

2026 sponsorship opportunities

In 2025, we held 14 industry events with **3,000 attendees!**

In 2025 we continued to deliver more events to the industry, with a key focus on markets such as Perth and Melbourne. These events provide an opportunity for audiences to engage with industry insights, connect with peers and explore the latest trends in digital advertising.

In 2026, each event will further enhance this engagement by providing sponsors with access to industry leaders and emerging voices, allowing them to showcase their brand, foster valuable relationships, and influence the conversations that shape the future of digital advertising.

This document outlines each event and the opportunities available, if you have any further questions please reach out.



event spaces

sydney: teacher's federation, surry hills



melbourne: pwc, southbank, vic



brisbane: state library of qld



perth: art gallery of wa (may change in 2026)



events 2026

audio summit NSW tuesday 3rd march	audio summit VIC wednesday 4th march	iab 21st celebration NSW tuesday 31st march	affiliate & partnership marketing summit NSW tuesday 21st april	affiliate & partnership marketing summit VIC thursday 23rd april
video summit NSW wednesday 6th may	adtech & ops summit VIC tuesday 2nd june	data & privacy summit NSW wednesday 17th june	commerce & retail media summit NSW tuesday 7th july	commerce & retail media summit VIC thursday 9th july
discovery: ai and search summit NSW wednesday 29th july	powering dooh NSW tuesday 18th august	powering dooh VIC thursday 20th august	measureup NSW wednesday 2nd september	state summits WA, SA, QLD october

Event checklist

Event	Dinner Sponsor	Food Sponsor	Coffee / Juice Cart	Lanyard Partner	Interactive Poll	Networking / Cocktail Cart	Speaker Spot	Association Sponsor
Audio Summit Sydney	✓	✓	✓	✓	✓	n/a	n/a	✓
Audio Summit Melbourne	✓	✓	n/a	✓	✓	n/a	n/a	✓
Audio Summit (both)	✓	✓	n/a	✓	✓	n/a	n/a	✓
Affiliate & Partnership Marketing Summit Sydney	✓	✓	n/a	✓	✓	✓	n/a	✓
Affiliate & Partnership Marketing Summit Melbourne	✓	✓	n/a	✓	✓	n/a	n/a	✓
Affiliate & Partnership Marketing Summit (both)	✓	✓	n/a	✓	✓	✓	n/a	✓
Video Summit Sydney	✓	✓	✓	✓	✓	n/a	n/a	✓
Ad Tech & Ops Summit Melbourne	✓	✓	n/a	✓	✓	✓	✓	✓
Data & Privacy Summit Sydney	✓	✓	✓	✓	✓	✓	n/a	✓
Commerce & Retail Media Summit Sydney	✓	✓	✓	✓	✓	n/a	n/a	✓
Commerce & Retail Media Summit Melbourne	✓	✓	n/a	✓	✓	n/a	n/a	✓
Commerce & Retail Media Summit (both)	✓	✓	(Syd only)	✓	✓	n/a	n/a	✓
Discovery Summit Sydney	✓	✓	✓	✓	✓	n/a	n/a	✓
Powering DOOH Sydney	✓	✓	✓	✓	✓	n/a	n/a	✓
Powering DOOH Melbourne	✓	✓	n/a	✓	✓	n/a	n/a	✓
Powering DOOH (both)	✓	✓	✓ (Syd only)	✓	✓	n/a	n/a	✓
MeasureUp Sydney	✓	✓	✓	✓	✓	n/a	✓	✓
Perth Market Update	✓	✓	n/a	✓	n/a	n/a	✓ Speaker	✓
Adelaide Market Update	✓	✓	n/a	✓	n/a	n/a	✓ Speaker	✓
Brisbane Market Update	✓	✓	n/a	✓	n/a	n/a	✓ Speaker	✓

You can jump straight to a specific event here:

[Audio Summit Sydney](#)

[Audio Summit Melbourne](#)

[Affiliate Marketing & Partnerships Summit Sydney](#)

[Affiliate Marketing & Partnerships Summit Melbourne](#)

[Video Summit Sydney](#)

[AdTech & Ops Summit Melbourne](#)

[Data & Privacy Sydney](#)

[Commerce & Retail Media Summit Sydney](#)

[Commerce & Retail Media Summit Melbourne](#)

[Discovery Summit: AI and Search](#)

[Powering DOOH Sydney](#)

[Powering DOOH Melbourne](#)

[MeasureUp Sydney](#)

[State Summits: WA, SA and QLD](#)



audio summit

sydney | march 3rd

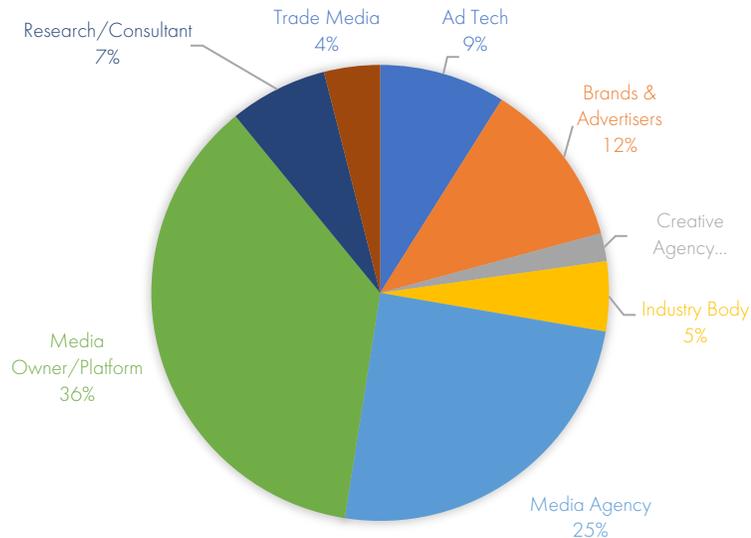
melbourne | march 4th

In 2025, the **IAB Australia Audio Council** kicked off our events for the year with their Audio Summits in both Sydney and Melbourne. The Summit provided audiences with the latest information on the streaming audio and podcasting advertising market.

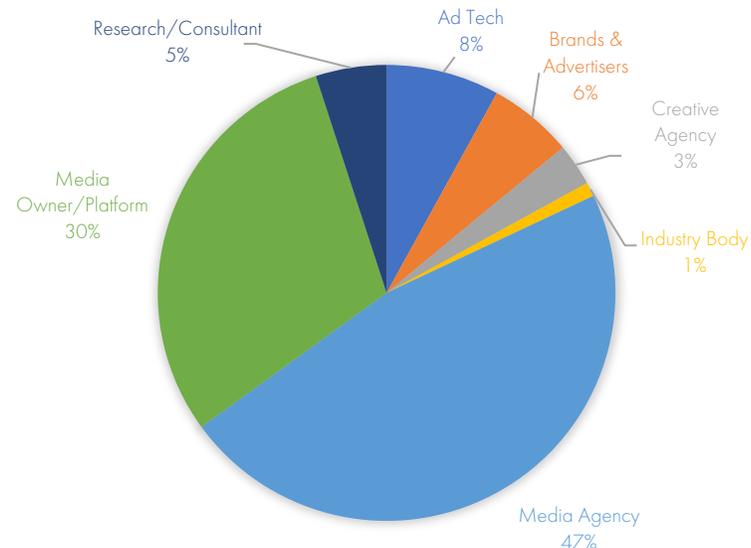
Key topics included an overview of digital audio streaming and podcast advertising trends, insights from the 9th wave of the State of the Nation research on audio investment sentiments, and discussions on consumer engagement, the podcaster-brand relationship, and investment opportunities in the Australian audio advertising market.

