home page
 - Your company (with logo) mentioned as a Sponsor via IAB's social channels
- Your ad in the Mobile App
- Your literature or giveaway item in the conference bag
- 2 conference passes to attend the event
 - Inclusive of all speakers, speakers' guests, assistants & other attendees associated with the sponsorship
 - VIP Passes for buy-side clients

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Speaker Dinner Sponsorship

Exclusive sponsor of the Direct Brand Summit Speaker dinner on 11/19 for 20+ attendees

- 5 passes for the sponsor to attend dinner
- IAB to handle the invitation process, RSVP management, event planning and onsite execution of dinner
 - Invitees will be a selection of Direct Brand Summit Speakers and Direct Brand Strategic Partners
 - Sponsor will have the opportunity to contribute to the dinner invitation process with IAB approval
- Sponsor afforded a 5-10-minute speaking opportunity at dinner
 - Content subject to approval by IAB programming team
- Opportunity to provide branded collateral/to be scattered throughout the dinner space
- ***Sponsor to handle venue selection and the cost of dinner***
- Sponsor Branded as VIP Sponsor with logo on:
 - Attendee acquisition emails with link to your home page
 - Onsite sponsor signage and the looping 'Thank You Sponsors' slide
 - Event website & Mobile App with a link to your home page
 - Your company (with logo) mentioned as a Sponsor via IAB's social channels
- Your ad in the Mobile App
- Your literature or giveaway item in the conference bag
- 3 conference passes to attend the event
 - Inclusive of all speakers, speakers' guests, assistants & other attendees associated with the sponsorship
 - VIP Passes for buy-side clients

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Additional Option

IAB Women Visionaries Initiative Sponsor

Includes Branding Sponsorship at the Female Founders Breakfast at Direct Brand Summit

- 12 months sponsorship of IAB Women Visionaries Initiative (12 months from signing)
- Supporting Sponsor Branding at each event:
 - Annual Leadership Meeting Women in Leadership Breakfast (Feb 2020)
 - Women Visionaries Conference (April)
 - Direct Brand Summit Female Founders Networking Breakfast (Nov 2019)
 - All three Women Visionaries Town Halls (various dates)
- 2 tickets to the Women Visionaries Conference on April 2, 2019
 - Inclusive of all speakers, speakers' guests, assistants & other attendees associated with the sponsorship

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Thank You