

A large audience is seated in a conference hall, facing a stage where a speaker is presenting. The room is dimly lit with blue and purple ambient lighting. The audience is diverse in age and gender, and many are looking towards the stage. The speaker is a man in a dark suit, standing at a podium on the left side of the stage. The ceiling is high with visible lighting rigs and speakers. The overall atmosphere is professional and high-tech.

# iab annual leadership meeting

**FEBRUARY 9-11, 2020**

**PALM DESERT, CA**

## SPONSORSHIP OPPORTUNITIES

# IAB Annual Leadership Meeting February 9-11, 2020 | Palm Desert, CA

The **IAB Annual Leadership Meeting** is the central thought leadership venue for senior voices across the marketing and advertising ecosystem. Each year digital pioneers gather at the always-sold-out event to advance the interests of our industry through powerful debate and discussion, exclusive networking, and high-level insights.

Over 1,100 Senior-level digital leaders convened at the 2019 IAB Annual Leadership Meeting, a three-day discussion of the most pressing topics in the interactive advertising and marketing industry which is now a nearly \$90 billion dollar industry in the U.S.

The rise of direct-to-consumer and boutique brands has provoked enormous changes to the economy at large. The 2020 IAB Annual Leadership Meeting explores the big, brand-growth-centered issues that increasingly are at the heart of the IAB agenda.

## **2019 EVENT HIGHLIGHTS:**

See the [event highlights from 2019](#)

## **2019 ATTENDEES:**

**1,100 senior-level leaders** from across the digital ecosystem

## **2019 PHOTOS & VIDEOS:**

Check out event [Photos & Videos](#)

The IAB Annual Leadership meeting attracts the most senior level attendees in the industry with over 60% of attendees at VP-level or above and 27% at C-Level



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# IAB Annual Leadership Meeting February 9-11, 2020 | Palm Desert, CA

## Who Attends?

IAB's flagship Annual Leadership Meeting brings over **1,100** senior-level industry professionals, including brands, agencies, media publishers, and the technology partners who support the ecosystem.

**2019 attendees included:**



## ATTENDEE BREAKDOWN

**290+**

PUBLISHERS

**140+**

BRANDS &  
AGENCIES

**63%**

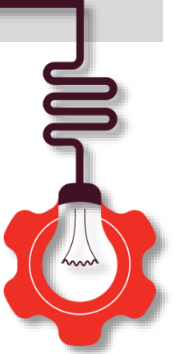
VP & ABOVE

**27%**

C-SUITE

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Sponsorship Level	Investment	Sponsorship Level	Investment
Principal Sponsor	<b>SOLD</b>	Hotel Room Key Sponsor	Available
Platinum Plus Sponsor	Available	Brand Lounge Sponsor	Available
Platinum Sponsor	<b>SOLD</b>	Wi-Fi Sponsor	Available
Premier Sponsor	Available	Conference Bag Sponsor	Available
Breakout Session Sponsor	Available	Bottled Water Sponsor	Available
After-Party Sponsor	Available	Mobile App Sponsor	Available
Meal Function Sponsor	Available	Room Drop	Available
Presidential Suite	<b>SOLD</b>	Standard Meeting Room	Available
Director's Suite With Outdoor Patio	Available	Kickoff Networking Happy Hour Sponsor	Available
Hospitality Suite	Available	Departure Lounge Sponsor	Available
Director's Suite	Available	Raffle	Available
Luxury Suite	Available	IAB Sales And Service Excellence Awards Sponsor	Available
Registration Sponsor	Available	Pen/Pad Sponsor	Available
Lanyard Sponsor	Available	Candy Sponsor	Available



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## Thought Leadership Positioning

IAB will position your company as an industry thought leader to over 1,100 senior-level executives at the IAB Annual Leadership Meeting. This can be done through breakout sessions.

## Breakouts

Sponsors have the opportunity to participate in or lead a Town Hall or Workshop. These concurrent breakout sessions attract a highly engaged group of attendees in a more intimate environment. Attendees determine which session they want to attend, allowing for a very interactive, and relevant discussion.

