



iab.

NewFronts West

Relationships Matter. Take a Stand.

September 11-12, 2019

Los Angeles, CA

Sponsorship Opportunities

2019 Digital Content NewFronts West: Relationships Matter. Take a Stand.

- NewFronts West is a conference and marketplace where creativity meets innovative new formats. Complementing the Spring NewFronts in NYC to create a year-long original video content dialogue on both coasts, NewFronts West provide another chance for LA creators, brands, agencies, and publishers to connect, share, create new partnerships, and test innovative new formats.
- The 2019 NewFronts West: “**Relationships Matter. Take a Stand.**” will not only bring together content creators, celebrity talents, brands, agencies, and publishers to forge content and media deals, but it will also serve as a forum for leaders to share insights and explore innovations that will advance the entire digital media and marketing landscape.
- For this marketplace & showcase housed in a single venue in Hollywood, CA, we are expecting over 450 attendees over the course of the two-day event with brands, media buyers, and media agencies exclusively invited as guests. Over a third of last year’s attendees were at VP level and above.
- To view last year’s presenters and schedule [click here](#)

NewFronts West
September 11-12, 2019

NeueHouse Hollywood
Los Angeles, CA



2019 Digital Content NewFronts West Theme: Relationships Matter. Take a Stand.

- Today's consumers are gravitating to brands with purpose. It is no longer good business to sit on the sidelines.
- A [recent study by e-marketer](#) concluded that millennials are gravitating to brands that "take a stand" on issues that matter. Specifically, 74% of respondents ages 22 to 37 said more brands should take public stands on important social values.
- Newfronts West will explore the many ways that brands are "taking stands" in order to build better relationships with a new generation of consumers. This includes the relationship between brands and media partners, brands and consumers and media partners and audiences.
- As a presenter or sponsor, we encourage you to explore this powerful theme as you consider your messaging and activation for the event. (We are happy to discuss with you in more details if you would like).

Examples of brands and agencies who attended the 2018 NewFronts West:



NewFronts West Advisory Board

- **Our NewFronts West Advisory Board, composed of agencies and studios, is eager to help build a different conversation and a new market place in the city of angels.**
- **Who's in the West Coast NewFronts Advisory Board:**
 - Anthony Batt, Co-Founder, WEVR
 - Scott Bishoff, Vice President, 20th Century Fox
 - Paul Bricault, Managing Partner, Amplify and Venture Partner, Greycroft Partners
 - David Freeman, Co-Head, Digital Packaging, CAA
 - Mac Hagel, EVP, Managing Director, Zenith USA
 - Tiffany Kirk, SVP, Managing Director, West Coast Investments, Horizon Media
 - Alex Morrison - President, Grey West
 - Doug Neil, EVP Marketing, Universal Studios
 - Ritchie Mae Ordonez, Head of Media, Prime Video Original Series, Amazon
 - Luigi Picarazzi, Founder & CEO, Digital Media Management
 - Shannon Pruitt, former CMO, The Honest Company
 - Nancy Yip Ramos, Head of Entertainment, Amazon Originals Prime Video and Original Movies, Rufus Worldwide
 - Kristin Scheve, SVP Media Director, Head of West Coast Media, Digitas North America
 - Susan Schiekofer, Chief Digital Investment Officer, GroupM
 - Autumn White – EVP Digital, Managing Partner, Horizon Media
- *NewFronts West Creative Advisor: John McCarus, Founder of Content Ink*



Platinum Sponsor

Sponsorship receives the following:

- **Sponsored Session (TBD – as Presenting Partner or Insights Presenter)**
 - Content subject to IAB editorial approval
 - Social media promotion of your session
 - Contribute to the invitation process and submit a minimum of 25 buy-side agency & brand contacts (RSVPs are first come first served)
- **Sponsor Branded as Platinum Sponsor with logo on:**
 - Your logo included on onsite signage
 - Branding in the general session room
 - Attendee acquisition emails with link to your home page
 - Digital logo on event website & mobile app with a link to your home page
- **Choice of Activation Space or Meeting Room (1)**
- **Choice of Meal Function: breakfast, breaks, lunch or reception for 1 day – per availability**
- **Opportunity to distribute your branded item or giveaway item included in the conference bag (subject to availability)**
- **10 conference passes for sponsor team to attend the event**

Value Added:

