

IAB Canada

Sponsorship Overview

Partnership Opportunities for 2023

Table of Contents

- 1 About IAB Canada
- 2 What's in Store for 2023
- 3 Opportunities to Engage
- 4 Sponsorship Opportunities & Pricing Overview
- 5 Elite Corporate Sponsorship
- 6 Industry Partner Sponsorship
- 7 Topic Influencer Sponsorship
- 8 À la Carte Sponsorship
- 9 Other Offerings
- 10 Education
- 11 Research



About IAB Canada

Powerful Digital Leadership

IAB Canada

Powerful Digital Leadership

IAB Canada represents over **250 leading media and technology companies** that are actively buying, selling, delivering, and optimizing digital advertising or marketing in Canada.

Together, our members account for **over 80% of the estimated \$9.6 Billion** digital advertising industry in Canada.



All-in for the Canadian Online Advertising Industry

What We Offer

IAB Canada is the *only* organization fully dedicated to the development and promotion of digital/interactive advertising in Canada delivering:

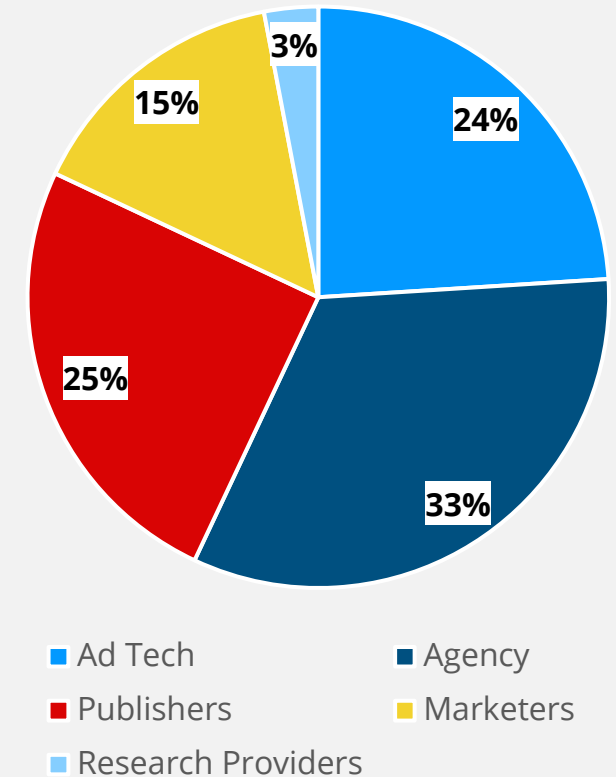
- Original Canadian **digital marketing research**
- Globally accepted digital **ad standards**
- **Trained human capital**, through globally standardized courses, certification and custom workshops
- **Advocacy** for the Canadian digital advertising industry to the Canadian government
- Information to the industry and **enhanced communication** between all stakeholder groups i.e., Councils, Committees, Working Groups, Events, Webinars, etc.

Our Community Participates

Participating in Powerful Digital Leadership in 2022

- Delivered **6** IAB Canada Marquee Events and **32** Webinars & Product profiles
- Over **1,500** attendees have participated in our Marquee Events and nearly **1,200** members have joined our webinars throughout 2022
- Over **1,000 users** currently in our Slack Channel
- Over **9,000 email subscribers** across Canada
- Over **500 people educated** through our courses online, in-person and as part of custom training or workshops
- Over **5,500 engaged followers** on IAB Canada's LinkedIn page, who are interested in the conversation

IAB Canada Membership Composition



Sponsoring IAB Canada Initiatives

Participating in Powerful Digital Leadership

With the support of our members and sponsors, IAB Canada continues to deliver thought leadership, education, research as well as impactful advocacy and self-regulatory efforts on behalf of the industry.

We have expanded our offerings to help bring true value to our community of almost 10,000 industry leaders, allowing our members to support educational content and research outputs.

Sponsoring IAB Canada education and research initiatives puts you in front of key decision makers, showcasing your organization as an industry thought leader, increasing visibility of your existing assets.