Attendees were 256 registrations across Sydney and 183 across Melbourne.

Sydney



Melbourne



2026 sponsorship opportunities: audio summit **sydney only**

package one: dinner sponsor

Package details	Cost
<ul style="list-style-type: none">- Exclusive audio summit dinner in Sydney co-branded with IAB Australia- 4 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$10,000

package two: coffee cart sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of Coffee Cart (including branding) for the duration of the event (8am – 11.30am)- 4 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$7,000

package three: juice cart sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of Juice Cart (including branding) for the duration of the event (8am – 11.30am)- 4 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$7,000

2026 sponsorship opportunities: audio summit **sydney only**

package four: food sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of food and beverage including branded BTYB cards- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$5,000

package five: lanyard partner

Package details	Cost
<ul style="list-style-type: none">- BTYB lanyards for the event- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$5,000

package six: interactive poll sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 polls throughout the event with audience interaction plus written article on outcomes post the event- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$5,000

2026 sponsorship opportunities: audio summit **sydney only**

package seven: association sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$2,000

2026 sponsorship opportunities: audio summit **melbourne only**

package one: dinner sponsor

Package details	Cost
<ul style="list-style-type: none">- Exclusive audio summit dinner in Melbourne co-branded with IAB Australia- 3 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$10,000

package two: food sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of food and beverage including branded BTYB cards- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$4,000

package three: lanyard partner

Package details	Cost
<ul style="list-style-type: none">- BTYB lanyards for the event- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$4,000

2026 sponsorship opportunities: audio summit **melbourne only**

package four: interactive poll sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 polls throughout the event with audience interaction plus written article on outcomes post the event- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$4,000

package five: association sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 additional tickets to each event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$2,000

2026 sponsorship opportunities: audio summit **sydney & melbourne**

package one: food sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of food and beverage including branded BTYB cards- 5 additional tickets to the event event (split however you choose)- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$7,000

package two: lanyard partner

Package details	Cost
<ul style="list-style-type: none">- BTYB lanyards for the event- 5 additional tickets to the event (split however you choose)- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$7,000

package three: interactive poll sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 polls throughout each event with audience interaction plus written article on outcomes post the event- 5 additional tickets to the event (split however you choose)- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$7,000

2026 sponsorship opportunities: audio summit **sydney & melbourne**

package four: association sponsor

Package details	Cost
<ul style="list-style-type: none">- 5 additional tickets to the event event (split however you choose)- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$3,000



affiliate & partnership marketing summit

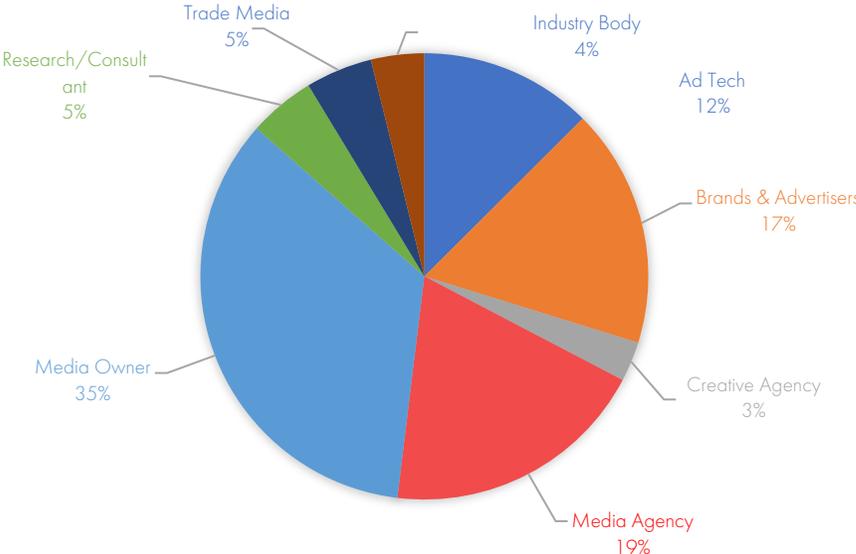
sydney | april 21st

melbourne | april 23rd

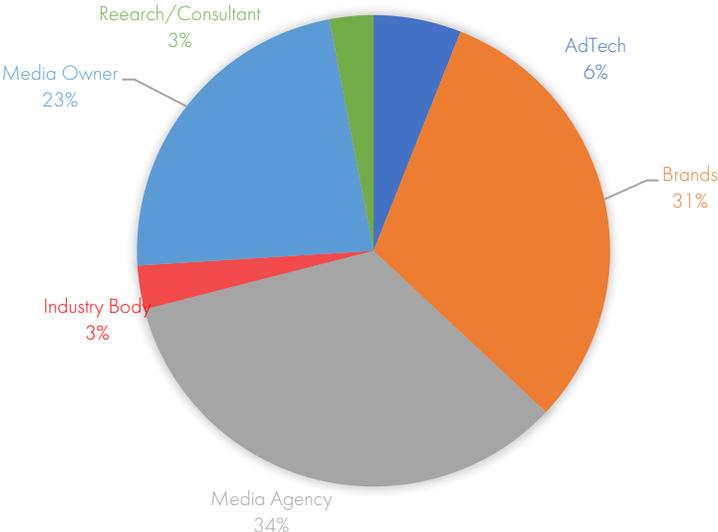
The IAB Australia Affiliate Working group held their Affiliate & Partnership Marketing Summits in both Sydney and Melbourne in 2025. The Summits provided audiences with key topics including the Affiliate and Partnership Marketing Industry Review, How affiliate marketing fits into a paid media strategy and an Industry Panel on Trust and Transparency.

Attendees included 104 registrations in Sydney and 63 registrations in Melbourne.

