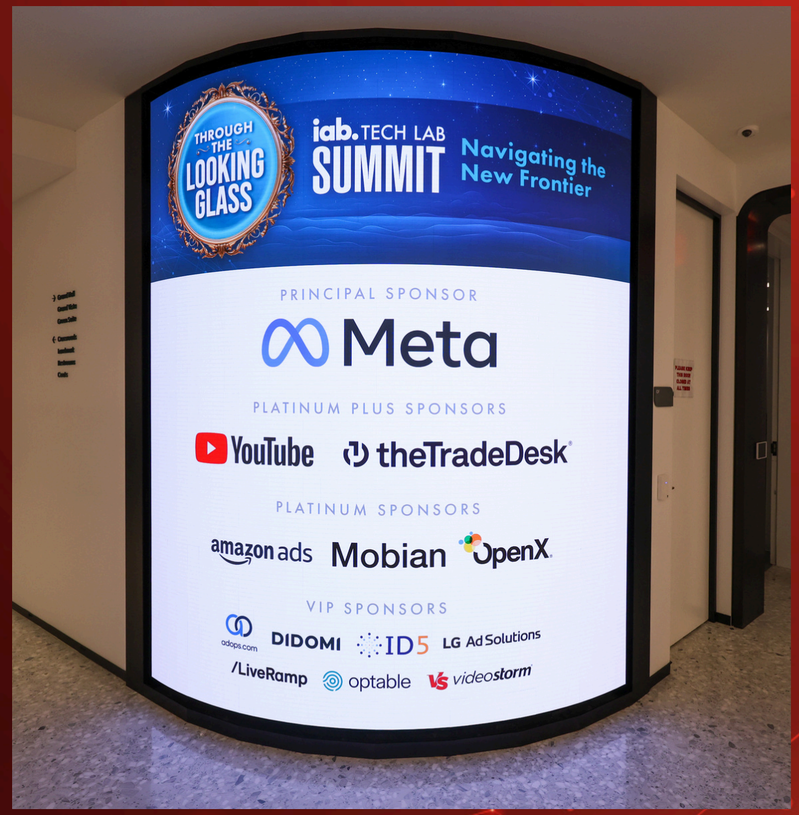














iab. TECH LAB

2027 PARTNERSHIP OPPORTUNITIES

2027 EVENT LINEUP

iab. TECH LAB
SIGNAL SHIFT
Engineering the Agentic Future

| March 4, 2027, New York City

iab. TECH LAB SUMMIT Building the Agentic Web | June 3, 2027, New York City

iab. TECH LAB INTERNATIONAL SUMMIT | November 4, 2027, London

I WANT MY GTV | December 2, 2027, New York City

PARTNERSHIP OVERVIEW

IAB Tech Lab events bring together the industry's most influential technical leaders to set standards, accelerate innovation, and advance digital advertising.

Partnering with IAB Tech Lab positions your organization among industry leaders at the center of these discussions, elevates your visibility, and amplifies thought leadership and engagement throughout the year.
Don't just adapt to the future. Help build it.