By supporting IAB Canada events, seminars or expanded partnership opportunities, you are visibly supporting our ability to serve the industry. As a not-for-profit association, every dollar is re-invested towards resources that help to drive growth in the Canadian digital advertising industry.

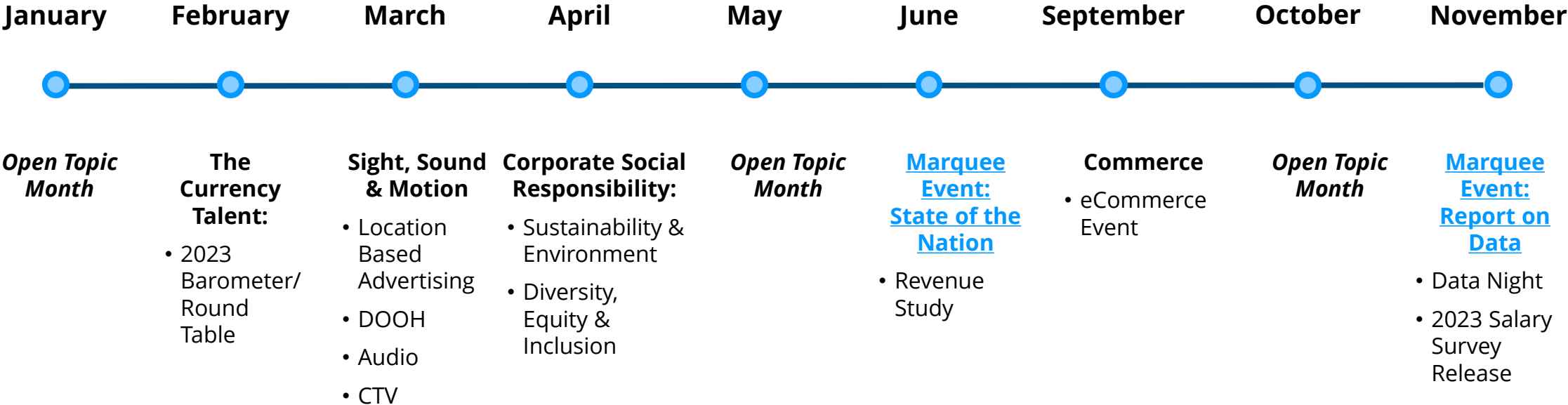
What's in Store for 2023

IAB Canada Programming



2023 IAB Canada Programming Plan

IAB Canada continues to focus on topics that matter to our members.



IAB *MasterMind* Roundtables, Recorded Webinars, and Courses Throughout the Year

2023 IAB Canada Marquee Events

State of the Nation

June 2023

IAB Canada's *State of the Nation* event is the "do not miss" annual digital advertising summit that will be taking place again in 2023.

Developed to bring the industry together from coast to coast, this event is full of critical industry updates, top priorities for 2023 and an update on international activities that are important for agencies, advertisers, publishers and the ad tech community.

Report on Data

November 2023

IAB Canada's annual year closing event is all about data. We present the annual CMUST study results and line up the latest and greatest Canadian digital media research reporting in one do not miss event. Tied to the IAB Canada AGM meeting later in the day, this event provides a comprehensive recap of the year as well as exclusive forward-looking agenda items for 2024.

These events are designed for all stakeholders in the digital supply chain

IAB Canada *Business of Digital*: Events & Topics

Currency of Talent

Outlook – February 2023

IAB Canada explores the state of the workplace from all angles. From attracting and retaining key talent to deep dives in economic conditions and education, this event takes our members through the state of our most valuable asset – talent.

Sight, Sound & Motion

Digital for Reach – March 2023

Digital media thrives in times of uncertainty. The opportunities to gain reach through advanced video, audio and other innovative channels, provides advertisers with flexibility to deliver the most creative message at the right time to the right audience. All while the use of location intelligence to connect the right audience with meaningful messages is scheduled to soar in the coming years.

We'll discover the power of sight, sound and motion and how it plays across the path to purchase, learning about the latest innovations and how they work to create valuable exchanges with consumers at a time when they need it most.