- Series of Brand-Led Business Briefings
- BrandVerge Digital Marketplace (for Presenters)

(See slides for details)



Premier Sponsor

Sponsorship receives the following:

- **Sponsored Session (TBD – as Presenting Partner or Insights Presenter)**
 - Your logo included on onsite signage for your session
 - Content subject to IAB editorial approval
 - Social media promotion of your session
 - Contribute to the invitation process and submit a minimum of 25 buy-side agency & brand contacts (RSVPs are first come first served)
- **Sponsor Branded as Premier Sponsor with logo on:**
 - Branding in the general session room
 - Attendee acquisition emails with link to your home page
 - Digital logo on event website & mobile app with a link to your home page
- **Choice of Meal Function: breakfast, breaks, lunch or reception for 1 day – per availability**
- **Opportunity to distribute your branded item or giveaway item included in the conference bag (subject to availability)**
- **8 conference passes for sponsor team to attend the event**

Value Added:

- Series of Brand-Led Business Briefings
- BrandVerge Digital Marketplace (for Presenters)

(See slides for details)



“The Work: Brand Content Showcase” Sponsor (1 avail including 3 sessions)



“The Work” will be curated by Scott Donaton, Global Chief Creative & Content Officer at Digitas, and Entertainment Jury President at the 2019 Cannes Lions International Festival of Creativity

Three Sessions for “The Work: Brand Content Showcase”

Brands will showcase their great work in 3 sessions of 20 minutes each over the two days during the NewFronts West. The first 10 minutes will consist of an interview by a Head of Creative and the next 10 minutes will feature the amazing piece(s) of content produced. Ideal sponsor will be in strategic alignment with filming and creativity, and will be positioned as a thought leader with potential moderation role (to be approved by IAB).

Sponsorship receives the following:

- Contribute to the invitation process and submit a minimum of 25 buy-side agency & brand contacts (RSVPs are first come first served)
- Your logo on event website with a link to your home page
- Your logo on mobile app with a link to your home page
- Your ad in the mobile app
- Your giveaway item in dedicated event bag (subject to availability)
- 6 conference passes to attend the event

Presenting Partner (1 slot remaining)



Value Added:

- Series of Brand-Led Business Briefings
- BrandVerge Digital Marketplace (for Presenters)

(See slides for details)

IAB has 14 original content presentation slots available. Presenters' position will be allocated into programming segments by IAB after review of content plans. To be eligible for consideration, presenters must produce and distribute or curate content with capabilities to integrate advertisers into the programming

Presenter receives the following:

- Presenter receives a 30-min NewFronts presentation time slot to showcase your individual content offerings and opportunities (content to be approved by IAB)
- Invitation Management*: IAB will collect each presenting company's invitee list and manage the invite outreach and registration process
- Contribute to the invitation process and submit a minimum of 25 buy-side agency & brand contacts to invite them as guests (RSVPs are first come first served)
- Your logo on event website with a link to your home page
- Your logo on mobile app with a link to your home page
- Your ad in the mobile app
- Your giveaway item in dedicated event bag (subject to availability)
- 4 conference passes to attend the event
- Post-event inclusion of your NewFronts showcase in BrandVerge's digital platform for additional advertisers' reach

**To allow for a large buying community audience, attendance from employees of presenting companies will be limited to 4 company representatives, not including speakers (this does not include your talent who is either attending or speaking). Elements subject to change. Images for illustration purposes only.*

Presenting Partners: Additional Benefit

BRANDVERGE



An added benefit of being a Presenter in the NewFronts West 2019 event includes access to the BrandVerge Digital Marketplace.

