

SPONSORS

What is the objective of Nonference?

IAB Nonference is about opening up the rich opportunities in digital advertising. It's about learning by doing, not listening. We know that people learn in different ways so we want everyone's day to be different. You might go from learning to code in one session to planning an affiliate campaign the next.

Why is the event different?

We appreciate that not everyone learns from listening and taking notes so we wanted to create an event that gives people a much more hands on experience. Sit forward, stand up, play with tech, participate in and drive conversations.

How much is it to sponsor?

We have a range of packages, from Exhibiting partner to Stream sponsor right up to Headline sponsor. You can find all the details in our sponsorship document. Please email lizzie@iabuk.com to request your copy.

Who else is sponsoring?

You can see all our confirmed partners on the IAB website [here](#).

What makes other sponsors want to be part of the event?

It's new, cutting-edge, and will have a large and diverse audience where people are expecting to interact with the sponsors, not only at the stands, but also during sessions.

What do I get out of sponsoring the event?

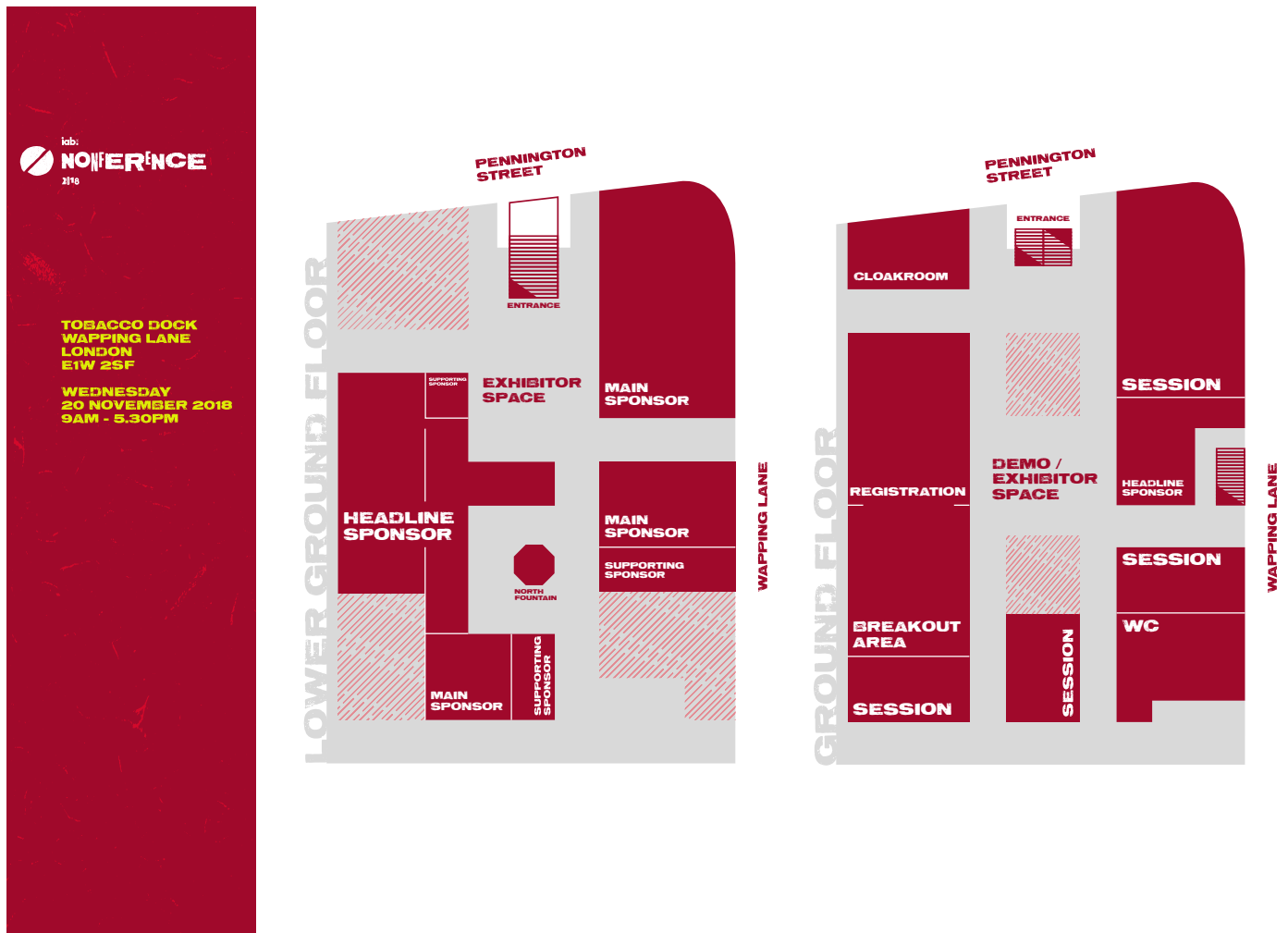
This is a major new immersive event on the digital calendar so sponsoring the inaugural event is a big opportunity. Our events are attended by our huge network of members, spanning every area of the digital advertising industry. Whoever you would like to have conversations with, will be there. The IAB has a dedicated budget for delivering and marketing the event, so it will be high quality, like all the IAB events.

What is the space like at Tobacco dock?

A bit like the event, every room is different. Have a look at the floor plan to get an idea and we're happy to take sponsors around so you can explore and plan how you make the most of the space.

Where will my stand be?

It's not only our most diverse event, it's our most flexible venue. There are a number of options that range from a one-person-stand to a whole vault. Have a look at the the floor plan:



Can you provide screens for digital demos?

We can indeed. As standard, we will provide one screen per room. Should you require anything in addition, the venue have a preferred supplier list which we can share with you.

How can I do something that delegates genuinely value on the day?

Nonference is fundamentally about learning in a different way, so we'd challenge you to think about how you might teach someone something that didn't rely on a PowerPoint deck. Feel free to use photography, videos, live demos, handouts, sketched out ideas on whiteboards—whatever works best, but try to avoid being confined by PowerPoint slides as we so often are.

We want everyone to walk away feeling inspired, educated and that they've played with or experienced something totally new.

What kind of audience do you expect?

A diverse audience of members, non-members, beginners though to experienced industry faces—everyone will be coming with a different base of knowledge. Whilst they may be an expert in one field, they may not be in another.

How senior will the audience be?

We expect all levels from CEO's to trainees—we recognise that the juniors of today are the leaders of tomorrow and we want to make sure they are excited about the dynamic industry we all work in.

How do I connect with the audience at the event

This will be a very fluid event. You won't be standing on a stage talking to people, you will be interacting with them. Each delegate will have a badge so you can identify who you are engaging with.

What opportunities are there to network?

Many! We have a dedicated hour for lunch and drinks at the end. In addition, not all delegates will want to attend sessions back to back, so this is a perfect time to attract them over to your space for a chat.

Can I contact delegates directly before or after the event?

We can't share people's contact details, but we can share company names and job titles. We will also provide delegate scanners, so you can connect with anyone who's details you scan after the event.

How can I track down the VIP's that my boss really wants me to network with?

Each of the delegates will have a badge with their name and job title. We can also share a list of company names and job titles attending prior to the event.

What marketing activity is planned around the event?

We'll be doing plenty of marketing in the run up to the event, from promotional materials in our office and event space, to emails, social and podcasts and don't forget we meet a lot of members every day and will be talking to them about the upcoming event. Whilst we cannot provide a list of delegates prior to the event, your logo will be on all communications promoting the event to ensure you're getting coverage.

If you want to talk about the full marketing plan, we're happy to take you through it.