



MILAN  
23-24 May 2018

IAB Europe  
Interact 2018  
Sponsorship  
Opportunities



# WHY INTERACT?

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**Interact** is the premiere gathering of Europe's digital advertising industry, bringing together the cream of industry leaders from across Europe's digital advertising ecosystem, from advertisers to publishers, agencies to technology companies.

## **Attend to:**

- Gather actionable insights from the rich interactive discussions on today's business, policy and technical developments to inform your company's strategy.
- Gain a unique pan-European and global perspective on this fast-moving and complex industry.
- Gain insights from Policy makers and regulators, alongside analysts, academia, media and other influencers.
- Explore business opportunities in an informal and confidential atmosphere for high-level networking, making valuable new contacts and reconnecting with friends.
- Deliver visibility for your brand through your personal intervention and our speaker and sponsorship programmes.
- Play your part in driving forward an exciting common purpose for this fast-moving and complex industry.
- Get recognition for your teams' work by entering the MIXX Awards Europe and IAB Europe Research Awards.

**Interact offers an immersive, accessible experience for the industry which is uplifting and creates excitement to both engage the present and inspire future strategies**

# WHY MILAN 2018?



**Digital Advertising** is ever more significant, useful and interwoven into the lives of Europe's consumers; yet for all the growth many challenges exist for the industry.

Interact, with its track record of incisive guidance from senior leaders and unrivalled networking opportunities, is always a must-attend event. In 2018 this is truer than ever.

**Interact will take place in Milan, on 23-24 May** just as GDPR becomes an operational reality and the industry can assess the implications for consumers, marketers and audience engagement. And this is just one of the industry level changes you can expect.

- Interact brings leading European advertisers, industry experts, agencies and media owners together for digital insights, debate and inspiration.
- The 2018 conference will take place in the buzzing city of Milan, Italy's main business, finance and industry hub home to thousands of the most important companies worldwide.
- The two-day conference location is SuperStudio Piu, in a unique post-industrial building and high-profile conference venue in the recently renovated Fashion District in Milan.
- The first night of the conference features the Interact 2018 Gala dinner and the MIXX Awards Europe and IAB Europe Research Awards ceremonies.
- Interact 2018 will include a specific on current GDPR and ePrivacy challenges through case studies, best practices, and training sessions hosted by industry experts.

**Interact 2018 is organised by IAB Europe  
in collaboration with IAB Italy**



# SUPERSTUDIO PIU

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# MARKETING 2018



**Interact 2018** will be supported by a heavyweight marketing campaign from November 2017 through to May 2018:

- Significant digital and print advertising campaign
- Organic and paid social media activation with reach of over 2 million
- Pan-European PR campaign with on-going programme-focused editorial content (interviews with keynote speakers, blogs, press releases) with estimated total reach of 160,000 industry professionals
- 20 media partners with audience of over 2 million
- Mailing campaigns by 28 National IABs with total reach of over 200,000 members
- Promotion at National IAB conferences across Europe