IAB Canada *Business of Digital*: Events & Topics

Corporate Social Responsibility

Sustainability & People – April 2023

We must do better.

IAB Canada breaks down the key areas of corporate social responsibility and spotlights issues that have seen a lot of promises with limited action.

Covering off topics like EDI, ageism, environmentally conscious advertising and more, IAB Canada will bring thought leaders together to define our collective roadmap forward to responsible online advertising.

eCommerce

Shopping Solutions – September 2023

2023 will continue to bring a fully modernized tech stack to the scene and its new potential to drive conversion is a force to be reckoned with. Leveraging first party data to create powerful contextually relevant messages is the new game in town.

We'll cover everything from the latest technology solutions and data strategies to dynamic creative solutions that convert promise into to practice.

Opportunities to Engage

Powerful Digital Leadership

3



Our Approach for 2023 – New Ways to Engage

As an IAB Canada member, there are many ways to support and get involved. As a start, we are pleased to introduce four exciting packages to sponsor for 2023:

Elite Corporate Sponsor

5
SPOTS

Top-level partnership designed to give you year-long access to everything IAB Canada.

Industry Partner Sponsor ***NEW***

10
SPOTS

New way to gain enhanced visibility in the discussions shaping our industry throughout the year that are most important to you.

Topic Influencer Sponsor ***NEW***

Introducing "theme months" throughout the year. You can participate in focused programs on topics that matter to you.

À la Carte Sponsorship

We invite you to build your own package with opportunities that work for you.

2023 Enhanced Programs & Events

IAB Canada Marquee Events

- We will continue to deliver our two (2) marquee events which include our **State of the Nation** event in Q2 and our **Report on Data** event in Q4.

IAB Canada Business of Digital Events

- At our **Business of Digital**, in-person events (4 in total), IAB Canada brings together thought leaders in a more intimate setting to discuss trends and hot topics.

MasterMind Roundtable Sessions ***NEW***

- Live *MasterMind* roundtable sessions (6 in total) will bring leaders within the IAB Canada community together to educate and discuss best practices, leadership, and accountability.
- This live session is your chance to be part of a small, like-minded peer-group, to discuss solutions to your challenges or stay up-to-date with top leaders in the industry.

Data Nights – Çinq à Web

- Regional council-led events featuring local perspectives on hot market-specific topics. These intimate evening events are held across Canada and include panel discussions, and timely research followed by a networking cocktail reception



IAB Canada *Marquee & Business of Digital Events*

Designed with an education-first approach, our two (2) *Marquee* events and four (4) *Business of Digital* events provide a current update on what is happening in the Canadian digital media landscape, providing valuable best practices.

Past *Business of Digital* Events have included:

- Digital for Reach – Audio, CTV, etc.
- First-Party Reality
- Location Based Advertising
- Currency of Talent
- Marketing to Canadian Gamers
- eCommerce

Attendance ranges between **100-250** people and delivers highly-engaged audiences.

IAB Canada ***NEW*** *MasterMind* Roundtables

Included in this year's Elite Corporate Sponsorship are *MasterMind* Roundtable sessions*. These events will bring leaders within the IAB Canada community together to educate and discuss best practices, leadership, and accountability on specific topical issues.

This is a chance to lean in with your peer-group, find solutions to your challenges, and bring thought leadership to the forefront for our entire community.

A great opportunity for industry outputs to be distributed to our members following these roundtables.

* One per Elite Corporate Sponsor. À la Carte opportunities are available.





IAB Canada

Data Nights/Çinq à Web

Regional council-led events featuring local perspectives on hot market-specific topics.

These intimate evening events are held across Canada and include panel discussions, and timely research followed by a networking cocktail reception.

Past events include:

- CTV
- Privacy
- Regional CMUST panel event
- Fraud

Attendance ranges between 50-100 people.

Community Uninterrupted Learning On-Demand

IAB Canada *Community Uninterrupted Webinars** and **Product Spotlights** will continue again in 2023. Members will have an opportunity to attend live.

Select content will then become available in our Knowledge Centre, as our ***Community Uninterrupted Learning On-Demand***.