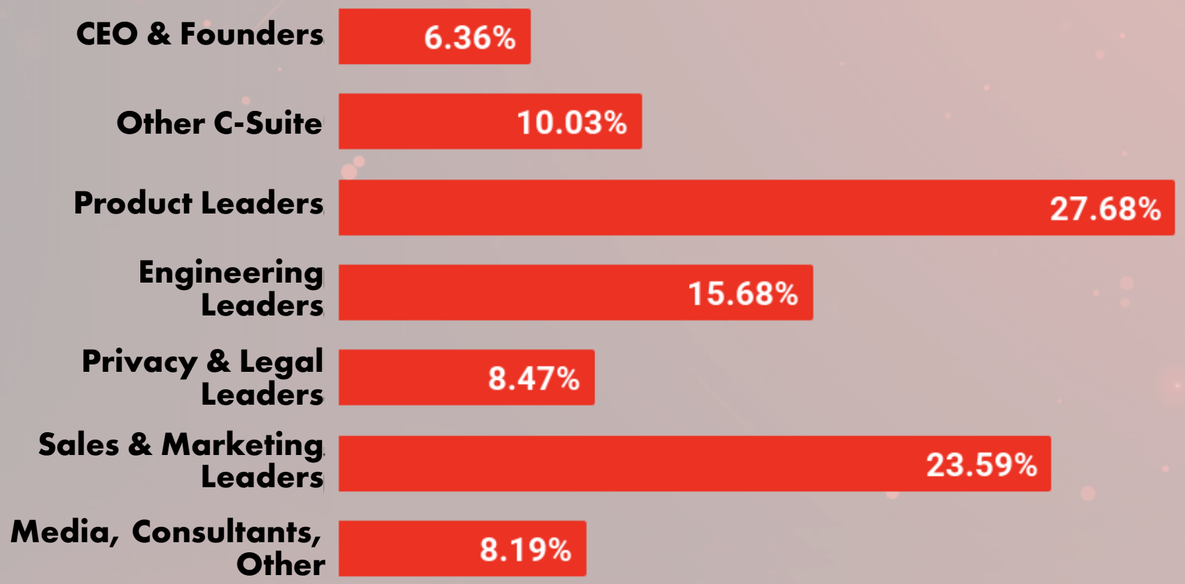
WHO ATTENDS

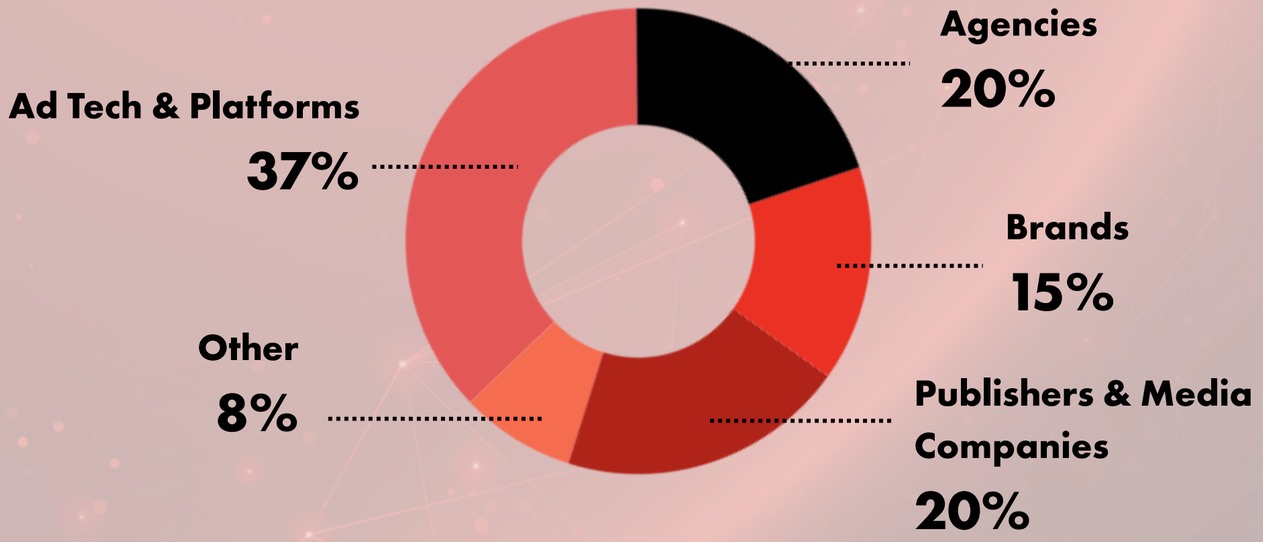
900+
Total Attendees

250+
Companies

50%
Enterprise Companies (500+ Employees)