Sydney



Melbourne



2026 sponsorship opportunities: affiliate & partnership marketing summit **sydney only**

package one: dinner sponsor

Package details	Cost
<ul style="list-style-type: none">- Exclusive affiliate & partnership marketing dinner in Sydney co-branded with IAB Australia- 4 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$10,000

package two: lanyard partner

Package details	Cost
<ul style="list-style-type: none">- BTYB lanyards for the event- 3 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$4,000

package three: networking sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of networking (+food and beverage) in the heritage room including branded BTYB cards- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$4,000

additional opportunity with package three: cocktail cart

<ul style="list-style-type: none">- Include a cocktail cart with branding and named drinks at the networking	\$5,000
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2026 sponsorship opportunities: affiliate & partnership marketing summit **sydney only**

package four: interactive poll sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 polls throughout the event with audience interaction plus written article on outcomes post the event- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$3,000

package five: association sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$2,000

2026 sponsorship opportunities: affiliate & partnership marketing summit **melbourne only**

package one: dinner sponsor

Package details	Cost
<ul style="list-style-type: none">- Exclusive affiliate & partnership marketing dinner in Melbourne co-branded with IAB Australia- 4 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$10,000

package two: lanyard partner

Package details	Cost
<ul style="list-style-type: none">- BTYB lanyards for the event- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$3,000

package three: networking sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of networking (+food and beverage) including branded BTYB cards- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$3,000

2026 sponsorship opportunities: affiliate & partnership marketing summit **melbourne only**

package four: interactive poll sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 polls throughout the event with audience interaction plus written article on outcomes post the event- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$2,500

package five: association sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$2,000

2026 sponsorship opportunities: affiliate & partnership marketing summit **sydney & melbourne**

package one: lanyard sponsor

Package details	Cost
<ul style="list-style-type: none">- BTYB lanyards for both events- 5 additional tickets to the event (split however you choose)- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$5,000

package two: networking sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of food and beverage including branded BTYB cards at both events- 5 additional tickets to the event event (split however you choose)- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$5,000

package three: interactive poll sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 polls throughout each event with audience interaction plus written article on outcomes post the event- 5 additional tickets to the event (split however you choose)- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$5,000

2026 sponsorship opportunities: affiliate & partnership marketing summit **sydney & melbourne**

package four: association sponsor

Package details	Cost
<ul style="list-style-type: none">- 4 additional tickets to the event event (split however you choose)- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$3,000



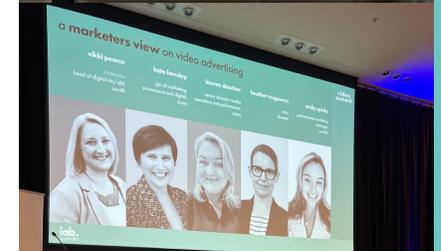
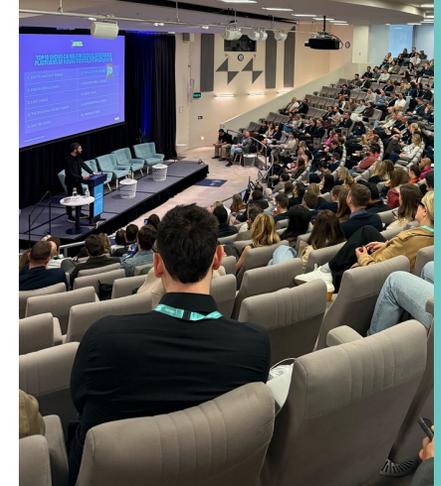
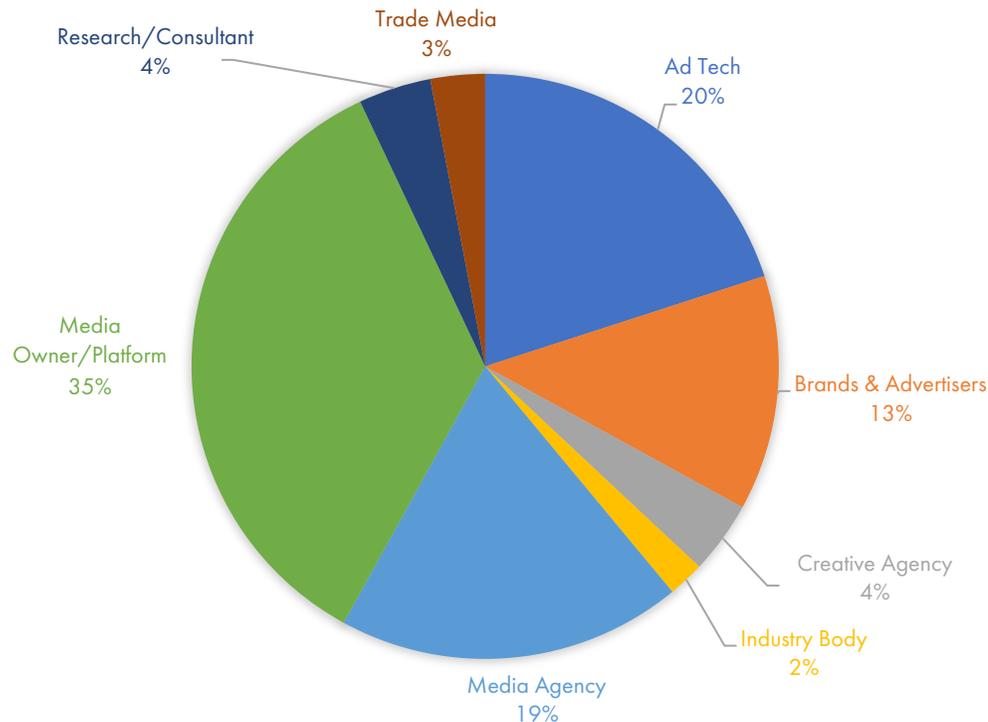
video summit

wednesday | may 6th

The **IAB Australia Video Council** held their Video Summit in Sydney in 2025. The Summit provided marketers, agencies, ad-tech, broadcasters and publishers with the latest information on the video advertising market.

Key topics included presentations and discussions on all things video advertising, from changes in audience consumption and the challenges associated with reaching these audiences, to the use of AI, and the effects of measuring business outcomes for short-term and long-term business goals.

Attendees included over 368 registrations across Sydney.



2026 sponsorship opportunities: video summit **sydney**

package one: dinner sponsor

Package details	Cost
<ul style="list-style-type: none">- Exclusive video summit dinner in Sydney co-branded with IAB Australia- 4 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$10,000

package two: coffee cart sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of Coffee Cart (including branding) for the duration of the event (8am – 11.30am)- 4 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$7,000

package three: juice cart sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of Juice Cart (including branding) for the duration of the event (8am – 11.30am)- 4 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$7,000

2026 sponsorship opportunities: video summit **sydney**

package four: food sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of food and beverage including branded BTYB cards- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$5,000

package five: lanyard partner

Package details	Cost
<ul style="list-style-type: none">- BTYB lanyards for the event- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$5,000

package six: interactive poll sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 polls throughout the event with audience interaction plus written article on outcomes post the event- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$5,000

2026 sponsorship opportunities: video summit **sydney**

package seven: association sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$2,000