## 2019 Breakout Sponsors Included:

COMCAST  
TECHNOLOGY SOLUTIONS

dstillery

FREEWHEEL  
A COMCAST COMPANY



IBM Watson  
Advertising

✓ Lucidity

media.net

MEDIA Radar

nielsen

OGURY

PubMatic



SPOTX

VERVE

## Several Formats Are Available:

IAB **Town Halls** are facilitated by industry leaders, and each session is an open forum to share challenges, collaborate on solutions, find inspiration and ideas, and help shape the IAB agenda for the year ahead. Sponsors collaborate on a framework for the session and co-moderate the conversation. Town Hall sessions include a video recap.

**Workshops** are positioned to provide attendees with real learnings and actionable insights they can take back to the office. These sessions may be structured as presentations, fireside chats, or panel discussions with ample time for audience Q&A.

IAB will post photos and quotes of the session to all IAB social media channels for additional exposure.

**Sponsors work with the programming team to create content and recruit speakers. All breakout content is subject to IAB approval.**

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## Platinum Plus Sponsor

### Thought Leadership Positioning

- Breakout Sponsor (Topic TBC)  
*Session topic and content editorially driven by IAB with input from Sponsor*
- Your executive designated as one of the session co-moderators or speakers
- Your logo included on onsite signage for the breakout session
- Your logo included in the agenda for the breakout session
- Opportunity to distribute your branded item or collateral in the breakout session

### Exclusive Sponsor of the Monday Cocktail Reception

- IAB will secure space within the resort, and provide one hour open bar and passed hors d'oeuvres
- Your logo included with onsite signage for the Monday Cocktail Reception
- Your logo in the agenda for the Monday Cocktail Reception
- Sponsor may brand the Monday Cocktail Reception and provide additional branding, entertainment, etc. at their own cost.

### Activation Space

- IAB shall help secure prominent 'Activation Space' with premium location
- Sponsor responsible for all costs associated with outfitting the 'Activation' space

### Platinum Plus Sponsor designation with 2nd highest level of logo branding and visibility

- Your ad in the Mobile App
- Your logo and messaging located near the general session room
- Your literature or giveaway item in the conference bag
- Your literature or giveaway as a seat drop in general session room
- Your logo included in attendee acquisition emails with link to your homepage
- Your logo included on onsite sponsor signage
- Your logo included with a looping 'Thank You Sponsors' slide
- Your logo and listing on the event web site with a link to your home page
- Your logo and listing in the Mobile App with a link to your home page

### Attendance

- 15 conference passes to attend the conference
  - Inclusive of all speakers, speakers' guests, assistants & other attendees associated with the sponsorship



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# IAB Annual Leadership Meeting February 9-11, 2020 | Palm Desert, CA

## Platinum Sponsor

### Thought Leadership Positioning

- Breakout Sponsor (Topic TBC)  
*Session topic and content editorially driven by IAB with input from Sponsor*
- Your executive designated as one of the session co-moderators or speakers
- Your logo included on onsite signage for the breakout session
- Your logo included in the agenda for the breakout session
- Opportunity to distribute your branded item or collateral in the breakout session
- Opportunity to provide signage (banner stand) in the breakout session room

### Exclusive Sponsor of ONE Meal Function

- Choice of Breakfast, Lunch, Break, or Dinner (pick one- first come, first served)
- Your logo included with onsite signage for the meal function
- Your logo in the agenda for the meal function
- Opportunity to brand the meal function (i.e. banner stands, napkins, cups, etc.)