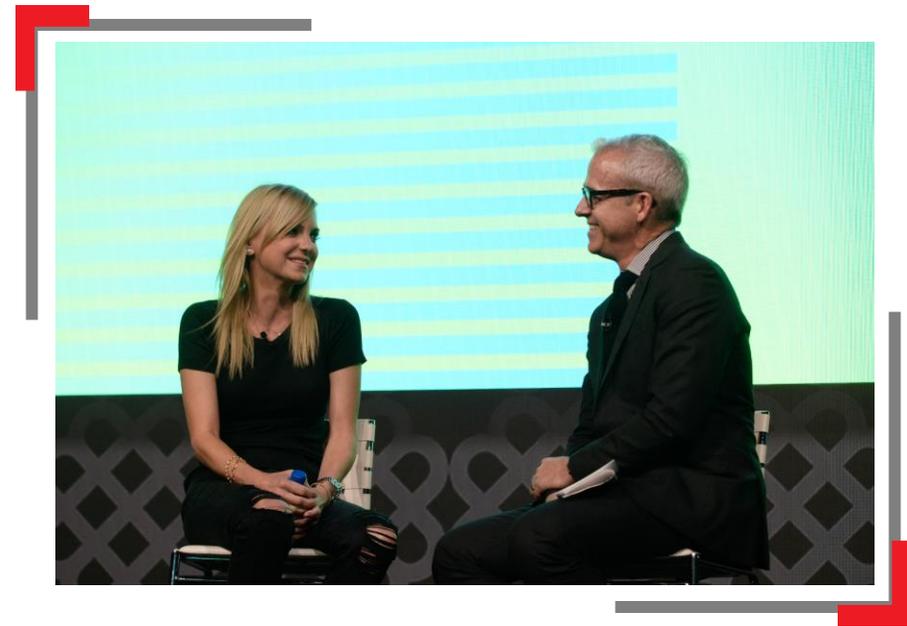
BrandVerge is a matchmaking platform that connects media properties and advertisers to significantly cut the time of the traditional partnership process, increase transparency and creativity.

As an IAB NewFronts Presenting Partner, you will be able to promote the original digital programs and branded content opportunities you unveil at NewFronts West on BrandVerge for advertisers to discover, explore and connect with you post-event. This digital marketplace takes your NewFronts showcase and makes it immediately actionable and discoverable to hundreds of advertisers – expanding your reach and increasing your ability to find sponsors for your new programs at scale!

Business Briefing: Exclusive (Behind-the-Scenes) Discussion

NewFronts West will feature a series of brand/agency led business briefings open to presenting media and content partners

- These briefings will be by invitation only and designed to share the challenges and opportunities that have been identified by some of the key brand clients on the West Coast
- **Format:**
 - Interactive/workshop style rather than a formal RFP briefing
 - These sessions are intended to foster higher level strategic discussions between the brand and potential partners and to serve as a networking opportunity for all
 - These briefings will be 30 minutes in length and will take place concurrent to the main stage programming in an adjoining room



Newfronts West Video Interview Series Sponsorship

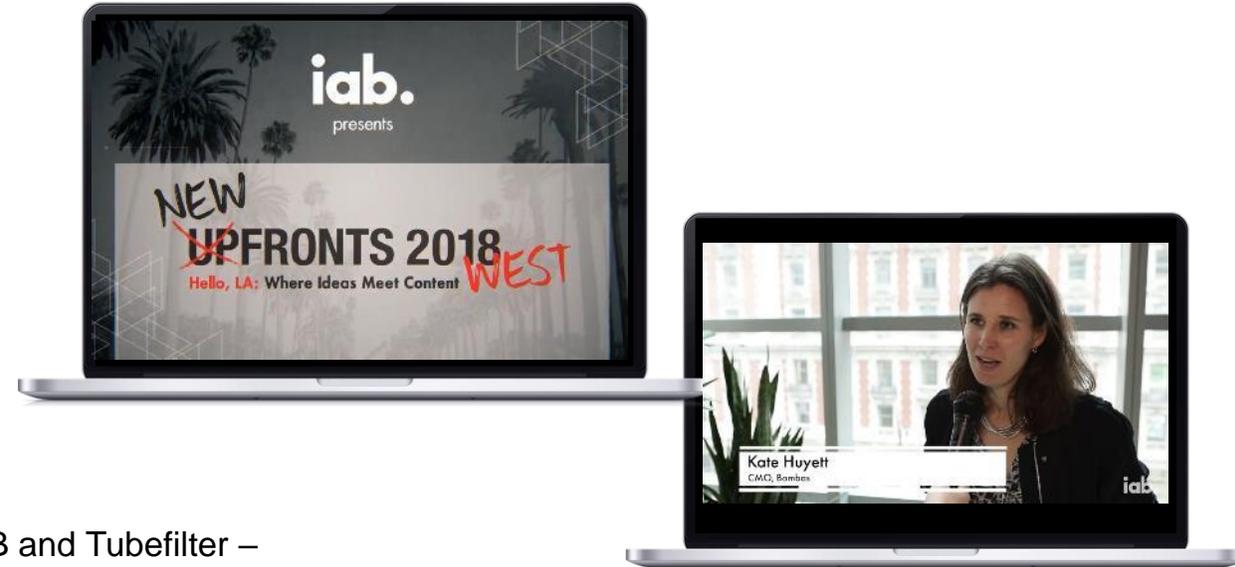
Sponsor the NewFronts West Interview Video Series and reach media buyers, publishers, and brand executives as they get ready to preview original series and shows from leading content creators in Los Angeles. Event programming will include presentations and panels in front of over 450 attendees over the two-day event in Hollywood.