adex  
Benchmark 2016

# Industry Insights



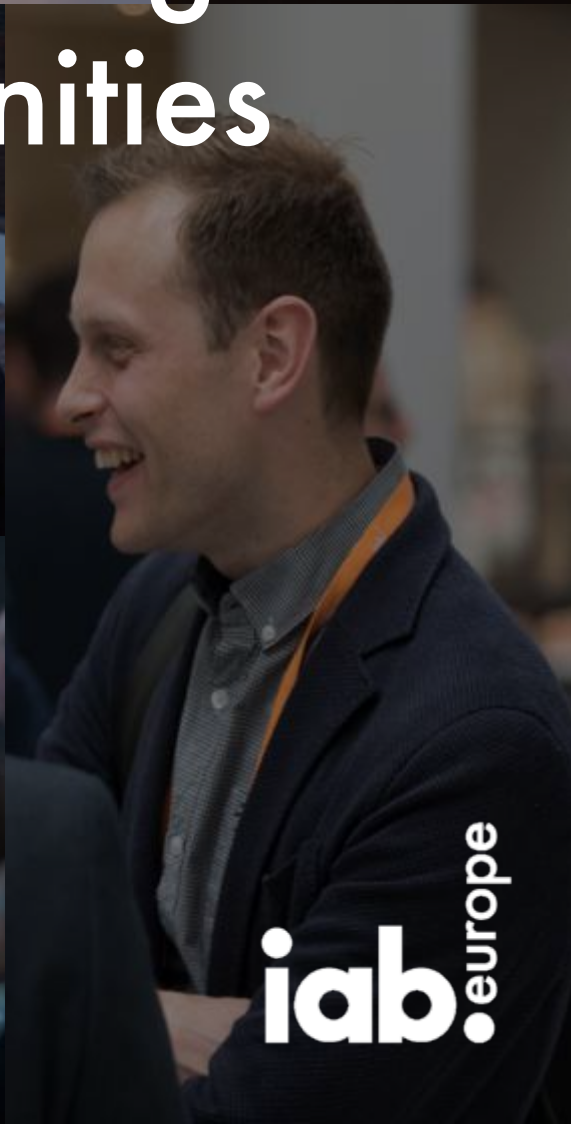
INTERACT  
MILAN  
2018

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PARTNER  
STUDIO

# Networking Opportunities



INTERACT  
MILAN  
2018

iab.europe



# EUROPEAN AWARDS

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The **MIXX Awards Europe** recognise and celebrate the best digital advertising campaigns across Europe. Winning entries will be showcased to educate the marketplace about what works and why in digital marketing, as well as inspire the industry by highlighting new ideas and future trends.

All European campaigns that have been entered into a national or international award competition are invited to participate. The MIXX Awards Europe 2018 will be presented on the evening of 23 May at the Gala Dinner of the IAB Europe Interact conference in Milan.



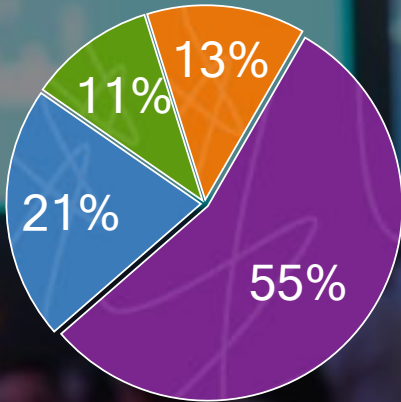
The **IAB Europe Research Awards** recognise and showcase great European digital research projects and the contribution they have made to the development of the digital advertising industry.

Winning projects will become part of the IAB Europe expanding libraries of proof points, including the Programmatic, Multi-Device and Connected World and Ad Effectiveness libraries, for industry professionals to use in their strategies and daily work. The IAB Europe Research Awards 2018 will be presented on the evening of 23 May at the Interact Gala Dinner in Milan.

# ATTENDANCE AND PROFILE

## Interact 2018: 650 attendees forecast

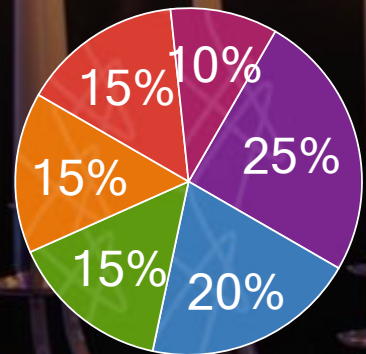
### By Country



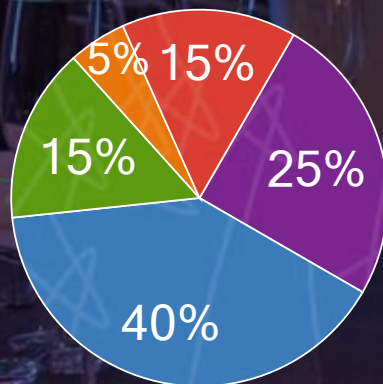
- Western Europe
- Southern Europe
- Northern Europe
- Central & Eastern Europe

### By Business Sector

- Media Owners
- Agencies
- Ad Technology & Intermediaries
- Advertisers
- Industry Associations, Regulators & Academics
- Analysts & Press



### By Role



- C-Level
- VP/Director
- Manager
- Press
- Other



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Data source: previous delegates



