

# Sponsor the Future of MediaTech

IABM 2026 Sponsorship Opportunities:  
– Celebrating 50 Years of Community

# The year that changes everything

iabm

2026 marks a defining new chapter for IABM



50

A milestone  
anniversary



iabm

A brand  
evolution



A redefined  
industry



A global community  
ready for what  
comes next

Sponsoring IABM products and events positions your brand at the centre of the conversations, innovation, and connections shaping the future of MediaTech.

# Why IABM?

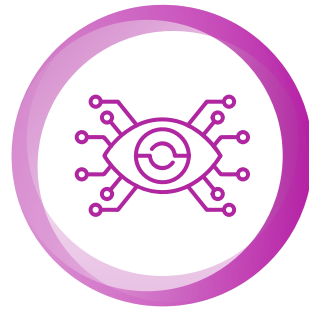
iabm

**IABM is the trusted connector across the global MediaTech ecosystem.**

From NAB to IBC – and from regional events to year-round digital platforms – we bring together decision-makers, innovators, and the industry's most active buyers and builders.



Access to a global professional community



Visibility across the largest MediaTech events on earth



Year-round exposure through trusted IABM channels



Alignment with innovation, leadership, and next-generation thinking

**This is your platform to be seen, heard, and connected.**

# Introducing the 2026 Sponsorship Opportunities

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All opportunities fall under five clear categories:



Innovation  
and Thought  
Leadership



Brand Visibility at  
Global Events



Digital and  
Always On



Experiences  
and Spaces



50th Anniversary  
Edition



# Innovation and Thought Leadership

Innovation and Thought Leadership

# Innovation Arena Sponsor (Exclusive)

iabm

Become the driving force behind the IABM Innovation Arena, a dedicated platform for emerging companies to pitch their products and ideas.

Includes:

- Exclusive branding
- Recognition across email, social and web pages
- The opportunity to introduce Arena sessions.

Your brand becomes part of the discovery journey for the next wave of innovators.



Innovation and Thought Leadership  
IABM Impact™ Awards  
Sponsor (Exclusive)

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Align your brand with excellence.

As the exclusive sponsor of the IABM Impact™ Awards you gain:

- Branding across all awards materials
- Stage recognition
- Opportunity to present an award
- Visibility throughout press and social coverage.

A prestige moment for brands who want lasting association with industry achievement.

# Innovation and Thought Leadership IABM Podcast Sponsor

iabm

Reach a global audience of MediaTech professionals by becoming the overall sponsor of the official IABM Podcast.

Includes:

- 'Powered by' branding on all podcast episodes
- Logo placement on podcast artwork
- Mentions across promotional campaigns
- Associate your brand with discussion of the biggest topics in MediaTech.

Ideal for organizations looking to build credibility, visibility, and voice with a global MediaTech audience.



# Innovation and Thought Leadership Interview or Podcast Episode Sponsor

iabm

Sponsor a dedicated interview or podcast episode featuring insights, innovation discussions, or content tied to your brand.

Includes:

- Sponsor recognition at the beginning and end of the episode
- Logo placement across the podcast web page and video asset
- Promotion across email, social and web pages.