* Recordings available twice weekly.



IAB Canada *Business of Digital Podcasts*

IAB Canada *Business of Digital* podcasts cover topics like AI and Machine Learning, Talent, Cross-Platform Metrics, Brand Safety and Audio. Moreover, our Diversity, Equality and Inclusion working group launched a four-part DE&I podcast mini-series! All podcasts get promoted through social channels and provide:

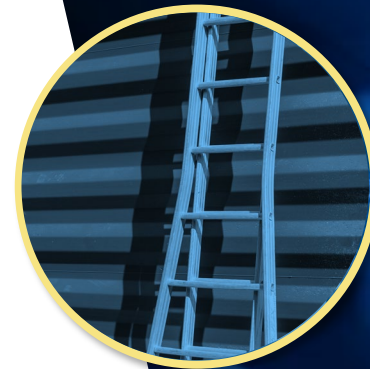
- An opportunity to program a podcast fireside chat with IAB Canada on agreed upon topic (must align with industry thought leadership)
- Branding presence in our IAB Canada podcast library
- Opportunity to headline a series



Sponsorship Opportunities & Pricing Overview

Powerful Digital Leadership

4



Elite Corporate Sponsorship

Benefits

5



IAB Canada Elite Corporate Sponsorship

Always-On, High Industry Visibility

The IAB Canada Elite Corporate sponsorship package is designed to provide partners with a one-stop opportunity for presence throughout our entire calendar year and across all our initiatives.

From consistent presence in our engaging newsletter as a highlighted IAB Canada partner to concrete value through event tickets and other exclusive benefits, this package provides you with an incredible opportunity for exposure as IAB Canada delivers another year of industry-critical outputs and conversations.

iab.canada

Our Community Uninterrupted

A virtual guide to keeping in touch

The best research you can do is talk to people ~ Terry Pratchett

Thought Leaders go Back to Class

The timing could not be better for IAB Canada's *Business of Digital: eCommerce, Full Circle Shopping* event on September 27, 2022. Given the buzz around Canadians and their changing shopping habits while the country faces economic uncertainty and a slew of new regulatory realities, all stakeholders are heads-down on this critical subject.

Despite fears of a recession looming, eMarketer reports that retail ecommerce sales in Canada will make up 13.8% of all retail as it hits a milestone, surpassing \$100B in 2022. This impressive figure represents a doubling of share over a three-year period in overall retail which is estimated at over \$800B.

[Read Now](#)

The BUSINESS of DIGITAL

THOUGHT LEADERS IN SESSION

eCommerce Full Circle Shopping

September 27, 2022
1:00pm - 3:30pm EDT

[Register Today!](#)

Thank you to our Elite Corporate Sponsors

amazon ads **Google** **Index Exchange**

Quantcast **SAMSUNG Ads** **THE GLOBE AND MAIL** **Media Group**

2023 Elite Corporate Sponsorship Package

5
SPOTS

PRESENCE, NETWORKING & STRATEGIC COUNSEL

THOUGHT LEADERSHIP

Speaking Opportunity at your choice of up to three (3) [IAB Canada Events](#)*

Recognition in all 2023 events, webinar and education webpages, & email marketing campaigns

Ad space: Slide, ad banner or video to be showcased during events, webinars, Experiences and MasterMind roundtables

Promotion on **Social Media** as an Elite Sponsor for our two (2) Marquee Events & four (4) *Business of Digital* events

20 Tickets to each of our two (2) [annual marquee events](#): State of the Nation & Report on Data

20 Tickets to our four (4) [Business of Digital Events](#)

5 Tickets to regional [Data Nights/Cinq à Web](#)

Opportunity to **provide prizes** to be given away during each event

Post-Event Report for Marquee and *Business of Digital* Events (6 in total)

One (1) Priority Webinar on our On-Demand Platform*

* Topics to be approved by IAB Canada

Continued...