Insights from NewFronts West Video Interviews:

- Filmed during the two-day NewFronts in LA on September 11-12
- Published and promoted for one full month post event

Video Series Sponsorship Includes:

- Sponsor branding on original video interviews created and promoted by IAB and Tubefilter – promotional web banners and video interviews with brands, media buyers/planners, and NewFronts presenters
- Branding / Sponsor logo during opening and/or closing of each video
- (1) *Custom video interview* for sponsor as part of video series [featuring top executive or client] about your “partnership story”
- Inclusion in social media promotion – mention in select social media posts / minimum of 2 per video series
- 4 conference passes for sponsor team to attend the NewFronts West event in LA



Insights Presenter (4 avail)



Value Added:

- Series of Brand-Led Business Briefings
- BrandVerge Digital Marketplace (for Presenters)

(See slides for details)

IAB has 4 insights presentation slots available. Presenters' position will be allocated into programming segments by IAB after review of content plans.

Presenters will have the opportunity to present insights, research, trends, or thought leadership around digital video, podcast, OTT or advanced TV.

Insights Presenter receives the following:

- Sponsor receives a 10-minute presentation slot (content to be approved by IAB)
- Contribute to the invitation process and submit a minimum of 25 buy-side agency & brand contacts to invite them as guests (RSVPs are first come first served)
- Your logo on event website with a link to your home page
- Your logo on mobile app with a link to your home page
- Your ad in the mobile app
- Your giveaway item in dedicated event bag (subject to availability)
- 3 conference passes to attend the event

**To allow for a large buying community audience, attendance from employees of presenting companies will be limited to 3 company representatives, not including speakers (this does not include your talent who is either attending or speaking). Elements subject to change. Images for illustration purposes only.*

Streamys Brand Awards Sponsor



For the second year in a row, IAB has partnered with the Streamy Awards, a leading awards platform for online content creators around the world, to celebrate the winners of the Streamys Brand Awards on stage during NewFronts West.

Sponsorship receives the following:

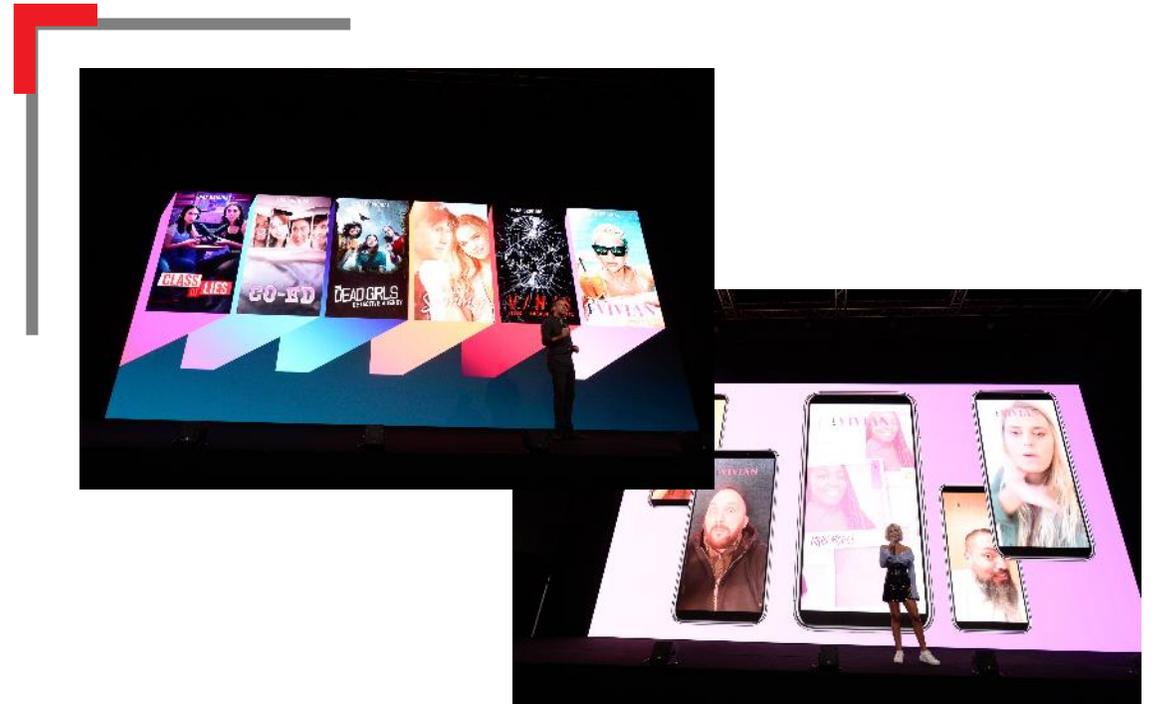
- Verbal acknowledgement by IAB and the Streamys hosts from the stage as the award's ceremony and celebratory Champagne toast sponsor
- Contribute to the invitation process and submit buy-side agency & brand contacts to invite them as guests (RSVPs are first come first served)
- Your logo on event website with a link to your home page
- Your logo on mobile app with a link to your home page
- Your ad in the mobile app
- Your giveaway item in dedicated event bag (subject to availability)
- 2 conference passes to attend the event