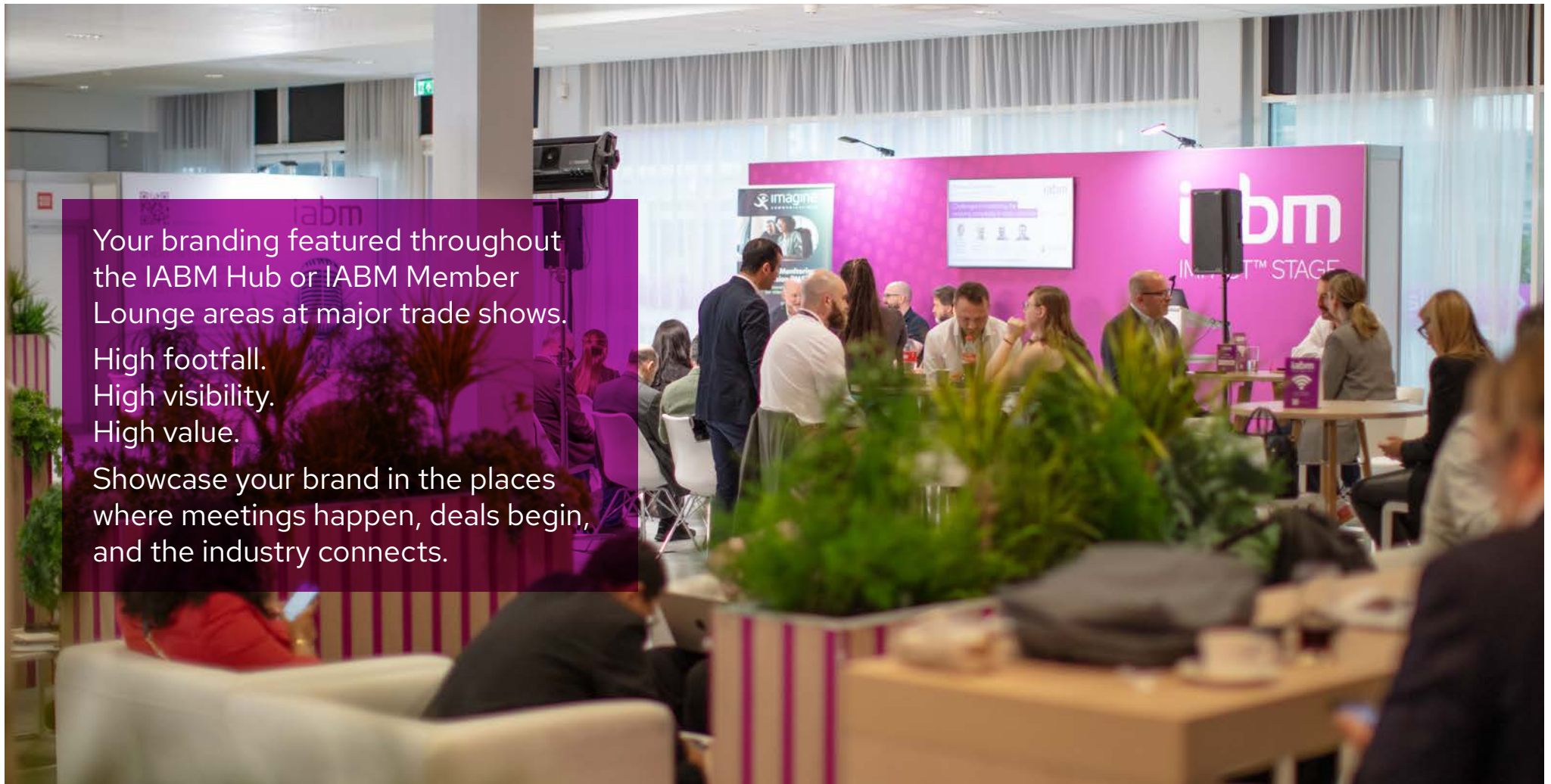




# Brand Visibility at Global Events

# Brand Visibility at Global Events IABM Hub Sponsor