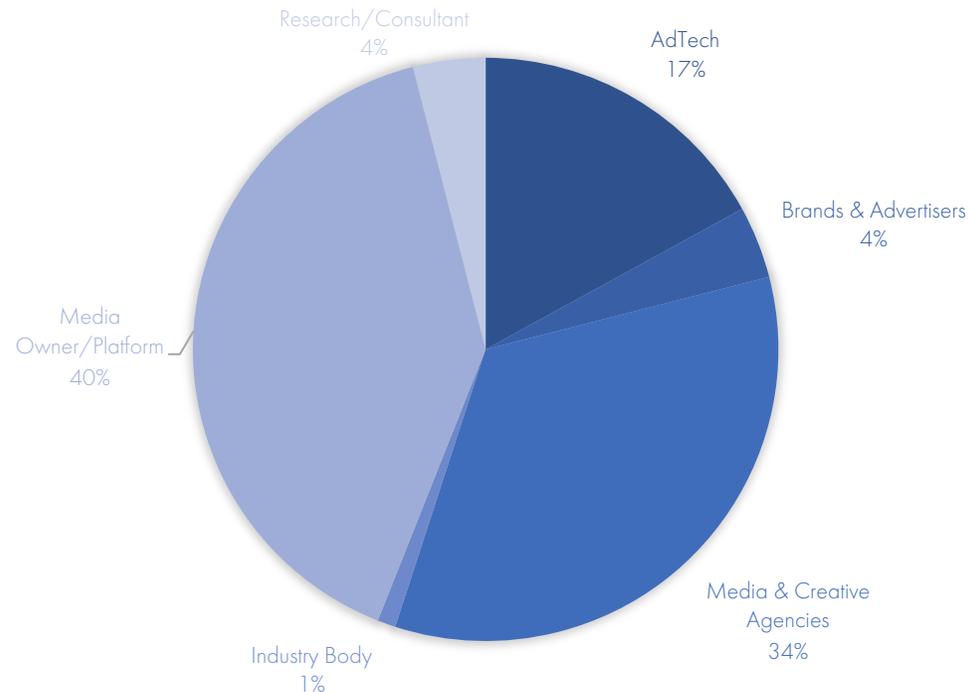
adtech & ops summit

tuesday | june 2nd

Melbourne's annual Ad Tech & Ops Summit was held in July 2025. The event covered current key topics that are critical to our industry from both a local and global perspective impacting those working across product, technical, commercial and operational perspectives.

Key topics included Humans + Technology: The Optimal Future of Ad Ops, Beyond the Cookie: The Future of Programmatic Identity and Signal Integrity, Unlocking New Value in Programmatic: The Rise of Sell-Side Decisioning, Evolving Yield Management & Revenue Tactics for Publishers, People & Talent Session: How Aggressively could AI Impact Traditional Programmatic & Ops Roles?

Attendance included registrations of 182.



2026 sponsorship opportunities: adtech & ops summit **melbourne**

package one: keynote speaker

Package details	Cost
<ul style="list-style-type: none">- 30-minute presentation for senior speaker (content to be determined with IAB Australia)- 4 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$10,000

package two: panel sponsor

Package details	Cost
<ul style="list-style-type: none">- 5-minute opening presentation for senior speaker followed by 25-minute panel discussion (content to be determined with IAB Australia)- 3 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$8,000

package three: dinner sponsor

Package details	Cost
<ul style="list-style-type: none">- Exclusive adtech & ops summit dinner in Melbourne co-branded with IAB Australia- 4 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$10,000

2026 sponsorship opportunities: adtech & ops summit melbourne

package four: food sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of food and beverage including branded BTYB cards- 3 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$5,000

package five: lanyard partner

Package details	Cost
<ul style="list-style-type: none">- BTYB lanyards for the event- 3 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$5,000

package six: networking sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of networking (venue TBC) including branded BTYB cards at the space- 3 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$6,000

2026 sponsorship opportunities: adtech & ops summit melbourne

package seven: association sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$3,000



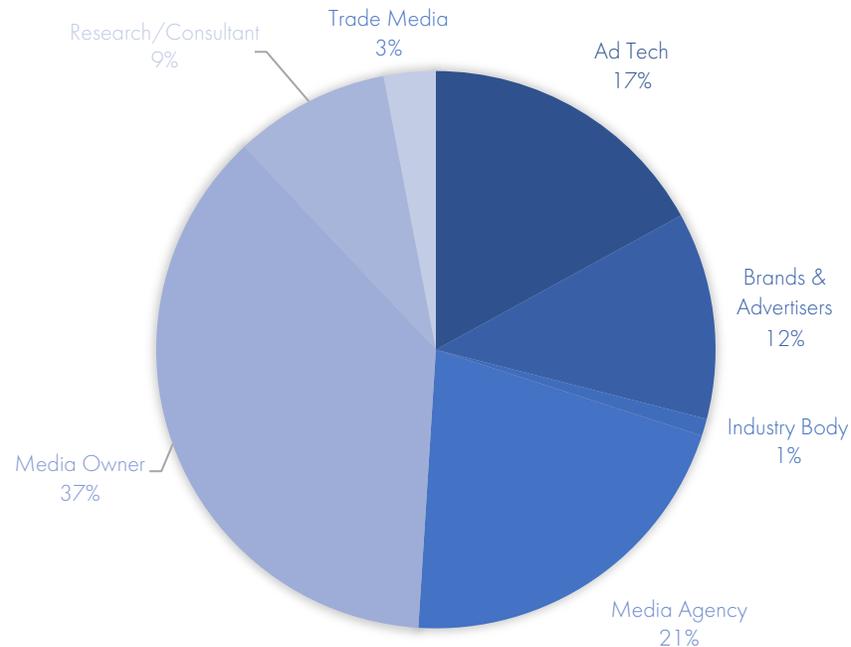
data and privacy summit

wednesday | june 17th

The 2025 [Data & Privacy Summit](#) examined all the latest themes and trends related to data & privacy in terms of both the opportunities and the responsibilities across the digital advertising industry.

On the same day the annual [IAB Australia Data State of the Nation \(2025\)](#) report was released, presented and discussed at the event. This annual report outlines the findings from an industry survey designed by the IAB Australia Data Council, with the aim of helping the IAB prioritise industry education & initiatives to help publishers, tech vendors & marketers safely and responsibly leverage data for digital advertising. This is a particularly critical report currently in H2 2025, with the ongoing and impending local legislative changes now underway.

[Attendees](#) of 265 registrations.