NewFronts West Thematic Interstitials (2 available)

This opportunity allows your brand to align short content clips to this year's theme of 'Relationships Matter. Take a Stand.', and program elements.

Attendee passes and inclusion in onsite sponsor signage also connects the sponsor to the core vision of the NewFronts – the celebration of original digital content, creators, and the brands in the room.

- Five (5) 30-second to 1-minute interstitials displayed between programmed segments on the main stage throughout the 2-day event
- Interstitials must relate to the event theme "Relationships Matter. Take a Stand." and are subject to approval by the IAB editorial board
- Sponsor has the option to include logo on IAB produced interstitials or produce their own
- Contribute to the invitation process and submit a minimum of 25 buy-side agency & brand contacts to invite as guests (RSVPs are first come first served)
- Your logo on event website with a link to your homepage
- Your ad on mobile app with a link to your homepage
- Your giveaway item in dedicated event bag (subject to availability)
- 3 conference passes to attend the event



Meeting Room Sponsor (both days or one day)



Sponsorship receives the following:

- Private meeting room near the general session room
- Sponsor may use the meeting room to set up private meetings during the event
- Sponsor may brand the meeting room (venue approval required)
- Sponsor may arrange F&B needs through the venue
- Contribute to the invitation process and submit buy-side agency & brand contacts to invite them as guests (RSVPs are first come first served)
- Your logo on onsite sponsor signage
- Your logo on event website with a link to your home page
- Your logo on mobile app with a link to your home page
- Your ad in the mobile app
- Opportunity to provide a giveaway presented during reception (provided by and fulfilled by you)
- Your giveaway item in dedicated event bag (subject to availability)
- 3 full conference passes, 2 limited access passes

Networking Lunch Sponsorship (2 avail)

The networking lunch will be served on the rooftop at NeueHouse Hollywood

Sponsorship receives the following:

- Your executive invited to deliver a 5-minute welcome to lunch attendees
- Your logo included with onsite signage for the networking lunch
- Your logo on the venue space during this time provided by you and approved by IAB (i.e. napkins, cups, etc.)
- Contribute to the invitation process and submit buy-side agency & brand contacts to invite them as guests (RSVPs are first come first served)
- Your company will be branded as “VIP Partner”
- Your logo on onsite sponsor signage
- Your logo on event website with a link to your home page
- Your logo on mobile app with a link to your home page
- Your ad in the mobile app
- Your giveaway item in dedicated event bag (subject to availability)
- 3 conference passes to attend the event



Networking Cocktail Sponsorship (1 avail / 1 sold)



The networking cocktail reception will gather all attendees on the rooftop at NeueHouse Hollywood.