### Private Meeting Room

- Sponsor may use the meeting room to set up private meetings during the event. Sponsor responsible for costs to outfit the space.
- Sponsor may brand the meeting room
- Sponsor may arrange F&B needs through the hotel at their own cost

### Platinum Sponsor designation with level of logo branding and visibility

- Your ad in the Mobile App
- Your logo and messaging located near the general session room
- Your literature or giveaway item in the conference bag
- Your literature or giveaway as a seat drop in general session room
- Your logo included in attendee acquisition emails with link to your home page
- Your logo included on onsite sponsor signage
- Your logo included with a looping 'Thank You Sponsors' slide
- Your logo and listing on the event web site with a link to your home page
- Your logo and listing in the event Mobile App with a link to your home page

### Attendance

- 10 conference passes to attend the conference
  - Inclusive of all speakers, speakers' guests, assistants & other attendees associated with the sponsorship



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## Premier Sponsor

### Thought Leadership Positioning

- Breakout Sponsor (Topic TBC)  
*Session topic and content editorially driven by IAB with input from Sponsor*
- Your executive designated as one of the session co-moderators or speakers
- Your executive to work with IAB program team on content curation
  - Your logo included on onsite signage for the breakout session
  - Your logo included in the agenda for the breakout session
  - Opportunity to distribute your branded item or collateral in the breakout session
  - Opportunity to provide signage (banner stand) in the breakout session room

### Private Meeting Room

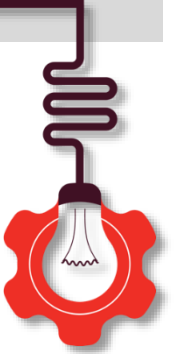
- Sponsor may use the meeting room to set up private meetings during the event. Sponsor responsible for cost to outfit the space.
- Sponsor may brand the meeting room
- Sponsor may arrange F&B needs through the hotel at their own cost

### Premier Sponsor designation with very high level of logo branding and visibility

- Your ad in the Mobile App
- Your literature or giveaway item in the conference bag
- Your logo included in attendee acquisition emails with link to your homepage
- Your logo included on onsite sponsor signage
- Your logo included with a looping 'Thank You Sponsors' slide
- Your logo and listing on the event web site with a link to your home page
- Your logo and listing in the event Mobile App with a link to your home page

### Attendance

- 9 conference passes to attend the conference
  - Inclusive of all speakers, speakers' guests, assistants & other attendees associated with the sponsorship



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# IAB Annual Leadership Meeting February 9-11, 2020 | Palm Desert, CA

## Breakout Sponsor

### Thought Leadership Positioning

- Breakout Sponsor (Topic TBC)
  - *Session topic and content editorially driven by IAB with input from Sponsor*
- Your executive designated as one of the session co-moderators or speakers
- Your executive to work with IAB program team on content curation
- Your logo included on onsite signage for the breakout session
- Your logo included in the agenda for the breakout session
- Opportunity to distribute your branded item or collateral in the breakout session
- Opportunity to provide signage (banner stand) in the breakout session room

### Title Sponsor designation with very high level of logo branding and visibility

- Your ad in the Mobile App
- Your literature or giveaway item in the conference bag
- Your logo included in attendee acquisition emails with link to your home page
- Your logo included on onsite sponsor signage
- Your logo included with a looping 'Thank You Sponsors' slide
- Your logo and listing on the event web site with a link to your home page
- Your logo and listing in the event Mobile App with a link to your home page

### Attendance

- 7 conference passes to attend the conference
  - Inclusive of all speakers, speakers' guests, assistants & other attendees associated with the sponsorship

## 2019 Breakout Sponsors Included:

COMCAST  
TECHNOLOGY SOLUTIONS

dstillery

FRESHWHEEL  
A COMCAST COMPANY

Honeycomb

IBM Watson  
Advertising

Lucidity

media.net

MEDIA Radar

nielsen

OGURY

PubMatic

SIMULMEDIA  
TRANSPARENT TV

SPOTX

VERVE™



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## After-Party Sponsor

### Exclusive Sponsor of a private, invite-only After Party on Sunday or Monday

- After Party is invite-only for up to 120 people
- IAB will help Sponsor manage invites for attendee list
- Sponsor shall manage RSVP list
- IAB will secure space within the resort, and 2-hour open bar
- Your logo included with onsite signage for the After Party
- Your logo in the agenda for the After Party
- Opportunity to brand the After-Party (i.e. banner stands, napkins, cups, etc.)