2026 sponsorship opportunities: data & privacy summit

package one: dinner sponsor

Package details	Cost
<ul style="list-style-type: none">- Exclusive data & privacy summit dinner in Sydney co-branded with IAB Australia- 4 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$10,000

package two: juice cart sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of Juice Cart (including branding) for the duration of the event (1pm – 5pm)- 3 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$7,000

package three: lanyard partner

Package details	Cost
<ul style="list-style-type: none">- BTYB lanyards for the event- 3 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$6,000

2026 sponsorship opportunities: data & privacy summit

package four: networking sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of networking (+food and beverage) in the heritage room including branded BTYB cards- 3 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$6,000

additional opportunity with package four: cocktail cart

Package details	Cost
<ul style="list-style-type: none">- Include a cocktail cart with branding and named drinks at the networking	\$5,000

package five: association sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$2,000



commerce & retail media summit

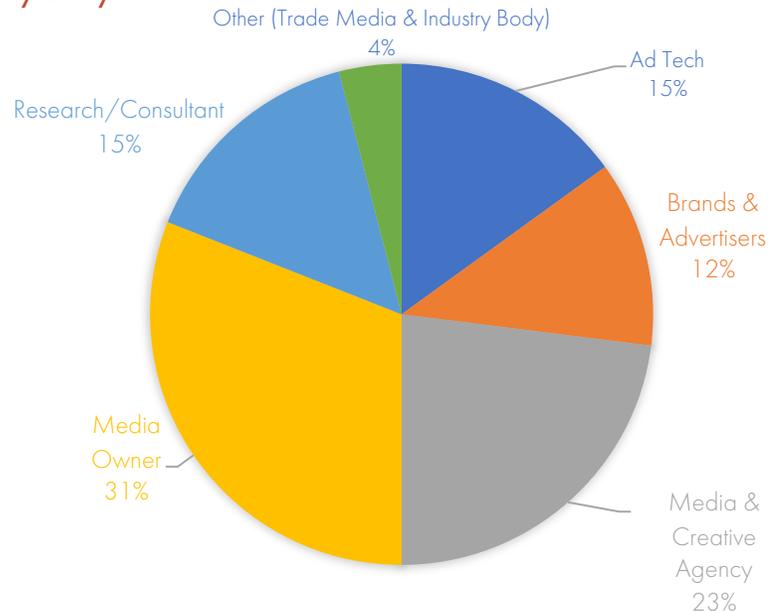
sydney | july 7th
melbourne | july 9th

In 2025, the **Retail Media Council** provided a fresh research and insights perspective on both consumer commerce behaviour and sentiment as well the evolving retail media industry in the Commerce & Retail Media Summits across Sydney and Melbourne.

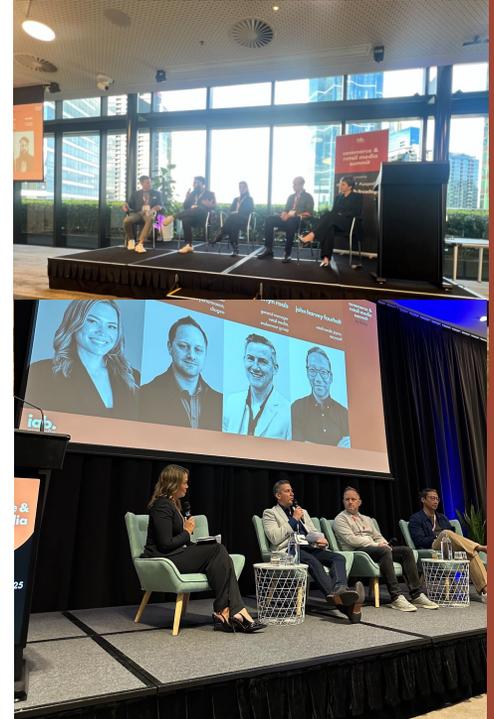
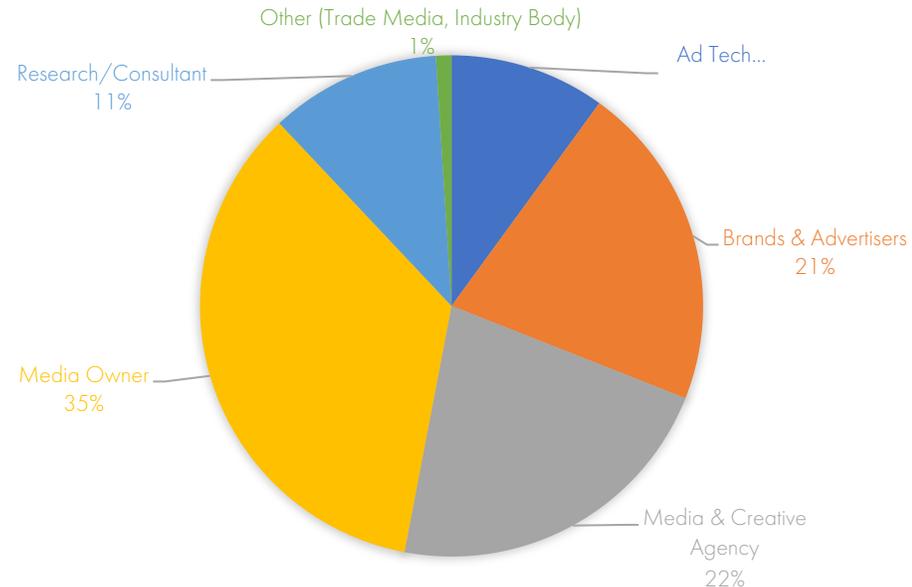
The event featured presentations and discussions on all things retail media, including covering key topics such as trends in retail media, data-driven marketing strategies, innovative technologies, consumer engagement, and regulatory challenges.

Attendance: 348 registrations in Sydney and 204 registrations in Melbourne (sold out)!

Sydney:



Melbourne:



2026 sponsorship opportunities: commerce & retail media summit **sydney only**

package one: dinner sponsor

Package details	Cost
<ul style="list-style-type: none">- Exclusive commerce & retail media summit dinner in Sydney co-branded with IAB Australia- 4 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$10,000

package two: coffee cart sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of Coffee Cart (including branding) for the duration of the event (8am – 11.30am)- 4 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$7,000

package three: juice cart sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of Juice Cart (including branding) for the duration of the event (8am – 11.30am)- 4 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$7,000

2026 sponsorship opportunities: commerce & retail media summit **sydney only**

package four: food sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of food and beverage including branded BTYB cards- 3 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$5,000

package five: lanyard partner

Package details	Cost
<ul style="list-style-type: none">- BTYB lanyards for the event- 3 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$5,000

package six: interactive poll sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 polls throughout the event with audience interaction plus written article on outcomes post the event- 3 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$5,000

2026 sponsorship opportunities: commerce & retail media summit **sydney only**

package seven: association sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$2,000

2026 sponsorship opportunities: commerce & retail media summit **melbourne only**

package one: dinner sponsor

Package details	Cost
<ul style="list-style-type: none">- Exclusive commerce & retail media summit dinner in Melbourne co-branded with IAB Australia- 4 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$10,000

package two: food sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of food and beverage including branded BTYB cards- 3 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$4,000

package three: lanyard partner

Package details	Cost
<ul style="list-style-type: none">- BTYB lanyards for the event- 3 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$4,000

2026 sponsorship opportunities: commerce & retail media summit **melbourne only**

package four: interactive poll sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 polls throughout the event with audience interaction plus written article on outcomes post the event- 3 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$4,000

package five: association sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$2,000

2026 sponsorship opportunities: commerce & retail summit **sydney & melbourne**

package one: food sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of food and beverage including branded BTYB cards- 5 additional tickets to each event (split however you would like)- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$7,000

package two: lanyard partner

Package details	Cost
<ul style="list-style-type: none">- BTYB lanyards for the event- 5 additional tickets to each event (split however you would like)- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$7,000

package three: interactive poll sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 polls throughout both events with audience interaction plus written article on outcomes post the event- 5 additional tickets to each event (split however you would like)- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$7,000

2026 sponsorship opportunities: commerce & retail summit **sydney & melbourne**

package four: association sponsor

Package details	Cost
<ul style="list-style-type: none">- 4 additional tickets to the event (2 for Sydney and 2 for Melbourne)- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$3,500



discovery: ai & search summit

wednesday | july 29th

In 2026, the **Search Working Group** and **AI Working Group** will come together to provide a new event to the IAB Australia calendar, the **Discovery Summit**. The event will provide an overview of key industry topics, trends, insights and networking opportunities. Stay tuned for more information!

