



# lab. podcast UPFRONT 2019

OCTOBER 16, 2019 • NEW YORK, NY

**SPONSORSHIP OPPORTUNITIES**



# IAB PODCAST UPFRONT | OCTOBER 16, NYC

**Location:** Henry R. Luce Auditorium at Meredith, 225 Liberty St, New York, NY

**Projected Attendees:** 300+ attendees – agency media buyers, brand marketers, and media professionals engaged in digital audio advertising, with specific interest and/or expertise in podcasts.

**Event Description:** Bring traditional and digital agency planners, buyers, creatives and brand marketers together to educate and evangelize the power of podcasts as a valuable platform to target consumers. Leading content publishers will share upcoming content releases and opportunities for advertisers to effectively showcase their brands. The overall program will define the podcast landscape and demonstrate creative opportunities for brands to take advantage of.

**Value Proposition for Attendees:** Learn directly from thought leaders about the opportunities available in podcast for advertisers. Gain understanding of how to effectively integrate brands into podcast content. Experience the diverse content that exists in the podcast marketplace.

**Value Proposition for Sponsors:** Opportunity to be aligned with the event, high level of logo branding and visibility, and the opportunity to network with attendees.

For more information, contact us at [sponsorship@iab.com](mailto:sponsorship@iab.com)









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## Who Will Attend?

More than 300 senior-level brand and agency executives engaged in digital audio advertising, with specific interest and/or expertise in podcasts.

2018 attendees included:



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▶ 2018 VIDEO HIGHLIGHTS – [Click to View](#)



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Package	Investment
Industry Insights Sponsor	ON HOLD
<del>Networking Breakfast &amp; Breaks Sponsor</del>	SOLD
Networking Reception Sponsor	ON HOLD
Dinner Sponsor	Available
Green Room Sponsor	Available
<del>Lanyards Sponsor</del>	SOLD
Mobile App Sponsor	ON HOLD
Platform Sponsor	ON HOLD
<del>Registration Sponsor</del>	SOLD
Conference Bag Sponsor	Available
Social Media Sponsor	Available
Wi-Fi Sponsor	Available

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# IAB PODCAST UPFRONT | OCTOBER 16, NYC

## ➤ Industry Insights Sponsor – ON HOLD

### Sponsorship Includes:

- **Thought Leadership:** Sponsor will receive a 10 minute presentation time slot. Content must be approved by IAB.
- **Onsite Branding:** IAB will provide branded signage for the Industry Insights. Sponsor shall provide handout of Industry Insights which will be distributed by IAB as a seat drop in the main room. Sponsor shall also provide a URL for download which IAB shall include in the Mobile App.
- **Logo Branding:** IAB shall name sponsor as a “Supporting Sponsor” and shall include Sponsor’s logo with any appropriate Event promotional materials, onsite signage and web site.
- **Invitation to the Event:** Sponsoring Company will receive three (3) tickets for their company representatives to attend the full day event. Sponsor will have the opportunity to contribute to the invitation process and submit buy-side agency and brand contacts.  
**Gift Bag Giveaway:** Sponsor has the opportunity to provide one (1) giveaway item in the gift bag to be distributed to all attendees. The giveaway should be a branded premium. No printed company collateral will be accepted.

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## 👉 Networking Breakfast & Breaks Sponsor - SOLD

### Sponsorship Includes:

- **Logo Branding:** IAB shall name sponsor as a “Supporting Sponsor” and shall include Sponsor’s logo with any appropriate Event promotional materials, onsite signage and web site.
- **Onsite Branding:** IAB will provide branded signage for the Networking Breakfast and Breaks. Sponsor can provide additional branding (e.g. banner stand, cups, napkins etc.) IAB is happy to provide input or suggestions on specifics but all branding is subject to final IAB approval.
- **Invitation to the Event:** Sponsoring Company will receive three (3) tickets for their company representatives to attend the full day event. Sponsor will have the opportunity to contribute to the invitation process and submit buy-side agency and brand contacts.
- **Gift Bag Giveaway:** Sponsor has the opportunity to provide one (1) giveaway item in the gift bag to be distributed to all attendees. The giveaway should be a branded premium. No printed company collateral will be accepted.

