

# Tech Lab Symposium

## San Francisco

### October 13, 2026

An Afternoon of Technical Deep Dives into Advertising & Media

## Why Partner With IAB Tech Lab?

### WHO YOU'LL REACH

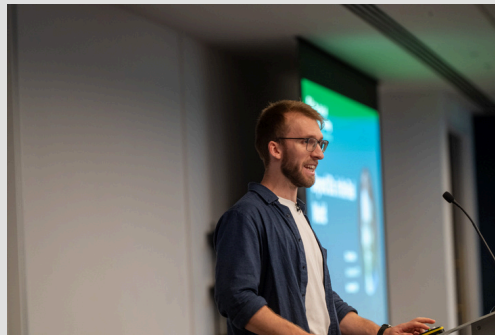
- **Technical Experts and Leaders** from publishers, agencies & ad tech platforms
- **Senior leaders** in Product, Engineering, Ad Ops, and Sales
- **Decision-makers** setting technical roadmaps

### WHAT YOU GET

- **Spotlight On-stage presence** - Thought Leadership, Technical Deep Dives and Demos
- **Branded activations** - Lanyards, Wi-Fi, Cocktail hour, and Other activations
- **Personalized promo codes** to drive your own guest list
- **Brand visibility** across site, signage, and social platforms

### Some of the Topics We'll be Covering

Agentic AI Workflows | The CTV Landscape  
Building and Scaling Agents | Server Side Ad Stack



**Main Stage**  
**Speaking from \$20K**

**Signature Branding**  
**from \$5K**

Email [sponsorships@iabtechlab.com](mailto:sponsorships@iabtechlab.com) to learn more