2026 sponsorship opportunities: **Discovery Summit**

package one: dinner sponsor

Package details	Cost
<ul style="list-style-type: none">- Exclusive video summit dinner in Sydney co-branded with IAB Australia- 4 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$10,000

package two: coffee cart sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of Coffee Cart (including branding) for the duration of the event (8am – 11.30am)- 4 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$7,000

2026 sponsorship opportunities: **Discovery Summit**

package three: juice cart sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of Juice Cart (including branding) for the duration of the event (8am – 11.30am)- 4 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$7,000

package four: food sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of food and beverage including branded BTYB cards- 3 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$5,000

package five: lanyard partner

Package details	Cost
<ul style="list-style-type: none">- BTYB lanyards for the event- 3 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$5,000

2026 sponsorship opportunities: **Discovery Summit**

package six: association sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$2,000

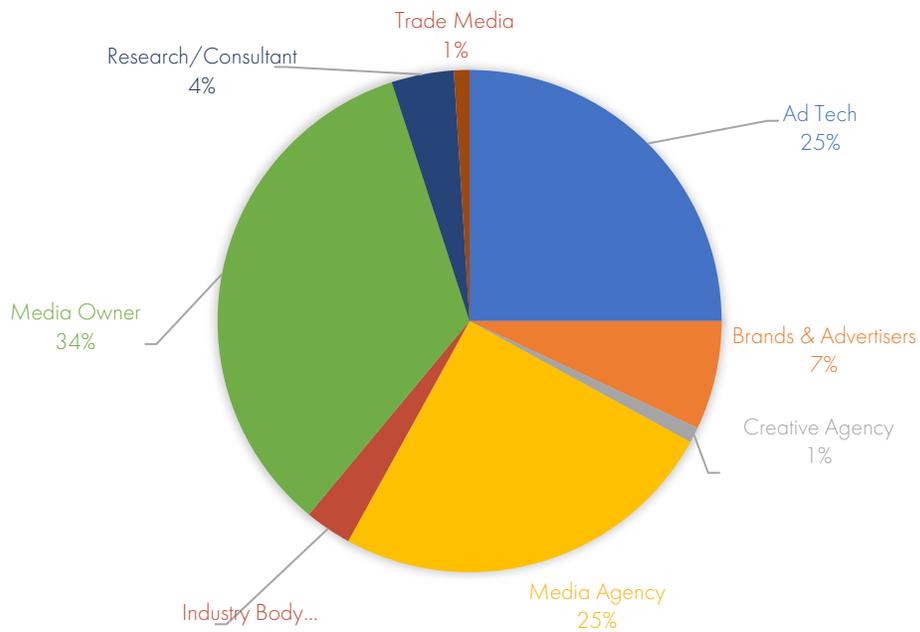
powering
iab.
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Doooh

sydney | august 18th
melbourne | august 20th

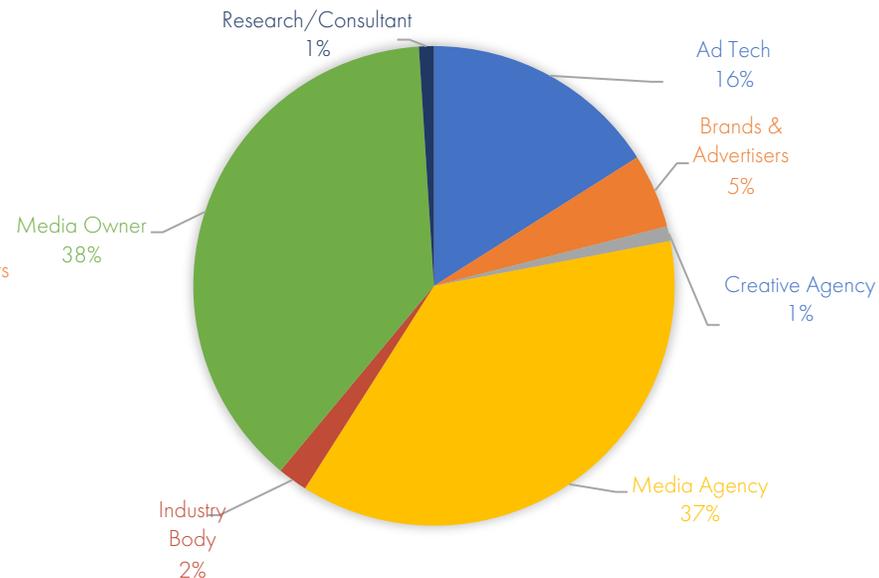
IAB Australia and the Outdoor Media Association (OMA) were back in 2025 bringing you Sydney and Melbourne Powering DOOH. The half-day conferences held in August presented technical and practical content as well as high-level and strategic planning sessions around Programmatic OOH in Australia. Key topics included presentations and discussions covering topics such as the programmatic dooh buyers guide, attitudes to programmatic survey results and international trends in media.

Attendees recorded 292 registrations in Sydney and 185 registrations in Melbourne.

Sydney:



Melbourne:



2026 sponsorship opportunities: powering dooh sydney only

package one: dinner sponsor

Package details	Cost
<ul style="list-style-type: none">- Exclusive powering dooh summit dinner in Sydney co-branded with IAB Australia- 5 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$10,000

package two: coffee cart sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of Coffee Cart (including branding) for the duration of the event (8am – 11.30am)- 4 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$7,000

package three: juice cart sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of Juice Cart (including branding) for the duration of the event (8am – 11.30am)- 4 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$7,000

2026 sponsorship opportunities: powering dooh sydney only

package four: food sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of food and beverage including branded BTYB cards- 3 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$5,000

package five: lanyard partner

Package details	Cost
<ul style="list-style-type: none">- BTYB lanyards for the event- 3 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$5,000

package six: interactive poll sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 polls throughout the event with audience interaction plus written article on outcomes post the event- 3 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$5,000

2026 sponsorship opportunities: powering dooh sydney only

package seven: association sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$2,000

2026 sponsorship opportunities: powering dooh melbourne only

package one: dinner sponsor

Package details	Cost
<ul style="list-style-type: none">- Exclusive powering dooh dinner in Melbourne co-branded with IAB Australia- 5 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$10,000

package two: food sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of food and beverage including branded BTYB cards- 3 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$4,000

package three: lanyard partner

Package details	Cost
<ul style="list-style-type: none">- BTYB lanyards for the event- 3 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$4,000