# SPONSORS 2017

**Oath:**



comSCORE.



edaa



EUROPEAN  
INTERACTIVE  
DIGITAL  
ADVERTISING  
ALLIANCE

**IAS** Integral  
Ad Science



**AudienceProject** >=

FreeWheel

**BEESWAX** <=>



**AppNexus**



**zeotap**

Adobe Advertising Cloud



**GEMIU S**



**IMPROVE DIGITAL**

**Google**

**MEETRICS** |||

ATTENTION COUNTS

# MEDIA 2017

IAB Europe a dévoilé, lors d'une conférence à l'IAB Interact, qui se tient les 23 et 24 mai à Amsterdam, les derniers chiffres de la publicité en ligne en Europe: elle a progressé de 2,2 % en 2016, s'élevant à 41,8 milliards d'euros. Le marché français est le troisième marché européen avec 4,2 milliards d'euros, loin derrière le Royaume Uni (14,2 milliards d'euros) et l'Allemagne (5,9 milliards d'euros). Au niveau européen la publicité mobile a atteint 5,4 milliards d'euros en 2016, correspondant à 33,3 % de la publicité display.

Stratégies.fr

WARC

ENGAGE

ENGAGE/CONFERENCE PROGRAMMATIC

Cerca su Engage

Eventi Mobile Social Ricerche Agenda Jobs

## Interact Amsterdam 2017: New Rules of Engagement

Il 23 e il 24 maggio IAB Europe dedica il tema della relazione

### Interact 2017 Amsterdam IAB Europe: l'evento dedicato a "New Rules of Engagement"

Di Redazione\_CaterinaDilorgi | venerdì 5 maggio

Il 23 e il 24 maggio IAB Europe dedica il tema della relazione del settore per rinnovare il dibattito sui consumi e i consumatori



# DIGIDAY

BLOGO

THE DEDUUM

EMERCE

ADFO GROEP  
MARCOM NEWS & INTELLIGENCE



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Data source: previous delegates

# INTERACT 2018

## Sponsorship Packages



### Industry Leadership

#### Headline Sponsorship

**€37,500 Member price / €45,000 Non-member price**

- Visibility in the marketing campaign before and after
- Visibility during the event, inside and outside the venue
- Booth in the Expo area
- 20 min speech in main auditorium
- Exclusive headline opportunities
- 20 delegate and 20 advertiser tickets

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### Thought Leadership

#### Platinum Sponsorship

**€25,000 Member price / €30,000 Non-member price**

- Visibility in the marketing campaign before and after
- Visibility during the event, inside and outside the venue
- Booth in the Expo area
- Host a round table
- 12 delegate and 12 advertiser tickets

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### Engagement and Interaction

#### Gold Sponsorship

**€15,000 Member price / €18,000 Non-member price**

- Visibility in the marketing campaign before and after
- Visibility during the event, inside and outside the venue
- Visibility in the Expo area
- Branding opportunity
- 8 delegate and 8 advertiser tickets

# INTERACT 2018

## Sponsorship Packages



### Celebration and Recognition

#### Awards Sponsorship

**€15,000 Member price / €18,000 Non-member price**

- Visibility in awards marketing campaign
- Visibility during the event, inside and outside the venue
- 5 delegate and 5 advertiser tickets

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### Education, Networking and Visibility

#### Seminar Sponsorship

**€15,000 Member price / €18,000 Non-member price**

- Visibility during the event, inside and outside the venue
- Meeting room with refreshments to host a seminar on topic of your choice
- 5 delegate and 5 advertiser tickets

**IAB Europe and IAB Italy members are entitled to a discount on all sponsorship packages**

# INTERACT 2018

## Sponsorship Packages



### Industry Leadership

- Headline Sponsorship – in detail

**€37,500 Member price / €45,000 Non-member price**

#### **Visibility before the event**

- Logo featured in all pre/during/post-event press releases and newsletters and Interact website
- Company interview featured in Interact newsletter distributed to the IAB Europe database
- Logo displayed Interact app and website