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## 👉 Networking Cocktail Reception Sponsor – ON HOLD

### Sponsorship Includes:

- **Logo Branding:** IAB shall name sponsor as a “Supporting Sponsor” and shall include Sponsor’s logo with any appropriate Event promotional materials, onsite signage and web site.
- **Onsite Branding:** Sponsor is able to provide branded collateral they want displayed during the Networking Cocktail Reception. This can include additional step and repeats, signage, collateral, etc. IAB is happy to provide input or suggestions on specifics but all branding is subject to final IAB approval.
- **Invitation to the Event:** Sponsoring Company will receive three (3) tickets for their company representatives to attend the full day event. Sponsor will have the opportunity to contribute to the invitation process and submit buy-side agency and brand contacts
- **Gift Bag Giveaway:** Sponsor has the opportunity to provide one (1) giveaway item in the gift bag to be distributed to all attendees. The giveaway should be a branded premium. No printed company collateral will be accepted.
- **Signature Cocktail:** Sponsor will be showcased via their own custom cocktail at the event. Final approval by IAB, suggestions welcome.

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# IAB PODCAST UPFRONT | OCTOBER 16, NYC

## ➤ Dinner Sponsor (1 available)

- Gain unparalleled access to select brands and agency speakers at a VIP Dinner

### VIP Dinner

- Sole sponsor of the pre-event speaker dinner
- Speaking opportunity at dinner
- Branded collateral to be scattered throughout the dinner space
- 10 passes for sponsor colleagues to attend dinner
- *Sponsor will cover the cost of the seated dinner and wine pairing*

### Podcast Upfront Event

- **Logo Branding:** IAB shall name sponsor as a “Supporting Sponsor” and shall include Sponsor’s logo with any appropriate Event promotional materials, onsite signage and web site.
- **Onsite Branding:** IAB will include Sponsors logo on all signage and info
- **Invitation to the Event:** Sponsoring Company will receive three (3) tickets for their company representatives to attend the full day event. Sponsor will have the opportunity to contribute to the invitation process and submit buy-side agency and brand contacts.
- **Gift Bag Giveaway:** Sponsor has the opportunity to provide one (1) giveaway item in the gift bag to be distributed to all attendees. The giveaway should be a branded premium. No printed company collateral will be accepted.

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## ➤ Green Room Sponsor (1 available)

- **Logo Branding:** IAB shall name sponsor as a “Supporting Sponsor” and include Sponsor’s logo with any appropriate Event promotional materials, onsite signage and web site. In addition, your logo will be listed on signage as the Green Room Sponsor outside the Green Room
- **Onsite Branding:** IAB will include Sponsors logo on all signage and info for the Mobile App
- **Invitation to the Event:** Sponsoring Company will receive two (2) tickets for their company representatives to attend the full day event. Sponsor will have the opportunity to contribute to the invitation process and submit buy-side agency and brand contacts.
- **Gift Bag Giveaway:** Sponsor has the opportunity to provide one (1) giveaway item in the gift bag to be distributed to all attendees. The giveaway should be a branded premium. No printed company collateral will be accepted.

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## ➤ Lanyards Sponsor - SOLD

### Sponsorship Includes:

- **Logo Branding:** IAB shall name sponsor as a “Supporting Sponsor” and shall include Sponsor’s logo with any appropriate Event promotional materials, onsite signage and web site.
- **Onsite Branding:** IAB will include Sponsors logo on all lanyards distributed to attendees at registration.
- **Invitation to the Event:** Sponsoring Company will receive two (2) tickets for their company representatives to attend the full day event. Sponsor will have the opportunity to contribute to the invitation process and submit buy-side agency and brand contacts.
- **Gift Bag Giveaway:** Sponsor has the opportunity to provide one (1) giveaway item in the gift bag to be distributed to all attendees. The giveaway should be a branded premium. No printed company collateral will be accepted.

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## ➤ **Mobile App Sponsor – ON HOLD**

### **Sponsorship Includes:**

- **Logo Branding:** IAB shall name sponsor as a “Supporting Sponsor” and shall include Sponsor’s logo with any appropriate Event promotional materials, onsite signage and web site. IAB shall also include Sponsor’s ad in the Mobile App
- **Onsite Branding:** IAB will include Sponsors logo on all signage and info for the Mobile App
- **Invitation to the Event:** Sponsoring Company will receive two (2) tickets for their company representatives to attend the full day event. Sponsor will have the opportunity to contribute to the invitation process and submit buy-side agency and brand contacts.
- **Gift Bag Giveaway:** Sponsor has the opportunity to provide one (1) giveaway item in the gift bag to be distributed to all attendees. The giveaway should be a branded premium. No printed company collateral will be accepted.
- **Additional IAB Connect meeting requests for the event within the My IAB App**

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# IAB PODCAST UPFRONT | OCTOBER 16, NYC

