

MEDIA ADVISORY

Press Breakfast & Major Industry Announcement

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Join Us For a Complimentary Breakfast at 2026 NAB Show!

IABM will unveil a **major announcement impacting the future of the MediaTech industry** during the 2026 NAB Show. Details are currently under embargo and will be shared exclusively with attending press.

[Learn more about IABM.](#)

The media technology landscape is undergoing rapid transformation across broadcast, streaming, enterprise, and emerging sectors. IABM's announcement reflects a significant step in how the industry connects, collaborates, and evolves moving forward. Gain early insight into:

- A major strategic development from IABM
- What it signals for the broader MediaTech ecosystem
- New opportunities for industry alignment, growth, and innovation
- Opportunity for **follow-up interviews with IABM leadership**

After the briefing, press are welcome to stay for [IABM's flagship State of MediaTech report](#) – giving you a clear view of where the market is heading, where investment is accelerating, and how to focus your time at NAB for maximum impact.

When: Sunday, April 19, 2026

- **8:00 AM** – Breakfast served
- **8:30 AM** – Press briefing begins
- **~9:10 AM** – Program concludes

Where: Room N250 in the LVCC at 2026 NAB Show

North Hall, Level 2 – near Press/Newsroom area

RSVP

Requested by not required to ensure breakfast availability

To RSVP email: laura.riggs@theiabm.org

Can't make it? Visit us in the IABM Hub @ NAB Show, Room N257LMR

Embargo & Advance Briefings:

A limited number of **advance briefings under embargo** are available for select media. Please contact us directly to request access.

About IABM

IABM is the global trade association for the MediaTech industry, representing a diverse ecosystem of technology vendors, service providers, and media organizations worldwide. The association provides its members with critical market intelligence, strategic insight, and access to a global network of partners and end users. Through research, events, training and industry collaboration, IABM enables companies to navigate change, identify opportunity, and shape the future of media technology.

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