2023 Elite Corporate Sponsorship Package (cont'd)

5
SPOTS

PRESENCE, NETWORKING & STRATEGIC COUNSEL

THOUGHT LEADERSHIP

One (1) [IAB MasterMind Roundtable](#) session ***NEW***

Two (2) **Product Spotlights** ***NEW***

Participate in up to two (2) IAB Canada [Podcasts](#)

Up to two (2) **feature articles*** in the IAB Canada *Community Uninterrupted* Newsletter

Consult with a subject matter expert from your organization OR a tech demo that will be included within the material for two (2) IAB Canada courses (where applicable)

Logo on IAB Canada **Homepage** (including site footer). This is in addition to specific event pages, emails, etc.

Logo presence in each bi-weekly *Community Uninterrupted* **Newsletter** reaching 9,000 unique subscribers

Get **access** to all annual research plus 20% discount on premium IAB Canada research initiatives ***NEW***

Receive **one-on-one consultation** on core industry topics with IAB Canada President ***NEW***

Member \$25,000 // Non-Member \$58,000 (includes membership)

5 packages available. [Contact IAB Canada](#) to secure your spot.

6

Industry Partner Sponsorship

Benefits



Industry Partner Sponsorship Opportunity ***NEW***

10
SPOTS

Sponsorship Package for 2023

The IAB Canada *Industry Partner* Sponsorship package is designed for our members to have enhanced visibility and be directly involved in industry conversations throughout the year.

This package gives you more opportunity to be at the forefront shaping conversations and provides a leveled-up presence in multiple topic areas.

Some of the benefits include presence in two events with accompanying promotion, dedicated ad-space as well as tickets to be shared within your company or clients.



Industry Partner Sponsorship Package

10
SPOTS

Features and Pricing

Package Features	Industry Partner
Speaking Opportunity at your choice of up to two (2) of six (6) IAB Canada Events *	2 events of choice
Sponsor Logo on website event page (sponsored events only)	event page
On-Screen/In-Person Sponsor Recognition	✓
On-Screen/In-Person Thank you	✓
Opportunity to provide prizes to be given away during each event	✓
Complimentary Tickets – for <i>each</i> of the two events sponsored	12 per event
Up to one (1) feature article * in the IAB Canada Community Uninterrupted Newsletter	1
Participate in an IAB Canada Podcast	1
Promotion on Social Media as an Industry Partner Sponsor for two (2) sponsored events	✓
Member Sponsorship Cost	\$10,000
Non-Member Sponsorship Cost	\$22,000

* Topics to be approved by IAB Canada



Topic Influencer Sponsorship

Benefits

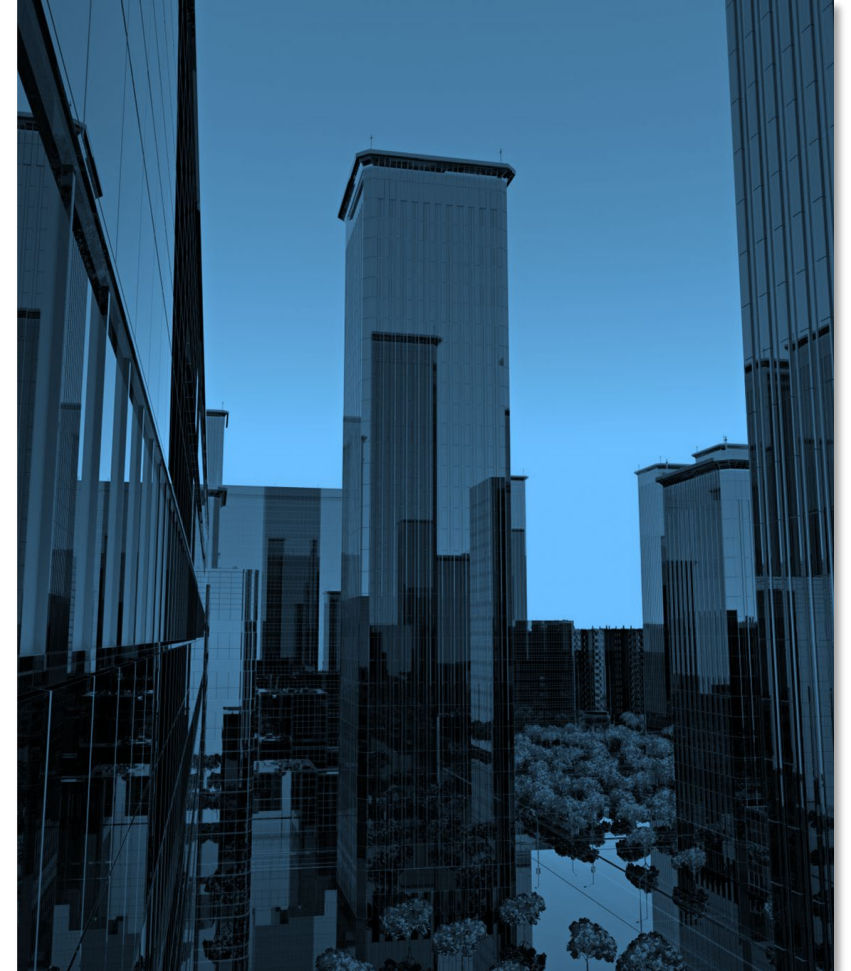
Topic Influencer Sponsorship Opportunity ***NEW***

