

December 2025

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# IAB Membership Benefits

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# Who is IAB Slovakia?

67  
members

"We are an association that represents the interests of companies operating in digital advertising. A respected community of professionals, offering expertise, data, education, and strong networking opportunities."

IAB Slovakia is a member of the worldwide IAB network, operating in 45 countries.

# IAB Slovakia: What We Do

## **#members**

IAB unites Slovakia's leading digital media, agencies, tech companies, and top advertisers. In 2025, industry players like O2, Vision Thing, Eskimi, Sweet TV, and Tesco Media joined our ranks. Today, IAB Slovakia stands as the country's largest and most influential digital association.

## **#events**

We organize and co-host a range of successful conferences covering topics such as connected media, influencer marketing, native advertising, and GDPR. Through our shorter-format sessions, IABbudíčky, we are the first to explore emerging digital trends. Each year, we take part in Slovakia's leading marketing and media events, including Marketing Rulezz and Stratégie Fórum.

# IAB Slovakia: What We Do

## **#education**

We provide the certified DIMAQ program, a leading course for professionals in digital advertising and marketing. We host specialized workshops on the latest trends and keep our community informed with cutting-edge insights through events and webinars.

## **#ethics**

We support ethical and user-friendly digital advertising by setting clear standards and guidelines. In line with these principles, we have successfully rolled out the Code for Online Content Usage, the Influencer Marketing Code, and the Data Protection Code across the digital landscape.

# Join IAB Slovakia!

We are a dynamic, agile organization committed to listening to our members, tackling challenges, and championing their shared interests – driving the growth of digital advertising and strengthening the entire online ecosystem."

**EXPLORE  
MEMBERSHIP  
BENEFITS**



# Reputation



"By showcasing the IAB logo, our members enhance their brand image and presence in the Slovak market."

## **#credibility**

Every IAB member goes through an approval process, making membership a mark of professionalism and industry expertise.

## **#prestige**

IAB unites the largest and most influential companies in digital media, agencies, martech, and top advertisers.

# Visibility

11

events, conferences, webinars, and competitions where IAB showcased its presence in 2025

30

member representatives took the stage at events, conferences, and webinars

48

newsletters highlighting IAB and member activities, reaching over 600 subscribers

12

members showcased their brand to the industry community in the 'Meet the Member' series



## #visibility

- Through IAB membership, every company gains visibility within Slovakia's professional community.
- Members' experts have the opportunity to showcase their know-how at conferences and other public forums.

# Networking

70

participants at Aperitivo, a casual networking event, where you can connect and discuss your business

130

industry professionals attended "IABbudíček" events, ready to network and connect

67

contacts shared across the IAB member network, ready to help you grow your business relationships

15+

working groups and IAB Europe task forces available for you to join



## **#networking**

- You grow and strengthen your business through powerful networking.
- You meet new business partners in the relaxed atmosphere of IAB events.

# Discounts

50%

discount  
on IABbudíčky

30%

discount  
on workshops

10%

discount on the  
DIMAQ Academy

-50€

off the price  
1 Rulezz ticket

0€

professional  
webinars

*“We recovered up to 60% of their membership fee through savings on DIMAQ Academy, Rulezz Conference, IABbudíčky, Digital Pie, webinars, and enhanced exposure in newsletters.”*



## #discounts

- Enjoy exclusive discounts on our educational programs, events, workshops, and co-hosted conferences;
- Get free access to our 2025 webinars covering ESG, new web accessibility legislation, and e.gemius.com for media planning.

# Know-how & Building Professional Reputation



## **#know-how**

- Leverage the expertise of a rich network of top business professionals.
- Access the latest digital trends published by IAB Europe, of which we are a member.
- Gain access to surveys and research conducted by IAB and IAB Europe.



## **#building professional reputation**

- Address market challenges and showcase your expertise through IAB working groups.
- Boost your visibility by contributing to key outputs such as white papers, segment maps, and more. ( IAB hosts working groups including: KIM Commission, Unified Advertising ID Group, Retail Media Group, Podcast Group.)

# Shaping a Better Environment



## #Ethics and Self-Regulation

- As a member, you help shape and promote ethical principles and best practices in digital advertising and the online industry.
- Code for Online Content Usage
- Influencer Marketing Code
- Data Processing Code in the Digital Environment (GDPR)
- Standards and Guidelines for Online Advertising



## #Industry Advocacy

- IAB champions the interests of online advertising companies, engaging with regulators to influence legislation at both Slovak and EU levels.

# Support



## #support

- Gain access to legislative support from IAB on current topics impacting your business.
- Stay informed about the latest news in digital advertising and the market through our newsletter (+600 subscribers).
- Collaborate with us to tackle emerging industry challenges.

**Membership fee for 2026: 1.350 eur**

# I Want to Become a Member

Schedule a personal or online meeting with us,  
and we'll answer all your questions about joining IAB.

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