



BaM LIVE™ LONDON & IABM AWARDS 2023

Sponsorship Opportunities



Inform • Connect • Support

Thursday 7th December 2023

Novotel London West, Hammersmith, W6 8DR

SPONSORSHIP

BaM LIVE™ LONDON

The international business event for
media companies and tech suppliers

The theme is –

Resilience Unleashed: Adapt, Innovate, Thrive, Sustain.

Navigating the Future of MediaTech

The four plenary sessions are –

Adapt: How can MediaTech suppliers remain relevant?

Innovate: How do new MediaTech trends become another tool in the box?

Thrive: How can media companies not only survive, but shine?

Sustain: How can MediaTech companies implement an effective ESG strategy?

IABM AWARDS

The IABM Awards and drinks reception conclude the conference providing an excellent opportunity to network and celebrate exceptional people and companies in Broadcast and Media.

The 2023 categories include: Andrew Jones Young Person of the Year, Technology Leader of the Year, Broadcast/Media Company of the Year, Environmental Sustainability, Community Impact Award and M&E Mentoring Award.

We are also presenting the Peter Wayne Golden BaM Award®, judged to be the very best of the best from the 2023 BaM Awards® winners.

Enter free today:

theiabm.org/iabm-awards



Sponsorship Opportunities

All packages include:

- Branding on the IABM website, dedicated event emails and all printed items produced
- Opportunity to follow up with event delegates following the event
- Branding in the event venue
- Sponsor logos on all delegate badges
- Recognition during event proceedings
- Branding on presentation slide decks distributed following the event
- Branding on video footage produced following the event
- Dedicated interviews prior to the event to promote your presence

Headline Sponsor

\$20,250

1

As Headline Sponsor you will:

- Have the opportunity to deliver a key note introduction to the Conference (5 minutes). Please note this is not an opportunity for a sales pitch but to demonstrate thought leadership
- Feature in all branding promoting both events
- Have the opportunity for one panel place on one main stage session of choice
- Have the opportunity to take part in a 40 minute breakout session (IABM editorial guidelines apply)
- Have the opportunity to insert one gift or literature into the delegate pack
- Logo on delegate badges
- Six delegate badges
- Have the ability to place a full page colour advert in event brochure
- Have the opportunity to take a table top display area
- Have branding on stage set



Theme Sponsor

\$13,500

3

As Theme Sponsor you will:

- Have the opportunity for one panel place on the main stage session associated with the sponsored theme.
- Have the opportunity to deliver a dedicated 40 minute break-out session (IABM editorial guidelines apply)
- Have the ability to place a full page colour advert in event brochure
- Have the opportunity to take a table top display area
- Have branding on stage set
- Four delegate passes
- Have the opportunity to insert one gift or literature into the delegate pack



Level of Sponsorship

Price

Number of Opportunities

Break-Out Session Sponsor

\$8,800

**Dependent
on availability**

As Break-Out Session Sponsor you will:

- Have the opportunity to deliver a dedicated 40 minute breakout session (IABM editorial guidelines apply)
- Branding within break-out room for your individual session
- Two delegate passes

Refreshment Breaks Partner

\$5,400

1

As Refreshment Breaks Partner you will:

- Have your company branding on all tables offering food/drink throughout the day
- Be listed as a sponsor on the event promotional materials
- Have the opportunity to take a table top display area
- One delegate pass

Level of Sponsorship	Price	Number of Opportunities
BaM Awards drinks Sponsor	\$4,050	1

As BaM Awards Drinks Sponsor you will:

- Have your company branding on the wine bottles placed on all delegate tables in the main plenary room prior to the Awards commencing
- Have your company branding around the bar area of the foyer for networking after the BaM Awards
- Be listed as a sponsor on the event promotional materials
- One delegate pass

Table Top Display

\$3,400

4

Benefits include:

- A table top display area including the opportunity to display one pull-up banner
- Ability to place one piece of literature into the delegate bags
- One delegate pass

Level of Sponsorship	Price	Number of Opportunities
Award Category Sponsorship	\$3,400	5

Sponsorable categories:

- Andrew Jones Young Person of the Year
- Technology Leader of the Year
- Environmental Sustainability
- Community Impact Award
- M&E Mentoring Award

Benefits include:

- Category title 'in association with' sponsors logo on all marketing collateral
- The ability to have a member of the sponsor company present the Award at the event
- Two delegate passes

Lanyard Sponsor

\$2,050

1

Benefits include:

- Branded lanyards (to be supplied by sponsor)
- Ability to place one piece of literature into the delegate bags
- Two delegate passes

IABM in numbers

Summary of IABM Data



462

Member companies



11,660 opted in
end user contacts from
815 companies
across the globe



76,459
active contacts in total

IABM Data & Digital Reach Jul 22 – Jul 23



3,394+ Online event
registrations



188,789 Unique
website users



8,437
video views



Users from
217 countries



466,401
Pages viewed



6,528 visits to
Knowledge Hub



268,121 impressions
on Twitter over 12 months



441,143+ impressions
over 12 months





Inform • Connect • Support

Contact: sponsorship@theiabm.org

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