Sponsorship Package for 2023

The IAB Canada *Topic Influencer* Sponsorship puts you at the forefront of a specific IAB Canada topic of your choice.

This package gives you the opportunity to influence the conversation and a guaranteed spot on our stage.

IAB Canada consistently presents best-in-class curated content to the industry. Our team will work with you to develop the appropriate format that highlights your thought leadership.



Topic Influencer Sponsorship Package

Features and Pricing

Package Features	Topic Influencer
Speaking Opportunity for your IAB Canada selected event *	1 event of choice
Sponsor Logo on website event page (sponsored events only)	event page
On-Screen/In-Person Sponsor Recognition	✓
On-Screen/In-Person Thank you	✓
Opportunity to provide prizes to be given away during each event	✓
Complimentary Tickets – for event sponsored	5 x one event
Promotion on Social Media as a Topic Influencer Sponsor for sponsored events	✓
Member Sponsorship Cost	\$5,600
Non-Member Sponsorship Cost	\$12,000

* Limited spots available for topic-appropriate opportunities within Marquee events

* Topics to be approved by IAB Canada

Overview: Elite, Industry Partner & Topic Influencer

	Elite Corporate	Industry Partner	Topic Influencer
IAB Event Speaking Opportunity	3	2	1
Recognition at Events, Webinars and Courses	All IAB Canada Events	2 Sponsored Events	1 Sponsored Topic
Ad Space during Events, etc.	All IAB Canada Events	2 Sponsored Events	1 Sponsored Topic
Social Post(s) and email marketing campaigns	All IAB Canada Events	2 Sponsored Events	1 Sponsored Topic
Complimentary Tickets (Marquee & BoD)	20 x all events	12 x two events	5 x one event
Regional Data Nights/Cinq à Web	5 tickets each		
On-Demand Webinar(s)	1 Priority		
MasterMind Roundtable Session	1		
Product Spotlights	2		
Newsletter articles and Podcasts	2 of each	1 of each	
Consult or Tech Demo inclusion in course	2 courses		
Logo on website and newsletter	All	2 Sponsored Events	1 Sponsored Topic
Access to IAB Canada Research	All Access + 20% discount		
Strategic Workshop Discussion with IAB President	1		
Member Sponsorship Cost	\$25,000	\$10,000	\$5,600
Non-Member Sponsorship Cost	\$58,000	\$22,000	\$12,000