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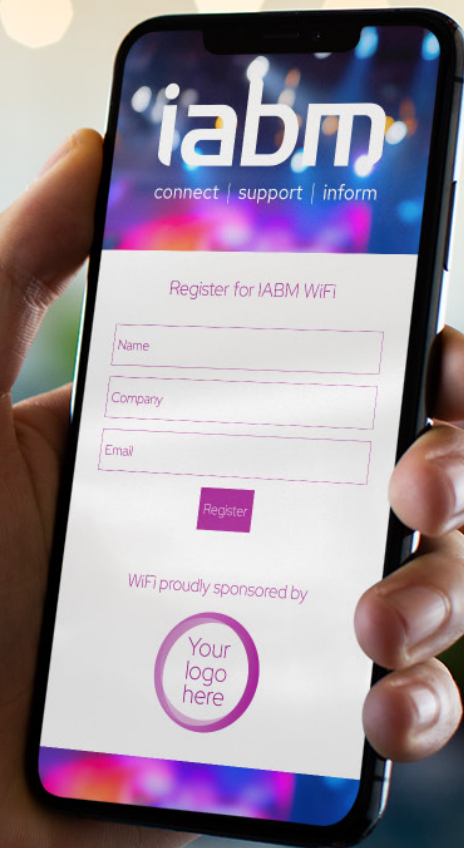
Brand Visibility at Global Events