## ➤ Platform Sponsor – ON HOLD

### Sponsorship Includes:

- **Thought Leadership:** 5-10 minutes of content delivered by a representative at the start of lunch
- **Logo Branding:** IAB shall name sponsor as a “Supporting Sponsor” and shall include Sponsor’s logo with any appropriate Event promotional materials, onsite signage and web site.
- **Onsite Branding:** IAB will provide branded signage for the Networking Lunch. Sponsor can provide additional branding (e.g. banner stand, cups, napkins etc.) IAB is happy to provide input or suggestions on specifics but all branding is subject to final IAB approval.
- **Invitation to the Event:** Sponsoring Company will receive two (2) tickets for their company representatives to attend the full day event. Sponsor will have the opportunity to contribute to the invitation process and submit buy-side agency and brand contacts.
- **Gift Bag Giveaway:** Sponsor has the opportunity to provide one (1) giveaway item in the gift bag to be distributed to all attendees. The giveaway should be a branded premium. No printed company collateral will be accepted.

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## ➤ Registration Sponsor - SOLD

### Sponsorship Includes:

- **Logo Branding:** IAB shall name sponsor as a “Supporting Sponsor” and shall include Sponsor’s logo with any appropriate Event promotional materials, onsite signage and web site. In addition to your logo on the online registration page and the agenda for registration. Your logo will also be listed on conference badges distributed to all conference attendees
- **Onsite Branding:** IAB will include Sponsors logo on all signage and info
- **Invitation to the Event:** Sponsoring Company will receive two (2) tickets for their company representatives to attend the full day event. Sponsor will have the opportunity to contribute to the invitation process and submit buy-side agency and brand contacts.
- **Gift Bag Giveaway:** Sponsor has the opportunity to provide one (1) giveaway item in the gift bag to be distributed to all attendees. The giveaway should be a branded premium. No printed company collateral will be accepted.

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# IAB PODCAST UPFRONT | OCTOBER 16, NYC

## ➤ Social Media Sponsor (1 available)

### Sponsorship Includes:

- Sponsored tweets throughout the conference on IAB's social media platforms
  - Twitter: 100,000+ followers,
  - Facebook: 50,000+ followers
  - LinkedIn: 44,000+ followers
- **Logo Branding:** IAB shall name sponsor as a "Supporting Sponsor" and shall include Sponsor's logo with any appropriate Event promotional materials, onsite signage and web site. Your logo and twitter handle included on looping slide in the general session room associated with social media tools. Your logo and twitter handle included in the Mobile App associated with social media tools
- **Onsite Branding:** IAB will include Sponsors logo on all signage and info
- **Invitation to the Event:** Sponsoring Company will receive two (2) tickets for their company representatives to attend the full day event. Sponsor will have the opportunity to contribute to the invitation process and submit buy-side agency and brand contacts.
- **Gift Bag Giveaway:** Sponsor has the opportunity to provide one (1) giveaway item in the gift bag to be distributed to all attendees. The giveaway should be a branded premium. No printed company collateral will be accepted.

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## ➤ Conference Bag Sponsor (1 available)

### Sponsorship Includes:

- **Logo Branding:** IAB shall name sponsor as a “Supporting Sponsor” and shall include Sponsor’s logo with any appropriate Event promotional materials, onsite signage and web site. Your logo on the event bag alongside IAB logo.
- **Onsite Branding:** IAB will include Sponsors logo on all signage and info
- **Invitation to the Event:** Sponsoring Company will receive two (2) tickets for their company representatives to attend the full day event. Sponsor will have the opportunity to contribute to the invitation process and submit buy-side agency and brand contacts.
- **Gift Bag Giveaway:** Sponsor has the opportunity to provide one (1) giveaway item in the gift bag to be distributed to all attendees. The giveaway should be a branded premium. No printed company collateral will be accepted.

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## ➤ **Wi-Fi Sponsor (1 available)**

### **Sponsorship Includes:**

- **Logo Branding:** IAB shall name sponsor as a “Supporting Sponsor” and shall include Sponsor’s logo with any appropriate Event promotional materials, onsite signage and web site. In addition, your logo will be listed on a looping slide in the general session room for the Wi-Fi, on onsite signage for the Wi-Fi and your password will be used for Wi-Fi access
- **Onsite Branding:** IAB will include Sponsors logo on all signage and info
- **Invitation to the Event:** Sponsoring Company will receive two (2) tickets for their company representatives to attend the full day event. Sponsor will have the opportunity to contribute to the invitation process and submit buy-side agency and brand contacts.
- **Gift Bag Giveaway:** Sponsor has the opportunity to provide one (1) giveaway item in the gift bag to be distributed to all attendees. The giveaway should be a branded premium. No printed company collateral will be accepted.

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**Thank You**