MAKING THE MOST OF MEMBERSHIP

Bronze Member
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Welcome to IABM membership

There are a variety of IABM member benefits for companies and their employees. It can be a little overwhelming knowing where to start and which benefits to use first. We have developed this guide to help direct you to the key information quickly and to ensure that you are fully briefed on how IABM membership can help.

This guide contains a handy checklist to help you take steps to engage your employees and colleagues.

Peter White
CEO, IABM
Checklist

Complete this handy checklist of actions in order to engage your colleagues and employees and make the most of your IABM membership.

Whitelist our email addresses and our IP ranges to ensure you get all our latest news

Submit a list of names and email addresses to info@theiabm.org of staff you’d like to receive IABM communications. Please confirm in your email that they have given permission to you to pass on the email address. Alternatively, please ask staff to register with the IABM website at www.theiabm.org

Download the various resources in your member area of the IABM website including the IABM member logo that can be included on your website and marketing materials
Checklist

Ask employees to follow the following social media accounts – LinkedIn, Twitter, Blog and Facebook – to benefit from offers and news

Start making use of your IABM benefits:
Add marketing@theiabm.org to your press distribution list and submit your press releases for inclusion on the news pages of our website

Update IABM Connect with your product/service information

Book your first event or training course
## Benefits available to your company

### The Knowledge Vault

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>IABM Connect</td>
<td>A comprehensive database of suppliers, dealers and events that enables buyers to identify the products and services that fit their individual requirements</td>
</tr>
<tr>
<td>International Industry Event Calendar</td>
<td>Full listing of shows and events for our industry</td>
</tr>
<tr>
<td>IABM TV</td>
<td>IABM TV Channel, capturing member interviews, and thought leadership content around the world</td>
</tr>
<tr>
<td>Trade Show Reports and Blogs</td>
<td>Full reports on exhibitions supported and attended by IABM. You will get a feel for the show, who attended and the associated conference content</td>
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<tr>
<td>White Papers</td>
<td>A central resource of white papers open to all buyers as well as members</td>
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<tr>
<td>IABM Journal</td>
<td>Quarterly Journal made up of thought leadership articles, interviews and up to date industry information</td>
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<tr>
<td>Presentation Slide Decks</td>
<td>Download the various slide decks from the informative presentations that IABM delivers at major industry events</td>
</tr>
<tr>
<td>Industry News</td>
<td>IABM Members are invited to upload their press releases that can be featured on the news pages of the IABM website which are bookmarked by industry journalists to ensure they keep up to date</td>
</tr>
<tr>
<td>IABM Jobs Board</td>
<td>Jobs board on the IABM website where you can list your vacancies</td>
</tr>
<tr>
<td>IABM Glossary</td>
<td>IABM Glossary of Terms is a fully searchable online glossary of technical terms relating to the broadcast and media industry</td>
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### Technology

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<tr>
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<tbody>
<tr>
<td>IP Showcase</td>
<td>IABM delivers presentations and interviews around the world</td>
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<tr>
<td>Standards</td>
<td>IABM specialists represent members on technical committees and standards bodies around the world and feed back information</td>
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### Insight and Analysis

#### Quarterly Business Intelligence Digest
- Enables member companies to keep up with the latest developments in the industry
- Access in-depth analysis of the industry’s hottest issues from both an end-user and supplier perspective
- Gain insights on a specific regional market (business environment, trade barriers, regional spending drivers)

#### Regional Research
- Access reports focusing on a special issue or an emerging broadcast and media market

#### Media Tech Trends
- Track the adoption of specific emerging technologies within the broadcast and media sector
- Understand the drivers of emerging technologies’ adoption within users’ organizations
- Understand the use cases of emerging technologies by workflow area

### Buying Trends Reports
- View trends and sentiment in the industry from your customers’ perspective
- Deepen your understanding of customers’ revenue sources and how these are changing
- Better understand what your customers are buying
- Better understand how your customers are buying broadcast and media technology: Who is making the decisions? What are the new modes of technology purchasing?
- Delve deeper into emerging technology adoption including 4K/UHD, HEVC, AI, VR and the Cloud
- Track your customers’ operational performance (revenues and profits) by geography and company type
- Understand your customers’ strategies: how are their organizations changing? What type of media technology are they investing in?

### Supply Trends Reports
- Benchmark yourself against your peers’ operational performance (revenues and profits)
- Track suppliers’ monthly performance by company size
- Track market concentration in the industry
- View trends and sentiment in the industry from the supplier perspective
- Deepen your understanding of suppliers’ revenue sources and how these are changing (hardware vs software vs services)
- Benchmark yourself against your peers’ investment in R&D, trade shows and personnel
- Monitor pricing trends, M&A activity, skills shortages and major constraints to suppliers’ growth potential
- Take a deeper look at the ‘balance sheet’ of the whole broadcast and media technology industry
- Benchmark your accounts with industry-wide ratios and indicators
- Gain insights on growth prospects and financial stability of the sector

Chargeable at member rate
### Skills and Education

<table>
<thead>
<tr>
<th><strong>E-Learning</strong></th>
<th>Self-paced on-line training courses</th>
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<tbody>
<tr>
<td><strong>Classroom</strong></td>
<td>Trainer led courses held at a dedicated location</td>
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<tr>
<td><strong>In House Training Courses</strong></td>
<td>Training provided in house</td>
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</table>

### Events and Networking

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<tr>
<th><strong>Receptions</strong></th>
<th>Various receptions held at shows around the world</th>
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<tr>
<td><strong>IABM Annual International Business Conference</strong></td>
<td>Annual Conference held over two days</td>
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<tr>
<td><strong>State of the Industry Conference Sessions</strong></td>
<td>Conference sessions held during shows around the world</td>
</tr>
<tr>
<td><strong>Regional Events &amp; Seminars</strong></td>
<td>A variety of different business and technology related events and seminars take place throughout the year</td>
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### Exhibitions

<table>
<thead>
<tr>
<th><strong>Member Lounges at Various Trade Shows</strong></th>
<th>Take a break from the show floor and enjoy complimentary Wi-Fi, purchase refreshments and recharge your batteries at one of our purpose built lounges</th>
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<tbody>
<tr>
<td><strong>Private Meeting Rooms at Trade Shows</strong></td>
<td>IABM provides a number of complimentary and paid for meeting rooms at various shows throughout the year where you can conduct business meetings in a discreet and professional environment away from the show floor</td>
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Chargeable at member rate
Share your Opinions and Help Shape our Industry

Exhibition Task Group

Give feedback to organizers of supported shows and recommend other shows

Enhance your Brand

Award Entries

IABM runs several high profile awards events every year to celebrate achievements and to recognize new solutions that offer significant benefits or new opportunities to the broadcast and media industry. Judged by a truly independent panel of industry experts, the IABM awards have become highly prized assets for winning companies, and a valuable vehicle for raising awareness of new products, as well as recognizing their significance within our industry.

At Events

Ensure your brand is seen by all delegates at our events and meetings throughout the year through our range of sponsorship and exhibition opportunities.

Advertise your Services

IABM produces a number of publications that are distributed to the entire industry throughout the year, along with an industry wide website that provides valuable advertising opportunities.

IABM TV

Our team will be available during shows where you can create compelling content to use in post event sales messaging or showcase your products and services to broadcasters and buyers.

IABM TV

Chargeable at member rate