Sponsorship receives the following:

- 3-minute sponsor introduction at the beginning of the cocktail reception
- Your logo on the venue space during this time provided by you and approved by IAB (i.e. napkins, cups, etc.)
- Contribute to the invitation process and submit buy-side agency & brand contacts to invite them as guests (RSVPs are first come first served)
- Your company will be branded as “VIP Partner”
- Your logo on onsite sponsor signage
- Your logo on event website with a link to your home page
- Your logo on mobile app with a link to your home page
- Your ad in the mobile app
- Opportunity to provide a giveaway presented during reception (provided by and fulfilled by you)
- Your giveaway item in dedicated event bag (subject to availability)
- 3 conference passes to attend the event

Networking Breakfast Sponsor (2 avail)



Sponsorship receives the following:

- Your logo on the venue space during this time provided by you and approved by IAB (i.e. banner stands, napkins, cups, etc.)
- Your logo on onsite sponsor signage
- Contribute to the invitation process and submit buy-side agency & brand contacts to invite them as guests (RSVPs are first come first served)
- Your company will be branded as “VIP Partner”
- Your logo on event website with a link to your home page
- Your logo on mobile app with a link to your home page
- Your ad in the mobile app
- Your giveaway item in dedicated event bag (subject to availability)
- 2 conference passes to attend the event

Networking Break Sponsor (2 avail / one per day)



Sponsor of the Networking Breaks on Day 1 or Day 2

- Your logo included with onsite signage for the Networking Break
- Opportunity to brand the Networking Break (i.e. banner stands, napkins, cups, etc.)
- Contribute to the invitation process and submit buy-side agency & brand contacts to invite them as guests (RSVPs are first come first served)
- Your company will be branded as “VIP Partner”
- Your logo on event website with a link to your home page
- Your logo on mobile app with a link to your home page
- Your ad in the mobile app
- Your giveaway item in dedicated event bag (subject to availability)
- 2 conference passes to attend the event

Registration Sponsor



Sponsorship receives the following:

- Your logo on onsite registration signage
- Your logo on event website with a link to your home page
- Your ad on mobile app with a link to your home page
- Your logo on mobile app with a link to your home page
- Your ad in the mobile app
- Your company will be branded as “VIP Sponsor”
- Your giveaway item in dedicated event bag (subject to availability)
- Contribute to the invitation process and submit buy-side agency & brand contacts to invite them as guests (RSVPs are first come first served)
- 2 conference passes to attend the event

Elements subject to change. Images for illustration purposes only.

VIP Dinner Sponsor (1 avail)

This intimate invite-only dinner offers a unique opportunity for the sponsor to connect with executives in the marketing and media industry during NewFronts West. This will be an off-the-record discussion between key players in the digital economy on what is happening in the video industry—from innovation to trends and challenges. The format is casual and focused on individual table discussions. Number of dinner attendees (TBD) – venue to be selected and cost to be covered by sponsor.

Sponsorship receives the following:

- Sponsor to choose a topic of discussion with IAB
- IAB representative to attend the dinner and lead the discussion with sponsor
- Contribute to the invitation process and submit buy-side agency & brand contacts to invite them as guests (RSVPs are first come first served)
- Your company will be branded as “VIP Sponsor”
- Your logo signage at the dinner’s registration area
- Your logo on event website with a link to your home page
- Your logo on mobile app with a link to your home page
- Your ad in the mobile app
- 2 conference passes to attend the NewFronts West event

**Multiple parties may run concurrently.*

Elements subject to change. Images for illustration purposes only.



After Party Sponsorship (**various options**)

Official After Party post NewFronts West (on Day 1 or Day 2)
– **venue and cost to be selected and covered by sponsor.**

Sponsorship receives the following:

- Your logo on the venue space during this time provided by you and approved by IAB (i.e. napkins, cups, etc.)
- Contribute to the invitation process and submit buy-side agency & brand contacts to invite them as guests (RSVPs are first come first served)
- Your company will be branded as “VIP Sponsor”
- Your logo on onsite sponsor signage
- Your logo on event website with a link to your home page
- Your logo on mobile app with a link to your home page
- Your ad in the mobile app
- Opportunity to provide a giveaway presented during reception (provided by and fulfilled by you)
- Your giveaway item in dedicated event bag (subject to availability)
- 2 conference passes to attend the event



**Multiple parties may run concurrently.
Elements subject to change. Images for illustration purposes only.*

“Partnership Plaza” / Activation Courtyard

Where technology, creativity, and networking meet to create a unique plaza experience for the attendees of this event!