2026 sponsorship opportunities: powering dooh melbourne only

package four: interactive poll sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 polls throughout the event with audience interaction plus written article on outcomes post the event- 3 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$4,000

package five: association sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$2,000

2026 sponsorship opportunities: powering dooh sydney & melbourne

package one: food sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of food and beverage including branded BTYB cards- 5 additional tickets to be split however you would like- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$7,000

package two: lanyard partner

Package details	Cost
<ul style="list-style-type: none">- BTYB lanyards for the event- 5 additional tickets to be split however you would like- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$7,000

package three: interactive poll sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 polls throughout both events with audience interaction plus written article on outcomes post the event- 5 additional tickets to be split however you would like- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$7,000

2026 sponsorship opportunities: powering dooh sydney & melbourne

package four: association sponsor

Package details	Cost
<ul style="list-style-type: none">- 4 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$3,500

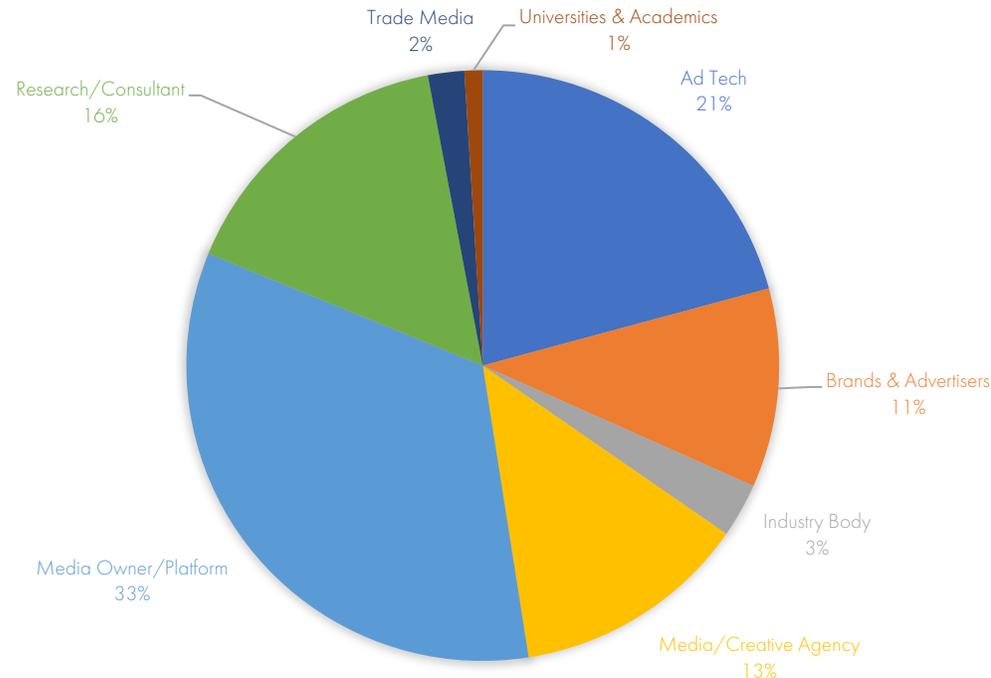
MEASURE

wednesday | september 2nd

IAB Australia's **MeasureUp** has a long track record for bringing together marketers, agency professionals, advertising executives, industry experts and measurement specialists to be inspired, debate the hot topics and share new thinking on the art and science of advertising effectiveness.

The 9th annual MeasureUp conference was held on 10 September 2025 at the Teacher's Federation in Surry Hills. The audience was treated to a day jam packed with networking, case studies on the application of best practice along with presentations and panel discussions on measurement innovation and advertising effectiveness insights.

Attendees included 273 registrations



2026 sponsorship opportunities: measureup

Note: other sponsorship packages are currently with incumbent sponsors

package one: dinner sponsor

Package details	Cost
<ul style="list-style-type: none">- Exclusive measureup dinner in Sydney co-branded with IAB Australia- 4 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$10,000

package two: food sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of food and beverage including branded BTYB cards- 3 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$8,000

package three: association sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$3,000



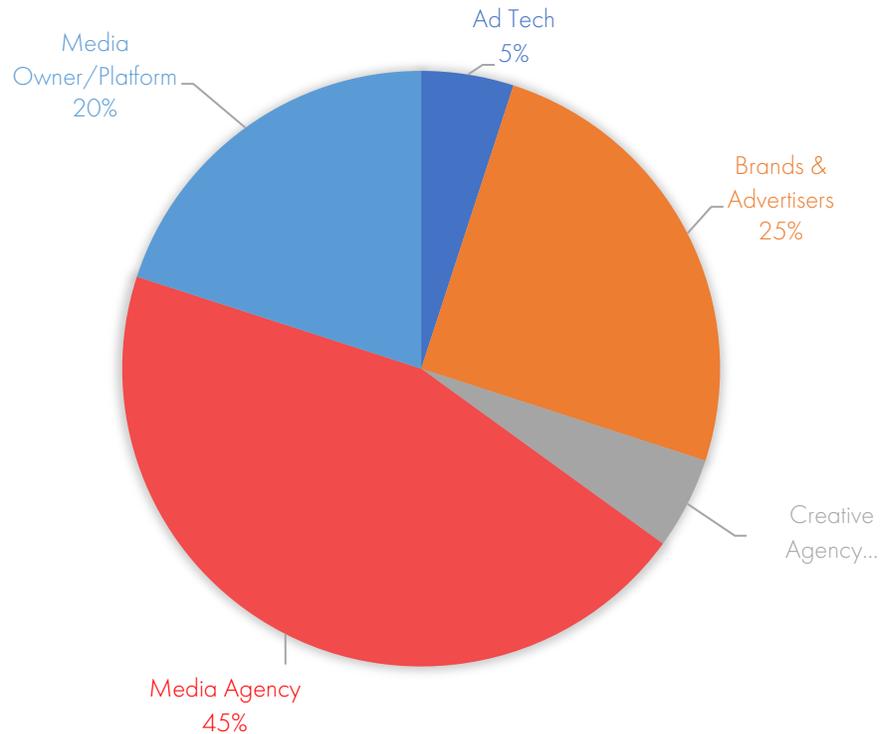
state summits

perth, adelaide, brisbane

october

IAB Australia in association with Initiative held its first Perth Market Update in March 2025. The event provided an overview of key industry topics, trends, insights and networking opportunities. The half day event was a perfect opportunity to get up to the speed with all things digital advertising and engage with the industry-at-large.

