

iabm @ NABSHOW

**A Premier Destination
for Industry Engagement**

Connecting, Supporting
and Informing the
Media Technology Industry



**NAB Show:
5-9 April, Las Vegas**

theiabm.org

At NAB Show, IABM is elevating its presence with an exclusive IABM Member Lounge designed to be the ultimate destination for industry professionals.

This dynamic space not only offers a comfortable retreat for IABM Members to network, relax, and recharge during the bustling show but also serves as the home of our content sessions on the IABM Impact Stage.

The stage will deliver a series of thought leadership content and interviews that promise to engage and inspire a wide audience. By merging an inviting environment with powerful industry insights, IABM is creating a hub where innovation and collaboration meet.



An Opportunity for Sponsors and Partners

A unique platform for partners, and exhibitors to integrate their brand into the very heart of NAB Show's action. Here's why getting involved can be a game-changer:

- **High Visibility and Engagement:** With the IABM Member Lounge serving as a central meeting point, your brand will be at the forefront of an engaged and influential audience. Whether it's through sponsoring the wifi network, ensuring seamless connectivity for all attendees, or being the provider behind a refreshing water filter, your sponsorship becomes an integral part of the attendee experience.
- **Association with Thought Leadership:** The IABM Impact Stage is set to deliver top-tier content through live interviews and expert panels. Sponsoring these sessions positions your brand alongside industry thought leaders and innovative insights, fostering credibility and trust within the community.

- **Exclusive Event Opportunities:** Enhance your brand's exclusivity by securing the lounge for your own events. Host private gatherings before the show opens or at its close, providing a premium setting for building relationships and forging new business opportunities.
- **Collaborative Team Spaces:** For companies looking to have focused interactions, the lounge also offers the chance to reserve collaborative team spaces. This ensures a professional, yet relaxed environment to host critical discussions with prospective clients and partners.



Why Get Involved?

Partnering with IABM at NAB Show is more than just a sponsorship opportunity – it's an invitation to be part of a transformative experience that drives the future of our industry.

Your support not only enhances the overall attendee experience but also aligns your brand with excellence, innovation, and leadership in a highly competitive marketplace.

Whether you're looking to boost your brand presence, directly engage with decision-makers, or simply be part of an exciting industry evolution, IABM's Member Lounge and Impact stage offer unparalleled opportunities for meaningful connections and significant ROI.

Opportunities



WiFi Partner



Water Sponsor
(Water refill and water bottle)



IABM Impact Stage Partner
Price options
1 Platinum sponsor,
Gold sponsors and
Silver sponsors



**Hire of Collaborative
Team Space – a
semi-private space for
the duration of the show**
Seating six people



**Reserve an Open
Table for the
duration of the show**
Seating four people



**Hire of IABM Member
Lounge space
for breakfast or
happy hour event**

Opportunities

Wifi Partner Package

Branding through the IABM Member Lounge positioning our sponsor as the Wifi Sponsor



Branding across all materials both offline and online promoting the IABM Member Lounge



Opportunity to send a dedicated email following the show to all IABM Member Lounge visitors



WIFI Partner

Water Sponsor

(Water refill and water bottle)

Branding through the IABM Member Lounge positioning our sponsor as the Water Sponsor



Branding across all materials including physical water bottle, both offline and online promoting the IABM Member Lounge



Opportunity to send a dedicated email following the show to all IABM Member Lounge visitors



Water Sponsor

(Water refill and water bottle)

IABM Impact Stage Partner

Branding on the stage set



Branding across all materials both offline and online promoting the IABM Impact Stage



Opportunity to take part in a Impact Stage session – (available to platinum and gold sponsors only)



Opportunity to send a dedicated email following the show to all IABM Member Lounge visitors



Stage Partner

1 Platinum sponsor,
Gold sponsors and
Silver sponsors

Opportunities

Meet the CEO Reception Sponsors

(3 opportunities available)

Branding in the room during the reception



Branding across all materials both offline and online promoting the Meet the CEO Reception



Opportunity to speak during the reception (5 mins)



Opportunity to provide a take away gift/literature to all attendees of the reception



Banner advert or similar within an IABM email either prior to or after NAB Show



APAC Reception Sponsor

Branding in the room during the reception



Branding across all materials both offline and online promoting the APAC Reception



Opportunity to speak during the reception (5 mins)



Opportunity to provide a take away gift/literature to all attendees of the reception



Banner advert or similar within an IABM email either prior to or after NAB Show



Collaborative Team Space throughout the show

A flexible space where companies can secure tables for the full duration of the show, accommodating six or four people for client meetings and small demonstrations.



Complimentary hot and cold drinks



Charging stations for laptops and mobile devices



Wi-Fi access within The IABM Member Lounge



Opportunity to place branding on your table



A reception desk staffed by the IABM team to greet guests and direct them to the appropriate table





Inform. Connect. Support.

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