

A woman with blonde hair, wearing glasses and a plaid scarf, is pointing her right index finger towards a green sign. The sign has a red logo and the text "Job NOW 2019". In the background, other people and colorful signs are visible, suggesting a busy event or conference. The entire image has a dark blue overlay.

Event Sponsorship 2019

The IAB hosts over 40 events a year, ranging from our flagship annual events, IAB Engage, IAB UK Leadership Summit and the IAB UK Digital Upfronts week, to engaging seminars, research breakfasts and verticals, and our brand new event 'Nonference.'

All our events are designed to inspire and educate our members. Our programme caters for all levels of education and understanding, covering the whole spectrum of digital disciplines.

Benefits:

- Affiliation with the leading trade association for the digital industry
- Highly focused networking opportunities with senior level decision makers
- Showcase your products and/or services through customised sponsorship opportunities
- Drive brand awareness and site traffic with a posting of your company logo and URL on our website
- Promotion of sponsorship through event advertising opportunities in a wealth of industry trade publications*
- Through marketing partnerships, IAB events target the audiences you want to reach most
- Positioning as a leading technology/solution provider in the space
- Our sponsors and exhibitors receive the highest level of service
- On the day visibility

*Engage, Nonference and Digital Upfronts only

Types of events in 2019

Engage

Held at the Barbican and hosting over 1k delegates our biggest conference of the year is designed to show the future of digital advertising and demonstrate the amazing things we can accomplish

Leadership Summit

This two day event is squarely aimed at building a better and more sustainable future for digital advertising. 180 + leaders in the industry come together to tackle some of the challenges digital advertising faces. Held at Sopwell House in St Albans

Seminars & Vertical Snapshots

3-6 20 minute speaking slots on the hot topics associated with the digital advertising. Held at our innovative Macklin Street event space

Nonference

Our non-conference-like one day marketing event with over 40 immersive and interactive sessions held at Tobacco Dock with over 800 delegates

Workshops

A half day, hands on, interactive learning experience held at our Macklin Street offices welcoming around 30 delegates

Digital Britain

Held at Bridgewater Hall in central Manchester with over 300 delegates this one day conference combines keynote and interactive break-out sessions to showcase the best in digital advertising for our members based in the North

Get in touch with the IAB's events team:

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Seminars

Exclusive sponsorship £3,500 or shared sponsorship (max 3 places) £2,000

- 10 secured delegate places
- Confirmed 20 minute speaker slot
- Branding as seminar sponsor on all marketing materials and communications
- Dedicated branding within the IAB – A0 poster in venue, TV screens in reception & breakout area, feedback forms, presentation slides and emails to attendees
- Logo to appear on event page on IAB website
- Opportunity to bring delegate seat drops and own branding to decorate the venue
- Breakfast or networking drinks provided (depending the time of the event)
- Opportunity to leave literature in the IAB reception area post event

Vertical Snapshots

Exclusive sponsorship £3,500 or shared sponsorship (max 3 places) £2,000

- 10 secured delegate places
- Confirmed 20 minute speaker slot
- Branding as seminar sponsor on all marketing materials and communications
- Dedicated branding within the IAB – A0 poster in venue, TV screens in reception & breakout area, feedback forms, presentation slides and emails to attendees
- Logo to appear on event page on IAB website
- Opportunity to bring delegate seat drops and own branding to decorate the venue
- Breakfast or networking drinks provided (depending the time of the event)
- Opportunity to leave literature in the IAB reception area post event

Advertiser and Agency Only Workshops

Exclusive sponsorship £8,000 2 workshops arranged on any of these topics - DOOH/Influencer/Audio

- Confirmed 40 minute interactive speaking session (help shaped by IAB)
- Branding as Workshop sponsor on all marketing materials and communications
- Dedicated branding within the IAB – A0 poster in venue, TV screens in reception & breakout area, feedback forms, presentation slides and emails to attendees
- Logo to appear on event page on IAB website
- Opportunity to bring delegate seat drops and own branding to decorate the venue
- Networking breakfast and lunch provided
- Opportunity to leave literature in the IAB reception area post event