### Title Sponsor designation with very high level of logo branding and visibility

- Your ad in the Mobile App
- Your literature or giveaway item in the conference bag
- Your logo included in attendee acquisition emails with link to your home page
- Your logo included on onsite sponsor signage
- Your logo and listing on the event web site with a link to your home page
- Your logo and listing in the event Mobile App with a link to your home page
- Your logo included on onsite signage and the looping 'Thank You Sponsors' slide

### Attendance

- 6 conference passes to attend the conference
  - Inclusive of all speakers, speakers' guests, assistants & other attendees associated with the sponsorship



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# IAB Annual Leadership Meeting February 9-11, 2020 | Palm Desert, CA

## Meal Function Sponsor

Exclusive Sponsor of one meal function at the event (pick one)

First come, first served

- Networking Breakfast
- Networking Breaks
- Networking Dinner
- Networking Lunch

### Sponsorship includes:

- Your logo included with onsite signage for the meal function
- Your logo in the agenda for meal function
- Opportunity to brand the meal function (i.e. banner stands, napkins, cups, etc.
- **For dinner/lunch only:** Your executive invited to deliver a 3-minute welcome to attendees and reserve up to two VIP tables of 10.

### Meeting Room

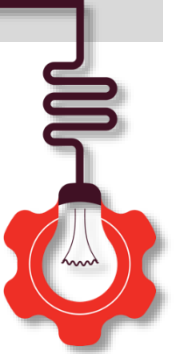
- Sponsor may use the meeting room to set up private meetings during the event. Sponsor responsible for cost to outfit the space.
- Sponsor may brand the meeting room
- Sponsor may arrange F&B needs through the hotel at their own cost

Title Sponsor designation with very high level of logo branding and visibility

- Your ad in the Mobile App
- Your literature or giveaway item in the conference bag
- Your logo included in attendee acquisition emails with link to your home page
- Your logo included on onsite sponsor signage
- Your logo and listing on the event web site with a link to your home page
- Your logo and listing in the event Mobile App with a link to your home page
- Your logo included on onsite signage and the looping 'Thank You Sponsors' slide

### Attendance

- 6 conference passes to attend the conference
  - Inclusive of all speakers, speakers' guests, assistants & other attendees associated with the sponsorship



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## Presidential Suite – SOLD OUT

- **Private luxury suite room (~1300 sf + 210 sf balcony)**
  - Sponsor may use the suite to set up private meetings during the event
  - Sponsor may brand the suite
  - Sponsor may arrange F&B needs through the hotel
- **Title Sponsor designation with very high level of logo branding and visibility**
  - Your ad in the Mobile App
  - Your literature or giveaway item in the conference bag
  - Your logo included in attendee acquisition emails with link to your home page
  - Your logo included on onsite sponsor signage
  - Your logo and listing on the event web site with a link to your home page
  - Your logo and listing in the event Mobile App with a link to your home page
  - Your logo included on onsite signage and the looping 'Thank You Sponsors' slide
- **Attendance**
  - 6 conference passes to attend the event
    - Inclusive of all speakers, speakers' guests, assistants & other attendees associated with the sponsorship

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# IAB Annual Leadership Meeting February 9-11, 2020 | Palm Desert, CA



## Director's Suite With Outdoor Patio (3 Available)

- **Private meeting room (~700 sq. ft.) near the general session room**
  - Sponsor may use the suite to set up private meetings during the event
  - Sponsor may brand the suite
  - Sponsor may arrange F&B needs through the hotel
- **Title Sponsor designation with very high level of logo branding and visibility**
  - Your ad in the Mobile App
  - Your literature or giveaway item in the conference bag
  - Your logo included in attendee acquisition emails with link to your home page
  - Your logo included on onsite sponsor signage
  - Your logo and listing on the event web site with a link to your home page
  - Your logo and listing in the event Mobile App with a link to your home page
  - Your logo included on onsite signage and the looping 'Thank You Sponsors' slide
- **Attendance**
  - 6 conference passes to attend the event
    - Inclusive of all speakers, speakers' guests, assistants & other attendees associated with the sponsorship

