



IAB BULGARIA MEMBERSHIP

labbg.net

**Join us to shape the future of the
digital marketing and advertising
ecosystem in Bulgaria**

iab.
bulgaria



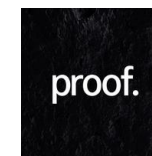
WHO ARE WE?

IAB (Interactive Advertising Bureau) is the largest global association of media, media and advertising agencies, brands and technology companies responsible for the digital business and digital marketing in particular.

There are local IAB organizations in 46 countries on 6 continents. Companies around the world participate in the development and implementation of tools and standards in online businesses and work to grow and shape the digital industry.

IAB Bulgaria currently represents more than 80 members, including brands, online publishers, creative, media and digital agencies, and strives to provide its members with a platform through which they can engage, interact and address digital topics of common interest, thereby stimulating learning and business growth within the Bulgarian digital space.

SOME OF OUR MEMBERS





WHY JOIN US?

Top reasons to be a member

1. Position your company as a digital leader

Promote your company to broad Bulgarian audience through our conferences, webinars, educational briefings, research publications, digital communications.

2. Help shape the digital advertising and marketing industry

Collaborate with other industry experts in our [committees](#) to shape industry frameworks, guidance and harmonized business standards, develop market-making research and educational programmes.

There is also an opportunity for IAB Bulgaria members to participate in the working groups and commissions of IAB Europe, which provides an opportunity to exchange business ideas and to enter new international markets.

3. Access our events and professional development trainings

Participate in our key events for the digital industry in Bulgaria - IAB MIXX Awards and IAB Digital Day. Also, throughout the year you can enjoy our education and trainings on different topics related to digital trends. As a member your company gets special preferential discounts on tickets.

4. Reach out and expand across Bulgaria

Network and connect with professionals across Bulgaria via our member meetings like IAB Business Breakfast and IAB Digital Drinks. These initiatives aim to gather members and digital professionals together to discuss important topics, share new services, features, innovations, trends and gives floor to new members to present themselves.



MEMBERSHIP BENEFITS

Brand Visibility & Thought-Leadership

- ❖ Company profile on IAB Bulgaria website
- ❖ Speaking opportunities in IAB Bulgaria events & education formats
- ❖ Promote your press releases, news updates, research outputs and events via the IAB Bulgaria newsletter, website and social channels
- ❖ Contribute to IAB Bulgaria's outputs such as research projects

Industry Leadership & Networking

- ❖ Attend IAB Bulgaria events and trainings at special discount terms
- ❖ Shape industry frameworks, standards and programmes within our Committees
- ❖ Opportunity to be elected as an IAB Europe Committee representative for Bulgaria
- ❖ Participate at the IAB Europe events at special terms

Knowledge – Policy, Regulatory, Industry Research and Education

- ❖ Receive timely updates and analysis on legislative developments in Bulgarian & European policy issues
- ❖ Contribute to IAB Bulgaria's positions on key Bulgarian policy issues
- ❖ Access to the IAB Bulgaria AdEx Benchmark report – the definitive guide to Bulgaria's digital advertising market
- ❖ Access to IAB Europe webinars
- ❖ Special discounts to IAB Bulgaria's trainings



IAB COMITEES

Ethical Committee

Metrics, Standards and Self-Regulation
Committee

Budget, Finance and Business
Partnership Committee

Events, Trainings and Certifications
Committee

Research and Analysis Committee

Connection with International IAB
Organizations Committee

IAB Forum and Mixx Awards Committee

Lobbying and Liaison with Members and
Institution Committee



Join us to shape the future of digital marketing and advertising in Bulgaria!

Any questions? Reach out:

web: iabbg.net

 [/IAB Bulgaria](#)

 [/IAB Bulgaria](#)

Boriana Velikova, Executive Director – ceo@iabbg.net
+359 888 88 27 57

Maria Doganova, Business Development – office@iabbg.net
+359 887 28 14 40