76%
of ALL attendees in Leadership Roles





WHO SPEAKS AT OUR EVENTS

Past Keynote Speakers



Kara Swisher
NYT Best-Selling Author, Host of On with Kara Swisher podcast



Peter Zeihan
Globally Recognized Leader in Geopolitical Strategy



Sir Tim Berners-Lee
Inventor of the World Wide Web

Companies Who Have Presented

BERTELSMANN
dentsu
dstillery
expedia group
fastly
FOX
HEARST
iHeart MEDIA
JOUNCE MEDIA
Mobian
NBCUniversal
NVIDIA
OMD
People Inc.
perplexity
plex
SUPER AWESOME
STAGWELL
Telly
TikTok
theTradeDesk
THE ARENA Group
The Weather Company
WPP
yahoo!dsp

AI Thought Leadership

Agentic AI in Advertising

AI is transforming every corner of the digital advertising industry, creating unprecedented opportunities for innovation, automation, and growth. Explore how the industry is building and scaling Buyer and Seller Agents, preparing advertising workflows for an Agentic Web, navigating brand reputation in the era of AI-powered search, establishing trust in autonomous AI systems, and reimagining content and creative for an AI-driven future.

Sample AI Session Topics

- Can Your AI Agent Be Trusted With a Million-Dollar Budget?
- Who Speaks for the Machine? The Case for Agentic Ad Standards Before It's Too Late
- My Agent Talked to Your Agent: The Protocols We Don't Yet Have
- Agentic Commerce Is Coming Whether We're Ready or Not
- Who Owns the Answer? Attribution and Compensation in AI Search
- **Or a Topic of Your Choosing!**

Advanced TV Thought Leadership

CTV Grows Up

The future of television is being shaped by innovation in measurement, advertising experiences, and cross-channel activation. As CTV continues to grow, help shape the future of TV-grade advertising for live event streaming, developing new CTV ad formats, optimizing performance across channels, and evolving measurement from GRPs and attention toward meaningful business outcomes.

Sample Advanced TV Session Topics

- Frequency Capping Is Broken in CTV and Everyone Knows It
- Premium CTV Is a Myth (Or Is It?)
- CTV's Next Billion Dollars Won't Come From Pre-Rolls
- The Convergence Illusion: Why Linear and CTV Still Don't Talk
- Is a Podcast Really Just a Videocast Now?
- **Or a Topic of Your Choosing!**

Privacy & Identity Thought Leadership

Privacy & Identity

The next era of privacy requires new technologies, smarter strategies, and greater collaboration across the ecosystem. Lead discussions on privacy in the Agentic Age, the future of consent and transparency, Privacy Enhancing Technologies, children's privacy, CTV privacy, and the identity strategies that will power a privacy-first, AI-enabled advertising ecosystem.

Sample Privacy & Identity Session Topics

- Consent Is Dead. Long Live Consent?
- Whose Data Is It When an Agent Acts on Your Behalf?
- The Privacy Paradox of Personalized AI Advertising
- Putting the Trusted in Trusted Server
- Who's Actually Targeting Whom with Agentic Audiences?
- **Or a Topic of Your Choosing!**

Programmatic Thought Leadership

Future of the Open Web

The future of the open web depends on innovation that strengthens publisher revenue, improves transparency, and builds a more resilient advertising landscape. Showcase your expertise on AI-driven publisher monetization, supply chain integrity and quality, recovering value from browser- and ad-blocker-restricted inventory, adapting to signal loss, and modernizing OpenRTB.

Sample Supply Chain Session Topics

- The Future Isn't Programmatic. It's Agentic.
- Your AI Infrastructure Is a House of Cards
- Did Generative AI Break the Economics of MFA Enforcement?
- Supply Chain Transparency When the Buyers and Sellers Are Agents
- Is Your Stack Ready for the Agentic Era?
- **Or a Topic of Your Choosing!**

WHY PARTNER

Establish thought leadership by sharing your expertise and insights with an engaged, senior executive audience

Help set the agenda by defining the biggest technical challenges and shaping what comes next

Amplify your commitment to advancing standards, innovation, and solutions that move the digital advertising industry forward

Position your company as a leader by showcasing your products, solutions, and vision







PRINCIPAL PARTNER

Benefits Include:

- Exclusive Single Sponsor
- 30-Minute Keynote Presentation
- Spotlight Branding: Web, Social & Email
- Branded Table in Innovation Hub (Optional)
- Personalized Email Promo
- Full Event Attendee List
- 8 Conference Passes
- 6 VIP Guest Passes





PLATINUM PARTNER





Benefits Include:

- 20-Minute Presentation, Fireside Chat, or Curated Panel
- Spotlight Branding: Web, Social & Email
- Branded Table in Innovation Hub (Optional)
- Personalized Email Promo
- Full Event Attendee List
- 6 Conference Passes
- 2 VIP Guest Passes

PREMIER & VIP PARTNER

Premier Partner

Benefits Include:

- 40-Minute Masterclass Breakout Session
- Spotlight Branding: Web, Social & Email
- Branded Table in Innovation Hub (Optional)
- Personalized Email Promo
- Full Event Attendee List
- 4 Conference Passes





VIP Partner

Benefits Include:

- Seat on 25-Minute Tech Lab-Curated Panel
- Spotlight Branding: Web, Social & Email
- Personalized Email Promo
- Full Event Attendee List
- 3 Conference Passes

SUPPORTING PARTNERSHIPS

Opportunities Include:

- **Cocktail Hour**
- **Coffee Bar**
- **Ice Cream Station**
- **Wi-Fi**
- **Lanyards**
- **Venue Branding**









All supporting partnerships include:

- Spotlight Branding: Web, Social & Email
- Full Event Attendee List
- 2 Conference Passes

2027 PARTNERSHIP PRICING

Thought Leadership Opportunities				
Sponsorship Tier	**Summit**	**AI NYC**	**CTV**	**International Summit**
Principal	**$90,000**	**$70,000**	**$65,000**	**$50,000**
Platinum	**$65,000**	**$55,000**	**$50,000**	**$40,000**
Premier	**$35,000**	**$30,000**	**$30,000**	**$25,000**
VIP	**$25,000**	**$20,000**	**$20,000**	**$15,000**

2027 PARTNERSHIP PRICING

Branding Opportunities				
Branding Options	**Summit**	**AI NYC**	**CTV**	**International Summit**
Cocktail Hour	$15,000	$15,000	$15,000	$10,000
Coffee Bar	$15,000	$15,000	$15,000	$10,000
Ice Cream Station	$15,000	$15,000	$15,000	$10,000
Wi-Fi	$10,000	$10,000	$10,000	$10,000
Lanyards	$10,000	$10,000	$10,000	$10,000
Venue Branding	$10,000	$10,000	$10,000	$10,000

WHO ATTENDS


axel springer
SOUNDCLOUD
People Inc.
vevo
Walmart
PUBLICIS MEDIA
WARNER BROS. DISCOVERY
experian
Microsoft Advertising
Digitas
snowflake
groupm
Paramount
PubMatic
UNITED AIRLINES
P&G
Uber
NIKE
FT FINANCIAL TIMES
BAYER
MARS
CapitalOne
ampersand
Spectrum REACH
FREEWHEEL A COMCAST COMPANY
IAS
MEDIAVINE
NBA
PMG
VIANT.
Madhive
Fanatics
KARGO
dish
KAYAK
Forbes
BID SWITCH
CADENT
Omnicom
horizonmedia
npr
PEPSICO
yahoo!
Google
POLITICO
L'ORÉAL
NETFLIX

WHO PARTNERS





























































THANK YOU!

Email sponsorship@iabtechlab.com for Partnership Opportunities!

PARTNERSHIP DINNER

Opportunities Include:

- Limited to one sponsor per dinner
- Exclusive opportunity to sponsor the networking event and engage directly with attendees in a relaxed, high-value setting.
- IAB Tech Lab to help coordinate invite list and send invites on Sponsor's behalf, tracking RSVPs for sponsor.
- Sponsor choice of location, venue, and size (recommended 30).
- Investment: $20,000 (includes cost of dinner).

Benefits Include:

- Spotlight Branding: Web, Social & Email
- Branded Table in Innovation Hub (Optional)
- Personalized Email Promo
- Full Event Attendee List
- 4 Conference Passes