

# MEMBER BENEFITS COMPARISON GRID

## MediaTech Intelligence

	PLATINUM	GOLD PLUS	GOLD	SILVER PLUS	SILVER	START-UP	BRONZE
State of MediaTech Report	✓	✓	✓	✓	✓	✓	✓
Use of IABM Research Charts & Diagrams (Quoting IABM as source)	✓	✓	✓	✓	✓	✓	✓
MediaTech Radar – monthly topical newsletter	✓	✓	✓	✓	✓	✓	✓
Megatrends – trends fundamentally changing MediaTech	✓	✓	✓	✓	✓	✓	
TechTracker – AI, Immersive, Cloud, Blockchain, IP trends	✓	✓	✓	E	E	E	
GeoTracker – regional trends	✓	✓	✓	E	E		
SectorTracker – Sports, News, Studios, Audio trends	✓	✓	E	E			
ChainTracker – BaM content chain trends	✓	E					
MediaTech Briefings – exclusive quarterly trends presentation	✓						
4 Bespoke Consultations of IABM Data	✓						

Providing only executive summaries (E)

## Amplify Your Message

	PLATINUM	GOLD PLUS	GOLD	SILVER PLUS	SILVER	START-UP	BRONZE
Host a virtual event	✓	✓	①	①	①	①	①
Branding at events	✓	①	①	①	①	①	①
Banner advert on IABM website	✓	①	①	①	①	①	①
Advertise across IABM channels – online and onsite	①	①	①	①	①	①	①
Highlighted features on marketing emails	✓	5	2	①	①	①	①
IABM TV interview	✓	2	1	1	1	1	1
Complimentary BaM Awards® entry	5	2	2	1	1	1	
IABM BaM Shop Window™ – upload your products	✓	✓	✓	✓	✓	✓	
IABM Events Calendar – add your events	✓	✓	✓	✓	✓	✓	
Article in IABM journal	✓	✓	✓	✓	✓	✓	
Branding on IABM website – year round	✓	✓					
Create a case study – with IABM virtual TV	✓	1					
IABM TV thought leadership interview – with IABM TV	✓						

## Events and Networking

	PLATINUM	GOLD PLUS	GOLD	SILVER PLUS	SILVER	START-UP	BRONZE
Networking events/receptions at shows	✓	✓	✓	✓	✓	✓	✓
State of Industry presentations – complimentary attendance	✓	✓	✓	✓	✓	✓	✓
Use of member lounges at various shows	✓	✓	✓	✓	✓	✓	✓
Private meeting rooms at shows – where available	✓	✓	✓	✓	✓	✓	✓
Speaking opportunities	✓	✓	✓	✓	✓	✓	
Discounts on floor space	✓	✓	✓	✓	✓	✓	
IABM pavilions at some shows (charges may apply)	✓	✓	✓	✓	✓	✓	
Event Partner providing delegate leads	✓	20% Discount	10% Discount	①	①	①	
BaM™ Headline Partner – leads provided from session delivered	✓						

## Technology

	PLATINUM	GOLD PLUS	GOLD	SILVER PLUS	SILVER	START-UP	BRONZE
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™	✓	✓	✓	✓	✓	✓	✓

## Training & E-learning

	PLATINUM	GOLD PLUS	GOLD	SILVER PLUS	SILVER	START-UP	BRONZE
Complimentary E-Learning courses	✓	✓	✓	✓	✓	✓	✓
In house training	①	①	①	①	①	①	①
Complimentary Instructor-led course places	5	3	①	①	①	①	①

## Other

	PLATINUM	GOLD PLUS	GOLD	SILVER PLUS	SILVER	START-UP	BRONZE
Access to the Knowledge Hub	✓	✓	✓	✓	✓	✓	✓
Senior IABM Executive presentation – at one of your events	✓	①	①	①	①	①	①
Include subsidiaries and brands – in one membership	✓	✓	✓				