#### **Visibility at the event**

- Logo featured on all the displays placed in the entrance, main conference room, lunch and gala
- Logo in showreel at start, breaks and end of conference
- Exclusive headline opportunities such as:
  - Branded lanyards, water bottles, shoppers and seat covers*
  - Wifi*
  - Coffee break*
  - Branded wall*
  - Branded banners outside the venue*

#### **Visibility at the Gala Dinner**

- Headline branding opportunity e.g. Gala networking drinks
- 3 branded Gala dinner tables
- Logo in the showreel

#### **Complimentary tickets**

- 20 delegate tickets
- 20 free tickets for advertisers from leading brands

# INTERACT 2018

## Sponsorship Packages



### Thought Leadership

- Platinum Sponsorship – in detail  
**€25,000 Member price / €30,000 Non-member price**

#### *Visibility before the event*

- Logo featured on all pre/during/post-event press releases and newsletters and Interact website
- Company interview featured in Interact newsletter distributed to the IAB Europe database

#### *Visibility at the event*

- Logo featured on all the displays placed in the entrance, main conference room, lunch and gala
- Logo in showreel at start, breaks and end of conference
- Option on certain headline opportunities

#### *Visibility at the Gala Dinner*

- 2 branded Gala dinner tables
- Logo in the showreel

#### *Complimentary tickets*

- 12 delegate tickets
- 12 free tickets for advertisers from leading brands



# INTERACT 2018

## Sponsorship Packages



### Thought Leadership

- Gold Sponsorship – in detail

**€15,000 Member price / €18,000 Non-member price**

#### *Visibility before the event*

- Logo featured in all pre/during/post-event press releases and newsletters
- Logo featured on Interact website

#### *Visibility at the event*

- Logo in showreel at start, breaks and end of conference
- Branding opportunity

#### *Visibility at the Gala Dinner*

- 1 branded Gala dinner table

#### *Complimentary tickets*

- 8 delegate tickets
- 8 free tickets for advertisers from leading brands

# INTERACT 2018

## Sponsorship Packages



### Celebration and Recognition

#### Awards Sponsorship – in detail

**€15,000 Member price / €18,000 Non-member price**

#### *Visibility before the event*

- Positioned as sponsor of the IAB Europe Research Awards or MIXX Awards Europe 2018
- Logo featured in all pre/during/post-event press releases and newsletters
- Logo featured on Interact website and Awards registration platform

#### *Visibility at the event*

- Logo featured on all the displays placed in the entrance, main conference room, lunch and gala
- Logo in showreel at start, breaks and end of conference

#### *Visibility at the Gala Dinner*

- Opportunity to speak and present awards at the Gala Dinner Awards Ceremony
- Logo featured on screen at throughout the Gala Dinner
- 3 branded Gala dinner tables

#### *Complimentary tickets*

- 10 delegate tickets
- 10 free tickets for advertisers from leading brands

# INTERACT 2018

## Sponsorship Packages



### Education, Networking and Visibility

- Seminar Sponsorship – in detail

**€15,000 Member price / €18,000 Non-member price**

#### *Visibility before the event*

- Sponsor logo featured in all press releases and newsletters
- Logo featured on Interact website

#### *Visibility at the event*

- Host a seminar on a topic of your choice with exclusive branding in the seminar room (refreshments included)
- Logo featured on all the displays placed in the entrance, main conference room, lunch and gala
- Logo in showreel at start, breaks and end of conference

#### *Visibility at the Gala Dinner*

- 1 branded Gala dinner table

#### *Complimentary tickets*

- 8 delegate tickets
- 8 free tickets for advertisers from leading brands

**IAB Europe and IAB Italy members are entitled to a discount on all sponsorship packages.**

# SPONSORSHIP contacts

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## ABOUT IAB Europe

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**IAB Europe** is the leading European-level industry association for the digital advertising ecosystem. Its mission is to promote the development of this innovative sector and ensure its sustainability by shaping the regulatory environment, demonstrating the value digital advertising brings to Europe's economy, to consumers and to the market, and developing and facilitating the uptake of harmonised business practices that take account of changing user expectations and enable digital brand advertising to scale in Europe.

[www.interactcongress.eu](http://www.interactcongress.eu)

[www.iabeurope.eu](http://www.iabeurope.eu)

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