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# IAB Annual Leadership Meeting February 9-11, 2020 | Palm Desert, CA



## Hospitality Suite

- **Private luxury hospitality suite (~ 700 sf + 140 sf balcony)**
  - Sponsor may use the suite to set up private meetings during the event
  - Sponsor may brand the suite
  - Sponsor may arrange F&B needs through the hotel
- **Title Sponsor designation with very high level of logo branding and visibility**
  - Your ad in the Mobile App
  - Your literature or giveaway item in the conference bag
  - Your logo included in attendee acquisition emails with link to your home page
  - Your logo included on onsite sponsor signage
  - Your logo and listing on the event web site with a link to your home page
  - Your logo and listing in the event Mobile App with a link to your home page
  - Your logo included on onsite signage and the looping 'Thank You Sponsors' slide
- **Attendance**
  - 6 conference passes to attend the event
    - Inclusive of all speakers, speakers' guests, assistants & other attendees associated with the sponsorship

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## Director's Suite (With Windows And Small Balcony – 4 Available)

- **Private meeting room (~700 sq. ft.) near the general session room**
  - Sponsor may use the suite to set up private meetings during the event
  - Sponsor may brand the suite
  - Sponsor may arrange F&B needs through the hotel
- **VIP Sponsor designation with high level of branding and visibility**
  - Your ad in the Mobile App
  - Your literature or giveaway item in the conference bag
  - Your logo included in attendee acquisition emails with link to your home page
  - Your logo included on onsite sponsor signage
  - Your logo and listing on the event web site with a link to your home page
  - Your logo and listing in the event Mobile App with a link to your home page
  - Your logo included on onsite signage and the looping 'Thank You Sponsors' slide
- **Attendance**
  - 5 conference passes to attend the event
    - Inclusive of all speakers, speakers' guests, assistants & other attendees associated with the sponsorship

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## Luxury Suite

- **Private luxury suite (~ 700 sq. ft)**
  - Sponsor may use the suite to set up private meetings during the event
  - Sponsor may brand the suite
  - Sponsor may arrange F&B needs through the hotel
- **VIP Sponsor designation with high level of branding and visibility**
  - Your ad in the Mobile App
  - Your literature or giveaway item in the conference bag
  - Your logo included in attendee acquisition emails with link to your home page
  - Your logo included on onsite sponsor signage
  - Your logo and listing on the event web site with a link to your home page
  - Your logo and listing in the event Mobile App with a link to your home page
  - Your logo included on onsite signage and the looping 'Thank You Sponsors' slide
- **Attendance**
  - 5 conference passes to attend the event
    - Inclusive of all speakers, speakers' guests, assistants & other attendees associated with the sponsorship

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## Brand Lounge Sponsor

### Exclusive Sponsor of the Branded Attendee Lounge (includes soft seating, and charging outlets)

- Attendee Lounge located outside the general session ballroom
- Your logo on signage for the attendee lounge
- Your collateral available in the attendee lounge
- Opportunity to brand the attendee lounge (banner stands, etc.)

### VIP Sponsor designation with high level of logo branding and visibility

- Your ad in the Mobile App
- Your literature or giveaway item in the conference bag
- Your logo included in attendee acquisition emails with link to your home page
- Your logo included on onsite sponsor signage
- Your logo and listing on the event web site with a link to your home page
- Your logo and listing in the event Mobile App with a link to your home page
- Your logo included on onsite signage and the looping 'Thank You Sponsors' slide

### Attendance

- 5 conference passes to attend the event
  - Inclusive of all speakers, speakers' guests, assistants & other attendees associated with the sponsorship

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## Activation Sponsor

### Exclusive Sponsor of an Activation Space

- Sponsor to own a space near the general session ballroom
- Sponsor may set up an activation to engage attendees for the 3 days. An example activation could be an ice cream truck, artisan coffee shop or smoothie station. The space must be used for an interactive experience and not a standard booth
- Opportunity to brand the activation space (banner stands, etc.)

