

Call for Case Studies for 2010 IAB Case Study Road Show

The IAB invites you to submit a case study to be considered for a presentation slot at the 2010 Case Study Road Show.

The Case Study Road Show is a new series of events dedicated to bringing cross-platform and cross-objective case studies to audiences of marketers, agency executives and publishers in local markets across the U.S.

Case study presentations are continually the most highly-rated sessions at IAB conferences. Real-world examples of best-in-class interactive marketing, co-presented by players from across the ecosystem (marketer-agency-publisher), have enormous value in that they provide practical, holistic and actionable insights about what's required to do better business today-creatively, operationally and relationship-wise.

The inaugural set of events will be one-day meetings in San Francisco, Chicago and Dallas in March 2010 and the program will consist of multiple case studies selected from the submissions received through this call.

Slots are limited, highly competitive and require submissions to meet ALL the criteria below. The first round of calls is open exclusively to IAB members. Abstracts submitted during the 2009 call for MIXX Conference case studies are on file and will be reconsidered. Please re-submit only if there is a change to that information.

Please fill out the submission form completely, include an abstract of the campaign and any supporting materials you feel highlight how the criteria below will be met. *Entries without a submission form will not be considered.*

Send submission forms and abstracts to Ali Curi at ali@iab.net no later than December 21, 2009. All submissions will receive a response about selection by January 15.

Case studies submitted must meet the following criteria:

1. All cases must be co-presented with a representative from the brand side, and preference will be given to case studies which include additional presenters involved with the campaign, (e.g. agency reps, technology and/or solution providers). The goal is to show the entire ecosystem involved with the creation/execution of the campaign.
2. The campaign must be recent (within the last 12-16 months) and cannot have been presented multiple times at multiple conferences within the last calendar year. Preference will be given to cases that have never been publically presented.
3. The case study must share very specific success metrics (i.e., "exceeded expectations" is not sufficient).
4. Case studies should also include compelling creative where possible

**CALL FOR CASE STUDIES OF 2010 IAB CASE STUDY ROAD SHOW
 SUBMISSION FORM**

Contact information

First Name	Last Name	Title	Company	Email	Phone Number

Case Study Information

Publisher / Solution Provider	Agency / Producer	Client / Brand	Case Study Topic / Objective (2-3 sentence summary)	Platform Focus (mobile, social media, games, video, cross-platform)

Attachments should include:

1. Case Study Abstract
2. Supporting Materials and Creative