# Wi-Fi Sponsor (Exclusive)

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Be the brand attendees see every time they connect.

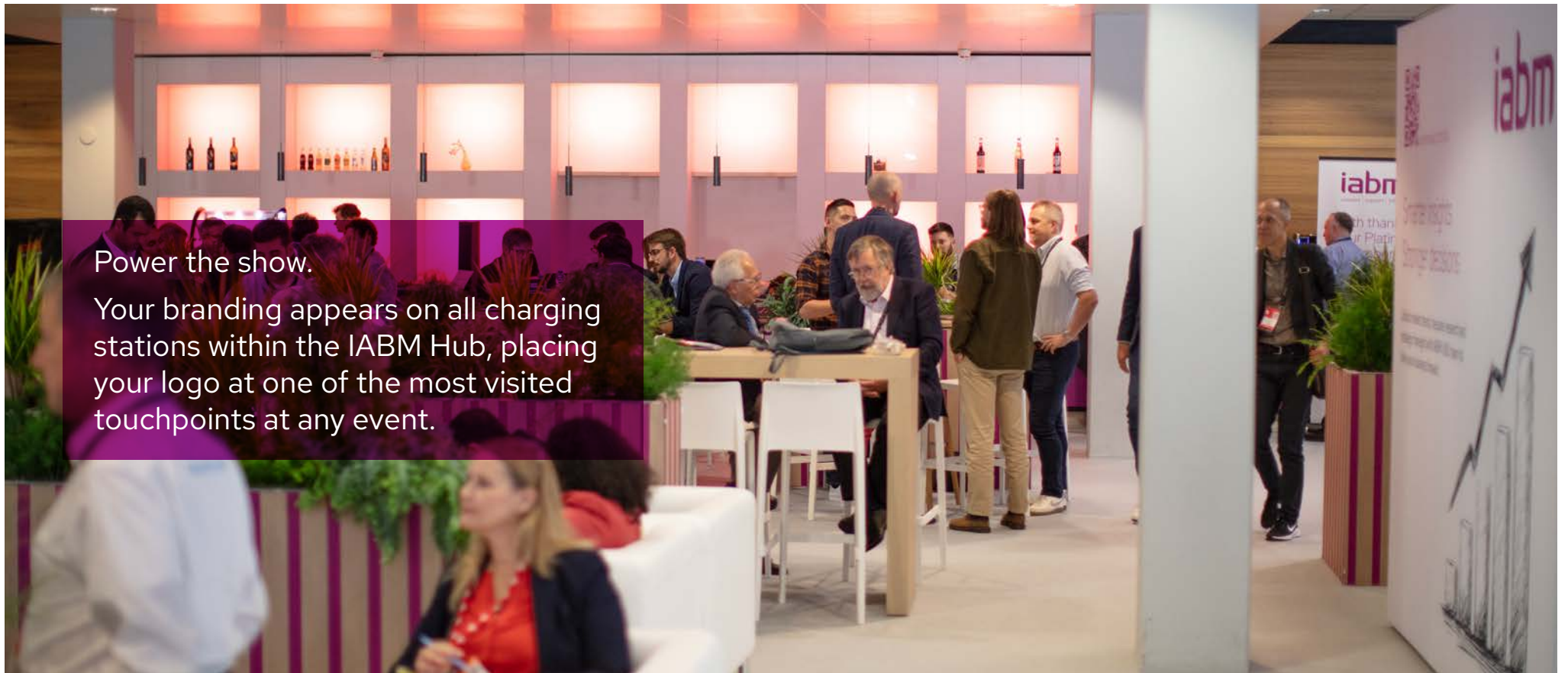
As Wi-Fi Sponsor your logo and "powered by" branding appear on the login screen and on event signage. Ideal for organizations seeking maximum visibility through one of the most used touchpoints at live events.