### VIP Sponsor designation with high level of logo branding and visibility

- Your ad in the Mobile App
- Your literature or giveaway item in the conference bag
- Your logo included in attendee acquisition emails with link to your home page
- Your logo included on onsite sponsor signage
- Your logo and listing on the event web site with a link to your home page
- Your logo and listing in the event Mobile App with a link to your home page
- Your logo included on onsite signage and the looping 'Thank You Sponsors' slide

### Attendance

- 5 conference passes to attend the event
  - Inclusive of all speakers, speakers' guests, assistants & other attendees associated with the sponsorship



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## Branding Sponsor

### Sponsor of ONE of the following (first come, first served):

- **Wi-Fi** (logo included in the conference guide 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 branding including highlighted listing, ad, video content, splash page logo)
- **Room Drop** (Room drop of your collateral to attendee guest rooms, sponsor to provide collateral or branded item)
- **Registration** (logo included on the online registration page, onsite registration signage, agenda for Registration, and conference badges distributed to all conference attendees)
- **Hotel Room Key** (logo on the hotel room keys distributed to conference attendees at hotel check-in)
- **Lanyards** (logo on the lanyards distributed to all conference attendees)

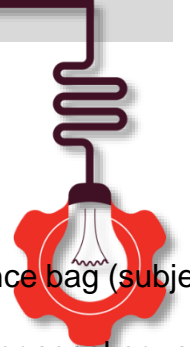
### VIP Sponsor designation with high level of logo branding and visibility

- Your ad in the Mobile App
- Your literature or giveaway item in the conference bag
- Your logo included in attendee acquisition emails with link to your home page
- Your logo included on onsite sponsor signage
- Your logo and listing on the event web site with a link to your home page
- Your logo and listing in the event Mobile App with a link to your home page
- Your logo included on onsite signage and the looping 'Thank You Sponsors' slide

### Attendance

- 5 conference passes to attend the event
  - Inclusive of all speakers, speakers' guests, assistants & other attendees associated with the sponsorship

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# IAB Annual Leadership Meeting February 9-11, 2020 | Palm Desert, CA



## Standard Meeting Room

- **Private Meeting Room (~ 700 sq. ft.) near the General Session Ballroom**
  - Sponsor may use the meeting room to set up private meetings during the event
  - Sponsor may brand the meeting room
  - Sponsor may arrange F&B needs through the hotel
- **VIP Sponsor designation with high level of logo branding and visibility**
  - Your ad in the Mobile App
  - Your literature or giveaway item in the conference bag
  - Your logo included in attendee acquisition emails with link to your home page
  - Your logo included on onsite sponsor signage
  - Your logo and listing on the event web site with a link to your home page
  - Your logo and listing in the event Mobile App with a link to your home page
  - Your logo included on onsite signage and the looping 'Thank You Sponsors' slide
- **Attendance**
  - 5 conference passes to attend the event
    - Inclusive of all speakers, speakers' guests, assistants & other attendees associated with the sponsorship

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## Kickoff Networking Happy Hour Sponsor

### Exclusive Sponsor of the Kickoff Networking Happy Hour (Sunday)

- Your logo included with onsite signage for the Happy Hour
- Your logo in the agenda for the Happy Hour
- Opportunity to brand the Happy Hour (i.e. stands, napkins, cups, signature drink)

### VIP Sponsor designation with high level of logo branding and visibility

- Your ad in the Mobile App
- Your literature or giveaway item in the conference bag
- Your logo included in attendee acquisition emails with link to your homepage
- Your logo included on onsite sponsor signage
- Your logo and listing on the event web site with a link to your home page
- Your logo and listing in the event Mobile App with a link to your homepage
- Your logo included on onsite signage and the looping 'Thank You Sponsors' slide

### Attendance

- 5 conference passes to attend the conference
  - Inclusive of all speakers, speakers' guests, assistants & other attendees associated with the sponsorship

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## Departure Lounge Sponsor

### Exclusive Departure Lounge Sponsor

- Available all attendees (Tues.) to store baggage and grab snacks/sandwiches
- Your logo on grab and go snack boxes
- Your logo on signage for the departure lounge
- Your collateral available for distribution in the departure lounge
- Your logo in the agenda for the departure lounge
- Opportunity to brand the departure lounge

