

## **Board Election Rules for 2026/7 Elections**

### **1.General Rules**

- 1.1. The Board has 15 seats, distributed equally across 3 member categories:
  - 1.1.1. Publishers and digital advertising sales organizations
  - 1.1.2. Technology and Research companies
  - 1.1.3. Media Agencies, Agency holding networks and specialist agencies
- 1.2. Each Member votes and nominates as a company, not as individuals
- 1.3. Companies nominate one Board Representative who meets the “Ideal Board Member Profile” as per the [Governance Framework section 2](#)
- 1.4. IAB MENA encourages the nomination of female candidates to ensure a >30% female composition of the Board
- 1.5. If a nomination does not meet the criteria, IAB MENA will discuss this with the member.

### **2.Nomination Rules**

- 2.1. A Member company wishing to stand for election, nominates itself (company)
- 2.2. Only members (company) with valid Premium membership can be nominated
- 2.3. The deadline for self-nomination is at **17:00, 15 January 2026**
- 2.4. Members may submit only one nomination per valid membership
- 2.5. If a category receives less than 5 nominations, or the total Board less than 15, then those nominated are elected automatically. In this event the remedial actions, such as those in the [Governance Framework section 7](#) will be initiated.

### **3.Voting Rules**

- 3.1. Voting takes place electronically between 10:00 19 January and 17:00 23 January 2026 (all times quoted are in UAE time zone)
- 3.2. Only Premium and General Members may Vote
- 3.3. Voting is done by organization type, and members vote for each available seat, thus casting 15 votes (5 per category)

### **4.Scrutiny, Counting, Announcement**

- 4.1. Quorum is counted as 25 members or 40% of eligible members, whichever is lesser and must be reached for the vote to be binding
- 4.2. Online Voting will close at 17:00 23 January, subject to quorum being reached
- 4.3. In the event of a tie, where there is only one seat available, then a run-off election will take place between those two candidates at the General Assembly meeting
- 4.4. Results will be announced at the General Assembly on 27 January 2026
- 4.5. Election officer is the Executive Director of the IAB MENA.