Located in the outdoor plaza area at the entrance of NeueHouse, this will be the perfect place for people to recharge and have conversations about the video content they’ve just experienced, share their ideas, and inspire their next media business move!

Option 1: Attendee Lounge + charging station(1 available)

Option 2: Activation Space (4 available)



Sponsorship Details for Attendee Lounge (1 available)

Work | Network | Recharge

Lounge and charging space in the “Partnership Plaza”

Located in the outdoor plaza area at the entrance of NeueHouse, this will be the perfect place for people to recharge, mingle, and share.

Lounge and charging station includes:

- Furniture with various seating options
- One charging station
- Outside branded signage with your logo
- Your logo on event website with a link to your home page
- Your ad on mobile app with a link to your home page
- Your giveaway item in dedicated event bag (subject to availability)
- 3 full conference passes, 2 limited access passes



Sponsorship Details for Activation Space **(4 available)**

Share your Story in the “Partnership Plaza” where creativity meets technology and possibilities!

Located in the outdoor plaza area at the entrance of NeueHouse, this will be the perfect place for attendees to have an interactive experience with your team, to make connections, and build relationships.

Activation space includes:

- 10x14 area outside
- Soft seating pod
- One power source
- Sponsor responsible for additional furniture, food & beverage and any audiovisual (not included)
- Your logo on onsite sponsor signage
- Your logo on event website with a link to your home page
- Your logo on mobile app with a link to your home page
- Your ad in the mobile app
- Your giveaway item in dedicated event bag (subject to availability)
- 3 full conference passes, 2 limited access passes

Potential activation ideas:

- Lounge and charging space
- Photobooth
- VR or AR interactive experience station
- Specialty food and beverage (*additional corkage fee may apply)
- Engaging / Social engagement – i.e. polling on your cause

We also look forward to customizing a new experience that resonates with your brand and is exciting for the guests!

The “Partnership Plaza” may include:

- Creative options
- Interactive experiences
- Other activities
- And more

Branding Sponsorships

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

Lanyard Sponsor:

Your logo on all lanyards distributed to all attendees

Valet Parking Sponsor:

- Your logo on signage near the garage where the car gets dropped off
- 1x piece of printed collateral to be provided to attendees with validated parking card (to be approved by IAB)

Mobile App Sponsor:

- Your logo on looping slide in the general session for Mobile App
- Your logo on signage for App and additional branding including highlighted listing, ad, video content, splash page logo
- Additional IAB Connect meeting requests for the event within the My IAB App

Event Bag Sponsor:

- Your logo on the event bag alongside IAB logo
- Your giveaway item in the conference bag, sponsor may provide conference bag (subject to IAB approval)

Water Bottle Sponsor:

- Your logo on the label for the bottled water, available outside the general session room

Wi-Fi Sponsor:

- Your logo on onsite signage for the Wi-Fi
- Your password used for Wi-Fi access



All Sponsors Receive:

- Your company will be branded as “VIP Sponsor”
- Your logo on event website with a link to your home page
- You’ll be branded as “VIP Sponsor”
- Your logo on mobile app with a link to your home page
- Your ad in the mobile app
- Your giveaway item in dedicated event bag (subject to availability)
- Can contribute to the invitation process and submit buy-side agency & brand contacts to invite them as guests (RSVPs are first come first served)
- 2 conference passes to attend the event (to be approved by IAB)

Elements subject to change. Images for illustration purposes only.

Sponsorship Levels Overview

Opportunity	Quantity
Platinum Sponsor	1
Premier Sponsor	1
“The Work: Brand Content Showcase” Sponsor	1 sponsor for the 3 sessions
Presenting Partner	14
Insights Presenter	4
Streamys Brand Awards Sponsor	1
Attendee Lounge	1
Experience / Activation Sponsor	4
Thematic Interstitials	2
Meeting Room Sponsor	3
Video Interviews Sponsor	1-2

Opportunity	Quantity
Networking Lunch Sponsor	2
Networking Cocktail Sponsor	2
Registration Sponsor	1
Breakfast Sponsor	2
Break Sponsor (AM / PM)	2 sponsors / 1 per day
Transportation & Valet Sponsor	1
Event Bag Sponsor	1
Mobile App Sponsor	1
Lanyard Sponsor	1
Water Bottle Sponsor	1
Wi-Fi Sponsor	1
After Party Sponsor	1 or 2
VIP Dinner Sponsor	1