Brand Visibility at Global Events

# IABM Hub Charging Points Sponsor

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Power the show.

Your branding appears on all charging stations within the IABM Hub, placing your logo at one of the most visited touchpoints at any event.

Brand Visibility at Global Events

# IABM Hub Water Sponsor

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Support attendee wellbeing with branded water stations and signage across the Hub.

Simple, visible, high traffic, and memorable.



Brand Visibility at Global Events

# IABM Hub Bar Sponsor

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Own the most social space in the Hub. Your branding appears on bar signage, optional bar elements, and in show communications. Ideal for raising visibility during one of the most active networking zones.

iabm  
connect | support | inform

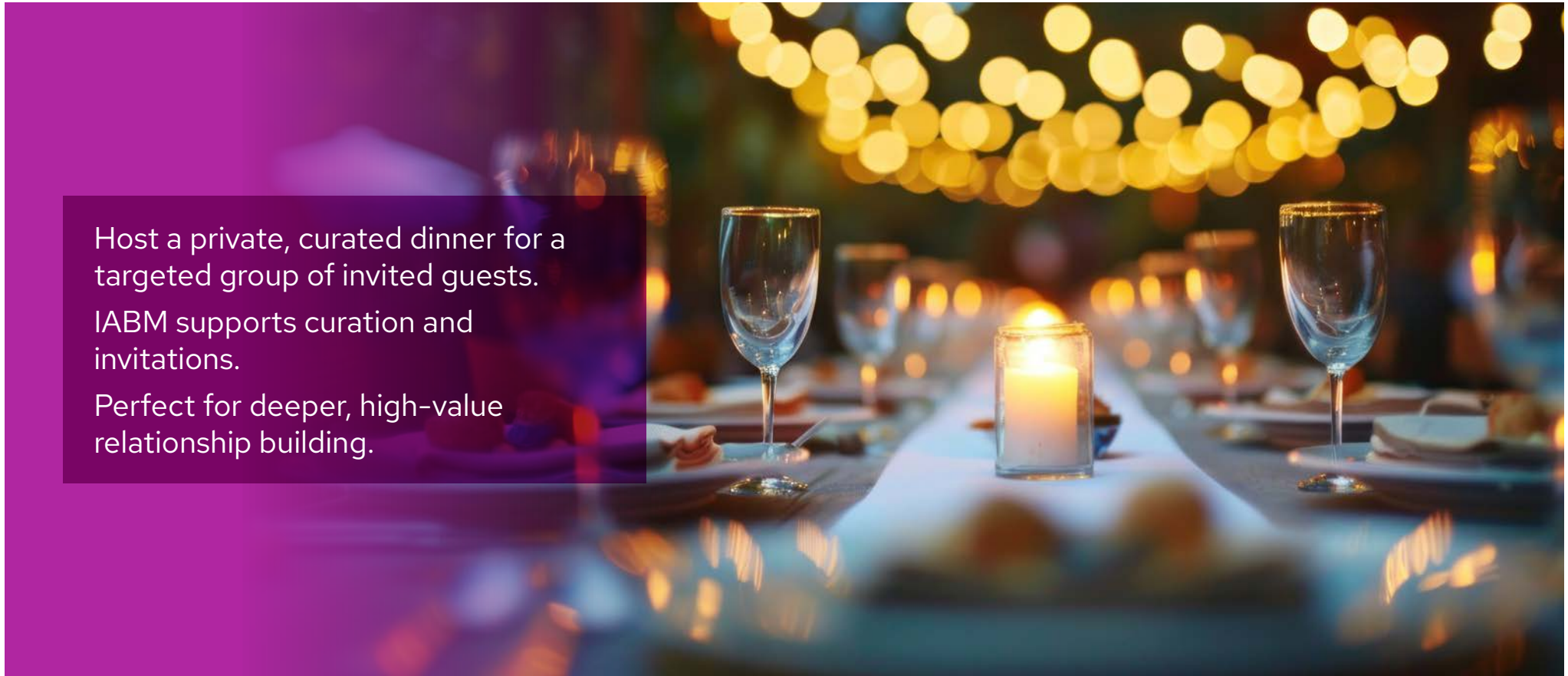
IABM bar proudly  
sponsored by

Your  
logo  
here



# Brand Visibility at Global Events

## Salon Dinner Sponsor (Exclusive)



Host a private, curated dinner for a targeted group of invited guests.

IABM supports curation and invitations.

Perfect for deeper, high-value relationship building.

Brand Visibility at Global Events

# Team Clothing Sponsor

iabm

Secure continuous visibility on the show floor by sponsoring IABM team clothing.

Your logo appears alongside IABM branding on apparel worn throughout major trade shows.

A constant presence in person, in photos, and across video coverage.





# Digital and Always On

Digital and Always On

# IABM Marketplace Sponsor

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Gain premium placement on the IABM Marketplace platform with featured sections, enhanced listings, and priority visibility across search results. A year-round digital visibility engine.



# Digital and Always On IABM Innovation Directory (Enhanced Profile)

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Upgrade your IABM Innovation Directory listing for maximum exposure in digital and print editions at NAB and IBC.

Options include full page, half page, or double page advertorials showcasing your products and solutions.



# Digital and Always On Integrated Communications Package

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Place your brand across IABM's official communication channels including newsletters, email campaigns, and featured website positions.

A powerful way to stay visible with members and the wider MediaTech community all year.