* Includes but is not limited to, see specific slides for details

À la Carte Sponsorship

Build your own package

8

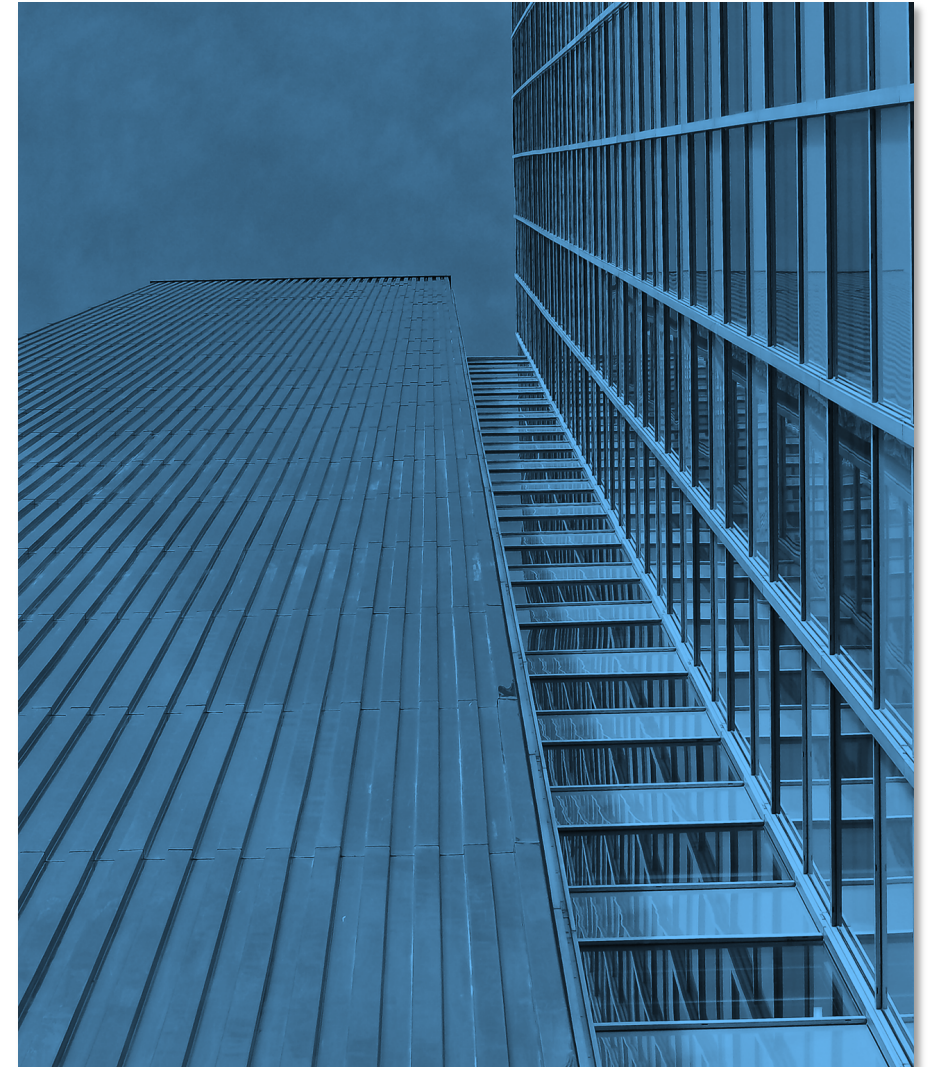


À la Carte Sponsorships

Select Your Visibility with IAB Canada

The IAB Canada's à la Carte sponsorships provide an opportunity for you to have a presence in our community through the output or event you feel is best suited for you.

Select one or more of these great options to use as a vehicle to amp up your presence in topics where your voice matters most.



À la Carte Sponsorships Opportunities

Options and Pricing

Option	Pricing
IAB Canada event-specific sponsor opportunities * may include: <ul style="list-style-type: none">• <i>Breakfast/Lunch Sponsor, Break Sponsor, Reception Sponsor, WIFI Sponsor, Prize Sponsor, etc.</i>	Pricing & Options vary**
IAB Canada MasterMind Roundtable Session	Limited Sessions available
Data Nights/Cinq à Web (regional)	Limited Sessions available
IAB Canada Podcast Series Sponsor	Individual podcasts are available as well as year-long podcast series sponsor spots
IAB Canada Education Sponsor	Varies (see detailed slide below)
IAB Canada Research Sponsor e.g., <i>360, Barometer Report, Salary Survey, Industry Benchmark, etc.</i>	Varies (see detailed slide below)

* Does not include a speaking opportunity

** Costs vary depending on venue and region

Other Offerings

Education & Research

9



10



Education

Live, On-Demand and Custom Courses

IAB Canada *On-Demand* Online Learning

IAB Canada has an increasing inventory of courses available online.

