

# BENEFIT COMPARISON GRID

BENEFIT	PLATINUM	GOLD PLUS	GOLD	SILVER PLUS	SILVER	START-UP	BRONZE	GEP
<b>ACCESS TO THE KNOWLEDGE HUB</b>								
List your vacancies on the IABM Jobs board	✓	✓	✓	✓	✓	✓	✓	✓
Access to graphs and images from IABM reports for use on your marketing material (must reference IABM)	✓	✓	✓	✓	✓	✓	✓	✓
<b>DIGITAL</b>								
Enhanced Feature on weekly marketing emails	∞	5	2					×
Host a virtual Event	✓	✓						×
Branding on IABM website all year round	✓	✓	×	×	×	×	×	×
Banner Advert on IABM Website	✓							
Upload products and services to the IABM BaM Shop Window™	✓	✓	✓	✓	✓	✓	✓	✓
Add all of your scheduled virtual events on the IABM virtual events calendar	✓	✓	✓	✓	✓	✓	✓	✓
<b>MEDIA TECH INTELLIGENCE</b>								
MediaTech Vantage Platform	✓	✓	✓	✓	✓	✓	×	✓
MediaTech Trends Research (specific access varies depending on membership tier)	✓	✓	✓	✓	✓	✓	×	✓
MediaTech Sizing Research								
State of MediaTech Reports	✓	✓	✓	✓	✓	✓	✓	✓
MediaTech Dashboards (including analytics portal)	✓	✓	✓	×	×	×	×	×
Strategic Industry Analysis (including high-level market sizing data)	✓	×	×	×	×	×	×	×
2 Briefing Calls with MediaTech Intelligence Team	✓	×	×	×	×	×	×	×
<b>BAM ZONE™ - CATCH UP ON LIVE EVENTS AND KEY CONTENT</b>								
Virtual Event Attendance on the BaM Zone™	✓	✓	✓	✓	✓	✓	✓	✓
BaM Live™ speaking opportunities	✓	✓	✓	✓	✓	✓	×	×
BaM Live™ Headline Partner - Leads provided from session delivered	✓	×	×	×	×	×	×	×
Event Partner Package providing delegate leads	✓	20% DISCOUNT	10% DISCOUNT	CARD RATE	CARD RATE	CARD RATE	×	×

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<b>EVENTS AND NETWORKING</b>								
Receptions at shows	✓	✓	✓	✓	✓	✓	✓	✓
Awards Dinner complimentary table of 10	1	×	×	×	×	×	×	×
Conference complimentary full conference pass	3	1	×	×	×	×	×	✓
State of Industry conference sessions	✓	✓	✓	✓	✓	✓	✓	✓
Regional events and seminars	✓	✓	✓	✓	✓	✓	✓	✓
Hosting round tables and events	✓	✓	×	×	×	×	×	×
<b>ENHANCE YOUR BRAND</b>								
Complimentary BaM Awards® entry	5	2	2	1	1	1	×	×
Branding at events	✓	①	①	①	①	①	①	×
Advertising your services	①	①	①	①	①	①	①	×
Promote your brand on IABM website	✓	✓	✓	×	×	×	×	×
Promote your brand on IABM signs & collateral pieces	✓	×	×	×	×	×	×	×
Article in IABM journal	✓	✓	✓	✓	✓	✓	×	×
IABM TV session at trade show	✓	2	1	1	1	1	1	1
IABM virtual TV to create a customer case study	UNLIMITED	1	×	×	×	×	×	×
IABM TV thought leadership interview	✓	×	×	×	×	×	×	✓
Usage of the IABM Logo to place on your website/company literature to identify you as an IABM Member	✓	✓	✓	✓	✓	✓	✓	×
<b>EXHIBITIONS</b>								
Discounts on floor space	✓	✓	✓	✓	✓	✓	×	×
Use of member lounges at various shows	✓	✓	✓	✓	✓	✓	✓	✓
Private meeting rooms at trade shows where available	✓	✓	✓	✓	✓	✓	✓	×
IABM pavilions at some shows (charges may apply)	✓	✓	✓	✓	✓	✓	×	×

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<b>OTHER</b>								
Attendance and presentation by a senior executive at one of your events	✓	📄	📄	📄	📄	📄	📄	📄
Include subsidiaries and brands	✓	✓	✓	✗	✗	✗	✗	✗
IABM Stock Exchange	✓	✓	✓	✓	✓	✓	✓	✓
IABM Certificate to validate your member status	✓	✓	✓	✓	✓	✓	✓	✗
<b>REPRESENTATION/SHARE YOUR OPINIONS</b>								
Eligible for election on IABM Board	✓	✓	✓	✓	✓	✓	✗	✗
Eligible for election on IABM Regional Councils	✓	✓	✓	✓	✓	✓	✗	✗
<b>TECHNOLOGY</b>								
Standards - IABM specialists represent members on technical committees and standards bodies around the world and feed back information.	✓	✓	✓	✓	✓	✓	✓	✗
Access to IABM Technology and Trends Roadmap™	✓	✓	✓	✓	✓	✓	✓	✓
<b>TRAINING &amp; E-LEARNING</b>								
Complimentary classroom IABM training places	5	3	📄	📄	📄	📄	📄	📄
Complimentary E-Learning courses	✓	✓	✓	✓	✓	✓	✓	✓
In house Training	📄	📄	📄	📄	📄	📄	📄	📄