Your logo here

Your logo here

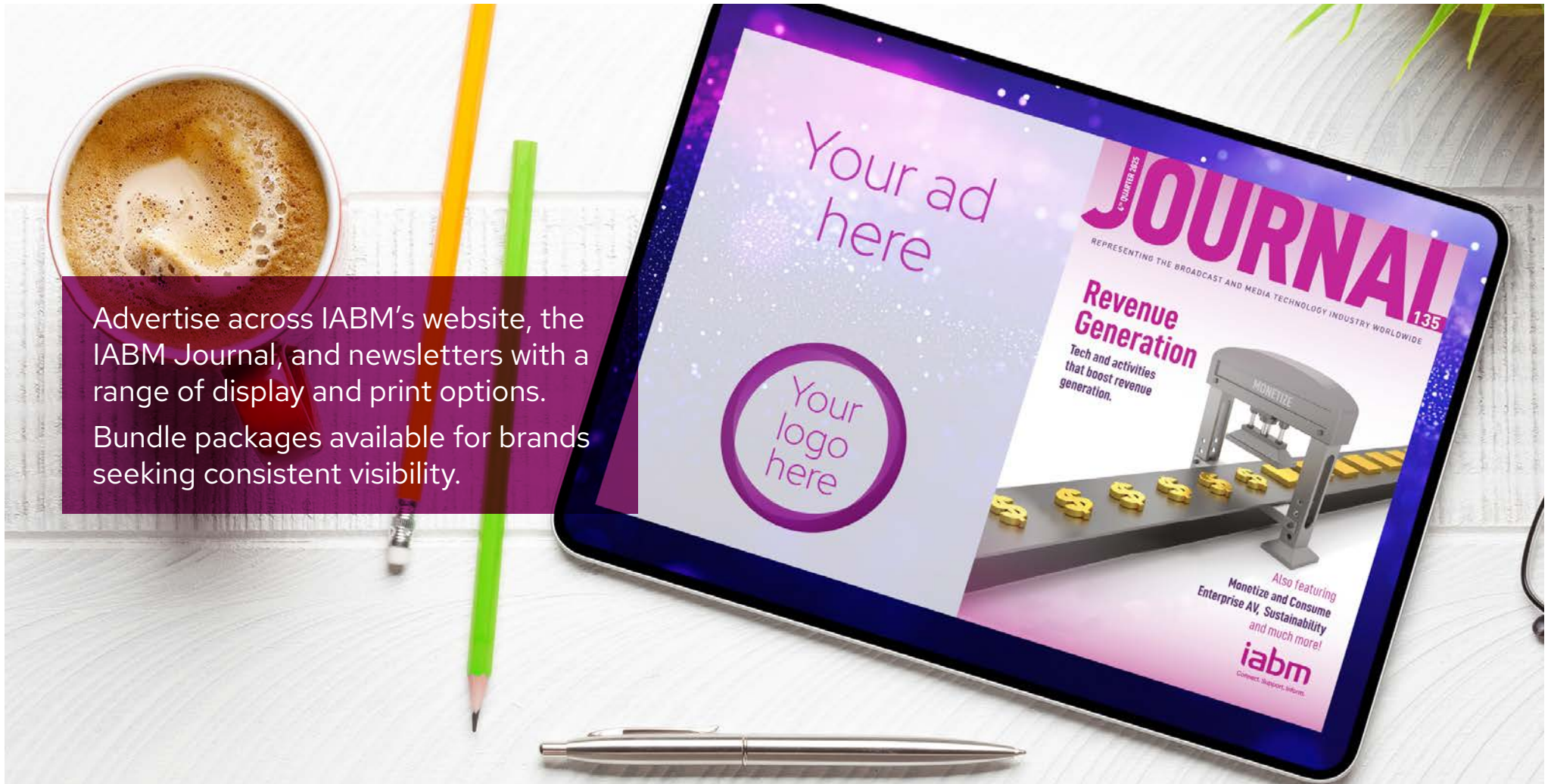
Your logo here

Your logo here

Digital and Always On

# Digital Advertising Sponsor

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Advertise across IABM's website, the IABM Journal, and newsletters with a range of display and print options.

Bundle packages available for brands seeking consistent visibility.

# Digital and Always On Email Blast Sponsor

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Send a dedicated, sponsor designed email directly to IABM's global community of MediaTech buyers and suppliers.

Ideal for product launches, big announcements, or targeted outreach.