### VIP Sponsor designation with high level of logo branding and visibility

- Your ad in the Mobile App
- Your literature or giveaway item in the conference bag
- Your logo included in attendee acquisition emails with link to your home page
- Your logo included on onsite sponsor signage
- Your logo and listing on the event web site with a link to your home page
- Your logo and listing in the event Mobile App with a link to your home page
- Your logo included on onsite signage and the looping 'Thank You Sponsors' slide

### Attendance

- 5 conference passes to attend the event
  - Inclusive of all speakers, speakers' guests, assistants & other attendees associated with the sponsorship

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## Raffle

### Sponsor of the Raffle (Monday)

- Your logo on raffle box located outside the general session room
- Your logo on looping slide in general session room promoting the raffle
- Your logo in the conference guide promoting the raffle
- Sponsor supplies raffle prize (minimum value \$500)
- Sponsor keeps all business cards collected
- Raffle winner announced in the general session room

### VIP Sponsor designation with high level of logo branding and visibility

- Your ad in the Mobile App
- Your literature or giveaway item in the conference bag
- Your logo included in attendee acquisition emails with link to your home page
- Your logo included on onsite sponsor signage
- Your logo and listing on the event web site with a link to your home page
- Your logo and listing in the event Mobile App with a link to your home page
- Your logo included on onsite signage and the looping 'Thank You Sponsors' slide

### Attendance

- 5 conference passes to attend the event
  - Inclusive of all speakers, speakers' guests, assistants & other attendees associated with the sponsorship

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# IAB Annual Leadership Meeting February 9-11, 2020 | Palm Desert, CA



## Pen/Pad Sponsor

### Exclusive Pad/Pen Sponsor

- Sponsor provides branded pen/pen set to be distributed in the general session

### VIP Sponsor designation with high level of logo branding and visibility

- Your ad in the Mobile App
- Your logo included in attendee acquisition emails with link to your home page
- Your logo included on onsite sponsor signage
- Your logo and listing on the event web site with a link to your home page
- Your logo and listing in the event Mobile App with a link to your home page
- Your logo included on onsite signage and the looping 'Thank You Sponsors' slide

### Attendance

- 5 conference passes to attend the event
  - Inclusive of all speakers, speakers' guests, assistants & other attendees associated with the sponsorship

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## Candy Sponsor

### Sponsor provides branded candy

- Branded Candy to be placed at session seats in the general session
- Brand candy provided by Sponsor

### VIP Sponsor designation with high level of logo branding and visibility

- Your ad in the Mobile App
- Your literature or giveaway item in the conference bag
- Your logo included in attendee acquisition emails with link to your home page
- Your logo included on onsite sponsor signage
- Your logo and listing on the event web site with a link to your home page
- Your logo and listing in the event Mobile App with a link to your home page
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### Attendance

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**We Customize Sponsorships and Can Build a Package Based on Your Objectives and Budget**

**Potential Networking Functions Available for Sponsorship:**

## **Sunday**

- IAB Board of Directors Lunch
- Pre-Conference Networking Kick Off Happy Hour
- Welcome Reception
- After Party (invite-only)
- Nightcap in the Lobby Bar- SOLD OUT

## **Monday**

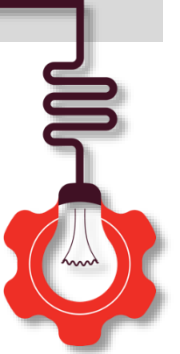
- Networking Breakfast
- Networking Refreshment Breaks
- Networking Lunch
- Leadership Council Lunch
- Networking Cocktail Reception
- Networking Dinner
- Dinner Entertainment
- After Party (invite-only)
- Nightcap in Lobby Bar

## **Tuesday**

- Networking Breakfast
- International Breakfast
- Departure Lounge (Grab & Go F&B)
- Golf outing

**Customize a package today!**

**iab annual  
leadership  
meeting**



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