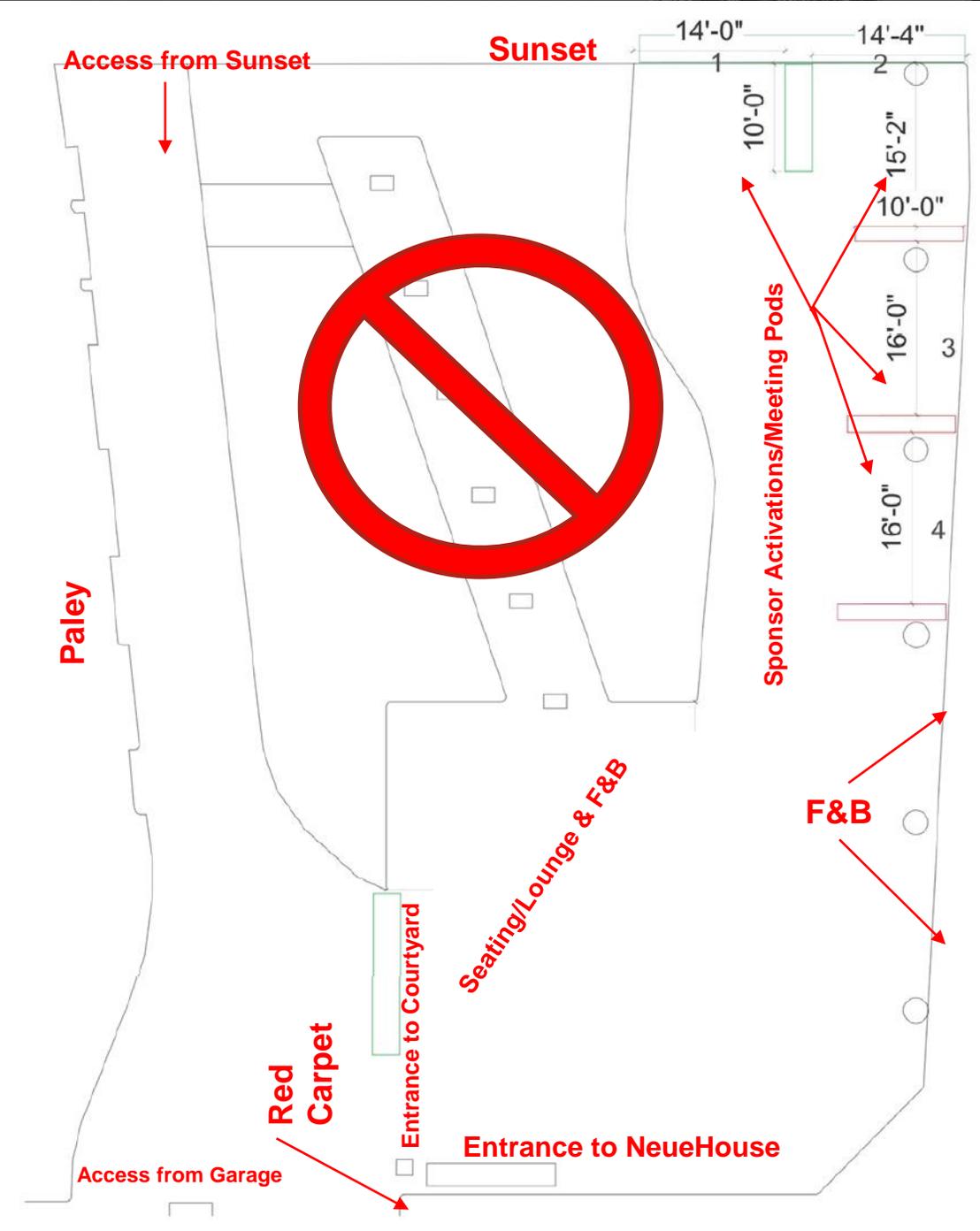
The background features a grayscale image of a palm tree-lined street. A large white oval is centered on the left side. The right side of the image is partially covered by a red overlay with white geometric lines. The text 'iab.' is positioned at the top of the white oval.

iab.

THANK YOU

Courtyard Layout NeueHouse

Subject to change



Courtyard NeueHouse



Red Carpet