The event was sold out with **104 registrations!**



2026 sponsorship opportunities: perth market update

package one: dinner sponsor

Package details	Cost
<ul style="list-style-type: none">- Exclusive perth market update dinner in Perth co-branded with IAB Australia- 4 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$10,000

package two: speaker sponsor (DOOH, Audio, Video)

Package details	Cost
<ul style="list-style-type: none">- 5-minute opening presentation for senior speaker followed by 25-minute panel discussion (content to be determined with IAB Australia)- 3 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$5,000

package three: food sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of food and beverage including branded BTYB cards- 3 additional tickets to each event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$5,000

2026 sponsorship opportunities: perth market update

package four: lanyard sponsor

Package details	Cost
<ul style="list-style-type: none">- BTYB lanyards for the event- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$3,000

package five: association sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$2,000

IAB Australia is holding its first Adelaide Market Update in October 2026. The event will provide an overview of key industry topics, trends, insights and networking opportunities. This half day event is a perfect opportunity to get up to the speed with all things digital advertising and engage with the industry-at-large.

2026 sponsorship opportunities: adelaide market update

package one: dinner sponsor

Package details	Cost
<ul style="list-style-type: none">- Exclusive adelaide market update dinner in Adelaide co-branded with IAB Australia- 4 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$10,000

package two: speaker sponsor (DOOH, Audio, Video)

Package details	Cost
<ul style="list-style-type: none">- 5-minute opening presentation for senior speaker followed by 25-minute panel discussion (content to be determined with IAB Australia)- 3 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$5,000

2026 sponsorship opportunities: **adelaide market update**

package three: food sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of food and beverage including branded BTYB cards- 3 additional tickets to each event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$5,000

package four: lanyard sponsor

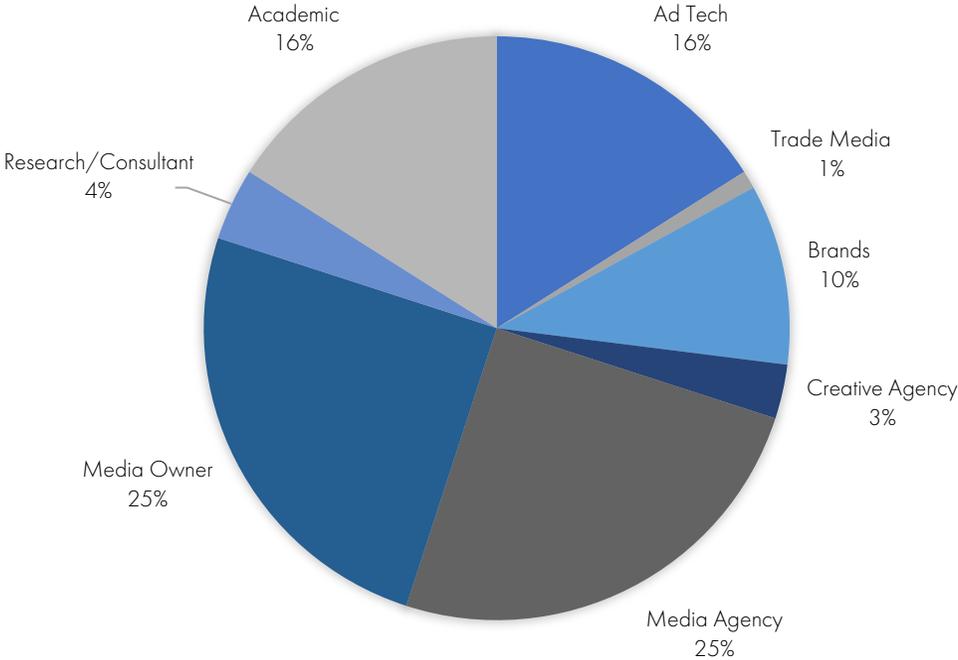
Package details	Cost
<ul style="list-style-type: none">- BTYB lanyards for the event- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$3,000

package five: association sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$2,000

The IAB Australia Brisbane Market update in 2025 brought together the local industry to discuss key topics such as market trends - advertising investment, retail media, commerce, sustainability & talent, a case study on the university for the real world, a market update on data, privacy, reducing ad wastage & industry standards and a local market panel discussion with local industry leaders on local and national key trends and topics.

The event had 170 registrations!



2026 sponsorship opportunities: brisbane market update

package one: dinner sponsor

Package details	Cost
<ul style="list-style-type: none">- Exclusive brisbane market update dinner in Brisbane co-branded with IAB Australia- 4 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$10,000

package two: food sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of food and beverage including branded BTYB cards- 3 additional tickets to each event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$5,000

package three: lanyard sponsor

Package details	Cost
<ul style="list-style-type: none">- BTYB lanyards for the event- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$5,000

2026 sponsorship opportunities: brisbane market update

package four: speaker sponsor

Package details	Cost
<ul style="list-style-type: none">- 5-minute opening presentation for senior speaker followed by 25-minute panel discussion (content to be determined with IAB Australia)- 3 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$5,000

package five: association sponsor

Package details	Cost
<ul style="list-style-type: none">- 2 additional tickets to the event- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$2,000

2026 sponsorship opportunities: perth, adelaide and brisbane market update

package one: food sponsor

Package details	Cost
<ul style="list-style-type: none">- Sponsorship of food and beverage including branded BTYB cards at all events- 10 additional tickets to all events (3 split for each one, the last one allocated where you would like)- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$12,000

package two: lanyard sponsor

Package details	Cost
<ul style="list-style-type: none">- BTYB lanyards for each event- 8 additional tickets to all events (2 split for each one, the last two allocated where you would like)- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$5,000

package three: association sponsor

Package details	Cost
<ul style="list-style-type: none">- 7 additional tickets to all events (2 split for each one, the last one allocated where you would like)- Sponsored by within collateral on website, edm's and at the event- Opt-in attendee summary	\$5,500

dinner partner: syd and melb



food partner: syd and melb



coffee cart partner: syd

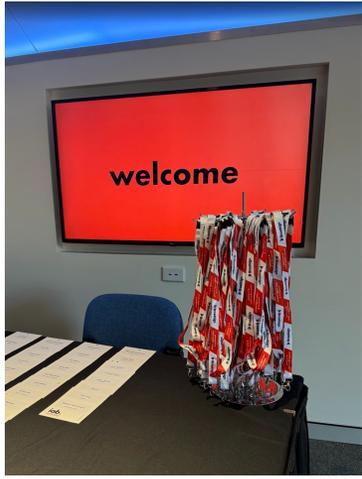


sponsorship examples

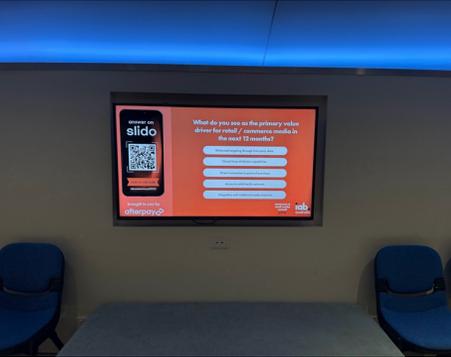
juice cart partner: syd



lanyard partner: syd and melb



poll partnership



networking + cocktail cart (syd)



write up example [here](#)

If you have any questions on these sponsorships, please reach out to our Marketing and Memberships Director Jenn at:
jenn@iabaaustralia.com.au