IABM email blast  
proudly sponsored by

Your  
logo  
here





# Experiences and Spaces

Experiences and spaces

# Meeting Room Sponsor

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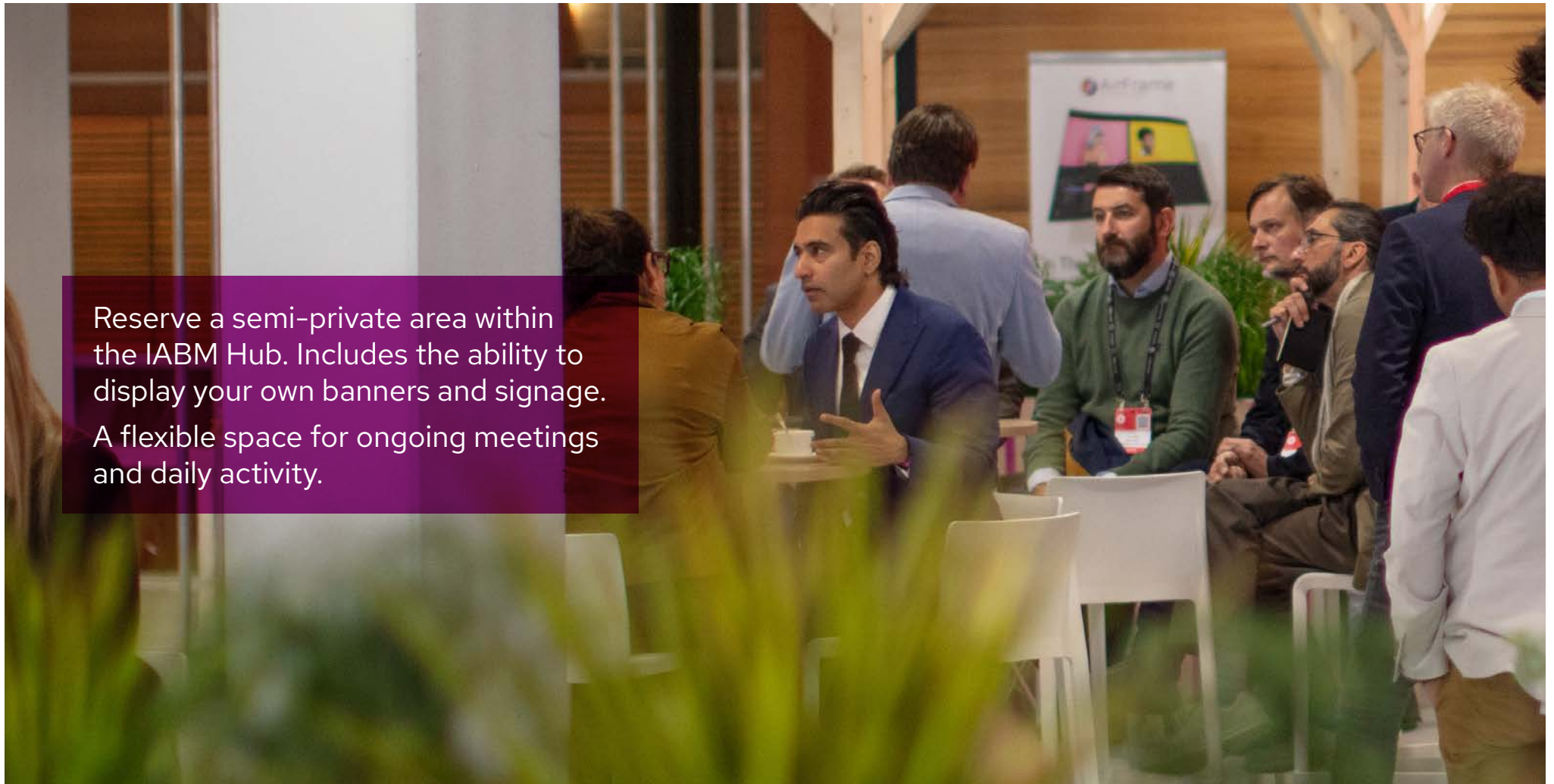
Choose from variously-sized meeting rooms, with opportunities to add WiFi, custom graphics and furniture (options depend on show).

Your own quiet, branded space for focused conversations at busy global events.

Experiences and spaces

# Hub Spots Sponsor

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Reserve a semi-private area within the IABM Hub. Includes the ability to display your own banners and signage. A flexible space for ongoing meetings and daily activity.

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# 50th Anniversary Edition Sponsorships