Each training program includes 5-7 hours of engaging IAB Canada developed content broken out into 10-15 comprehensive modules. Each course contains:

- Links to related IAB Canada seminar recordings, research studies and guidelines
- Links to recommended reading, complimentary member industry resources and training
- Mini-quizzes throughout and a 30-question final exam
- An official IAB Canada shareable certificate of completion



IAB Canada Customizable Learning Plans

To help our members keep their teams up to speed on the latest digital developments and to help on-board new staff more efficiently, IAB Canada is introducing customizable learning portals that can be tailored to your specific learning needs.

- IAB Canada can work with you to create unique learning environments that contains all courses, exams and learning resources that are important to you.
- HR and team managers will have the ability to log into the platform and assign courses, classes and/or exams to your staff and track their progress.
- Plans can be purchased either by number of students participating or on an “all access” basis, where companies can have access to our full suite of education offerings for a set period of time.



IAB Canada *Up-Skilling* Education Packages

NEW for 2023!

The IAB Canada *Up-Skilling* Education opportunities are best-in-class. Offerings include access to our on-demand material, skilled instructors for live courses, industry standard skill assessments, and custom offerings, all built to keep your teams on point.

Course content is developed on the ground with industry professionals and cover the most pressing topics for the industry. All material is updated annually.

Our new skills assessment offering provides the most advanced insights into your corporate working knowledge of the digital advertising sector. This new tool can be used by hiring managers and C-suite to gain valuable insights on current and prospective talent.

Up-Skilling Education Packages

Options and Pricing

Option	Pricing
IAB Canada On-Demand Online Learning * <ul style="list-style-type: none">Unlimited access per course to your organization (annually)	\$3,500 for first course \$5,000 for two courses \$2,000 per additional course OR \$9,000 for all IAB Canada on-demand courses
IAB Canada Industry Skill Assessment for your organization	Starting at \$2,000
IAB Canada Customized Learning Courses <ul style="list-style-type: none">Virtual or in-personTravel costs not included	Starting at \$5,000 per half-day course Starting at \$8,500 per full-day course

* On-demand courses may also be signed up on an individual basis.

11

Research

Critical Canadian Research





Critical Canadian Industry Research

Benefits to Sponsoring IAB Canada Research:

- Tangible value to the industry, reinforced by the IAB Canada brand.
- Contextually-appropriate exposure via speaking engagements at *Business of Digital* and Marquee events like *State of the Nation*, and at IAB Council & Committee meetings, or on IAB hosted Podcasts.

Pricing: Pricing and specs may vary depending on the depth of project and after discussions with our research partner(s).

Contact us at research@iabcanada.com to discuss your specific project.

Canadian Research in High Demand

Industry Benchmarking

- Sponsoring IAB Canada **Industry Benchmarking research** is one of the best ways to show commitment to the industry and to exert thought leadership in specific areas of content.
- From consumer sentiment in online advertising to the halo effect of premium content, our industry depends on Canadian-specific insights and data.

360 Study of the Buy-side

Highly Recommended

- Gain insights on how the buy-side perceives your performance across shifting attributes that matter most to the Canadian marketplace.
- Assess your presence as a vendor in the Canadian media landscape. This annual study is an extremely valuable barometer report on how the industry receives your product and service compared to competitors.
- Available to publishers and vendors, this study is in market every fall and custom reports are delivered in November. Spots are limited and are secured on a first-come, first-served basis.

IAB Canada Canadian Research Packages

Options and Pricing

Option	Pricing
IAB Canada Industry Benchmarking Research	\$5,000 to \$50,000
IAB Canada 360 Study of the Buy-side Research <ul style="list-style-type: none">Secure your participation by June 30, 2023 (limited spots available)First right of refusal to previous participants	\$10,000

Thank you for your continued support

We look forward to another year of growth and thought leadership with you.