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MEDIA ADVISORY

Just Announced, Exclusive Fireside Chat with Ben Wickham of SKY will round out the IABM Press Event.

Join Us for Breakfast Sunday and in the IABM Hub for Additional Coverage Opps

Media Contact:

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► Join Us For a Complimentary Breakfast at 2026 NAB Show!

IABM will unveil a **major announcement impacting the future of the MediaTech industry** during the 2026 NAB Show. Then, **Ben Wickham, Director of Creative Output, SKY discusses the Future of MediaTech in Fireside Chat with Matt Stagg**. Reach out to [Laura Riggs](#) if you wish to cover this but cannot attend. *RSVP requested by not required to ensure breakfast availability.*

Sunday, April 19, 2026

LVCC Room N250LMR

► Experience Agentic AI in Action in the IABM Hub, LVCC Room N257LMR

Get a hands-on demo of an agentic AI-powered intelligence platform developed by Nicola Cogetti, Founder and CTO of Alpha Cogs, designed to unlock industry insights and discovery platform integral the IABM website.

Press Demos offered Sunday, Monday and Tuesday at 11:30am led by Nicola Cogetti

Or, visit anytime to test drive, no appointment needed!

Nicola Cogetti is available for interviews through Tuesday, contact [Laura Riggs](#) to arrange.

► Saleha Williams, IABM CEO, Delivers Keynote at [SET:30 Seminar 2026](#)

Revolution or Evolution? – Defining the future of Broadcast & MediaTech

Catch IABM CEO, Saleha Williams, on stage at the SET:30 Seminar 2026, as she delivers an unmissable keynote speech to reveal the forces reshaping the global broadcast and MediaTech landscape. Drawing on exclusive IABM industry intelligence, including brand-new data from the IABM MediaTech Industry Tracker Survey debuting at NAB Show 2026, this keynote will uncover the trends, technologies, and investment priorities driving the industry's next era of transformation.

LVCC, North Hall, Rooms N107 and N108

Tuesday at 8:10am

About IABM

IABM is the global trade association for the MediaTech industry, representing a diverse ecosystem of technology vendors, service providers, and media organizations worldwide. The association provides its

members with critical market intelligence, strategic insight, and access to a global network of partners and end users. Through research, events, training and industry collaboration, IABM enables companies to navigate change, identify opportunities, and shape the future of media technology.

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