50th Anniversary Edition Sponsorships

50th Anniversary Regional

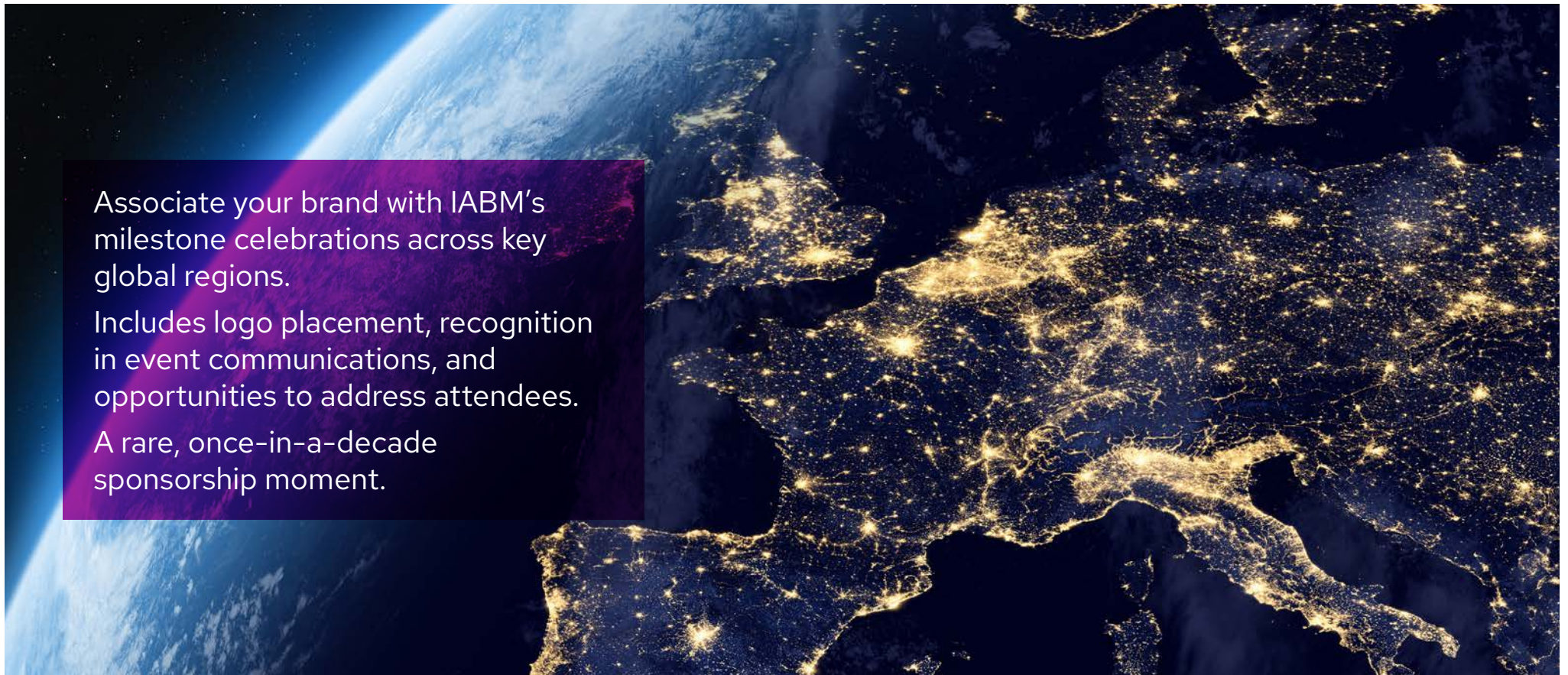
Event Sponsor

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Associate your brand with IABM's milestone celebrations across key global regions.

Includes logo placement, recognition in event communications, and opportunities to address attendees.

A rare, once-in-a-decade sponsorship moment.



50th Anniversary Edition Sponsorships

# 50th Anniversary Book Sponsor

iabm

Be part of IABM's official Anniversary Book, a premium publication capturing fifty years of progress and the story of MediaTech.

Includes cover and interior logo placement plus a full-page brand message or feature.

A lasting collectible delivered to members and partners.



50th Anniversary Edition Sponsorships

# 50th Anniversary Gold Pin Sponsor (Exclusive)

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Sponsor the official IABM collectible pin set featuring the IABM logo and a limited-edition gold 50th Anniversary Pin.

Your branding appears on packaging and promotional materials.

A premium keepsake carried and collected throughout the year.



Proudly sponsored by

Your  
logo  
here

50th Anniversary Edition Sponsorships

# 50th Anniversary Tote Bag Sponsor (Exclusive)

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Your logo featured on the official 50th Anniversary Tote Bag distributed to IABM Hub visitors and members at major events.

A practical and highly visible sponsorship opportunity tied to a milestone year.



# Unlimited Impact

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Choose from:



Innovation  
and Thought  
Leadership



Brand Visibility at  
Global Events



Digital and  
Always On



Experiences  
and Spaces



50th Anniversary  
Edition

Build the sponsorship package that fits your strategy and ambition for 2026.

# Become an IABM Sponsor in 2026

Let us design the right sponsorship package for your goals.  
Contact the IABM Sponsorship Team.



**Global Head of Member  
Engagement and Growth**  
anaclaire.bernardes@theiabm.org



**Head of Member Engagement  
and Growth (Americas)**  
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**Member Engagement Manager**  
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