



THE WORLD'S LARGEST MARKETPLACE

FOR MEDIA AND ENTERTAINMENT.

NABSHOW[®]
Where Content Comes to Life

EDUCATION | APRIL 10-14, 2021 • EXHIBITS | APRIL 11-14
LAS VEGAS CONVENTION CENTER

[NABSHOW.COM/PARTNER](https://nabshow.com/partner)

THE “NEW NORMAL”

As I write this, I’m still adapting to the “new normal.” Like many who are fortunate enough to work from home during a global pandemic, I am able to stay comfortable and productive, yet I am keenly aware something is missing. Those in-person daily interactions I took for granted have now either fallen by the wayside or been relocated to the digital realm—which I am ever grateful for in its ability to keep us connected and informed. But I think we can all agree it’s not quite the same as “being there.”

This experience has changed us all, making each of us gain new perspective on the value of “being there.” That’s why, when we emerge on the other side of this, face-to-face events will be more important than ever—especially in our field—and I want to do what I can to help your company be part of that resurgence. My team and I are motivated like never before to collaborate with you on meeting our collective goals while helping the industry move forward and drive growth.

Throughout this prospectus, you’ll find creative, impactful and fully customizable ways to showcase your brand to decision-makers and influencers throughout the media, entertainment and technology ecosystem. Bring us your ideas and we’re happy to help you architect a concept that brings it to life for attendees. Innovation is in our Show’s DNA—it’s true of how my team operates and it’s true of why people return to the event year after year. Whether you’ve engineered a never-before-seen prototype or bring best-in-breed technology to the table, we want to help you connect with the people eagerly awaiting connection with you.

So, add next year’s details to your calendar and reserve your place soon because exhibit space goes quickly. If you have any questions along the way, please let us know. The NAB Show team is here to offer personalized assistance and remains committed to making your experience a rewarding one. Helping you maximize your ROI is still a top priority.

I look forward to seeing you—in person—at the Las Vegas Convention Center next April. Until then, be well.



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MEET YOUR TEAM



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MEET KEY DECISION-MAKERS AND DRIVE SALES

There are **\$20.5 billion** reasons to bring your business to the center of the world’s largest marketplace for media and entertainment.

Position your company among top industry influencers across the content ecosystem as they look toward the future in the premier hub of innovation. With 62K+ buyers representing business, creative *and* technical roles, no other event connects you with more of the professionals you aim to reach.

And because NAB Show welcomes the entire supply chain, it exponentially broadens your reach to all corners of the industry, making it the ultimate platform for cross-aisle collaboration and relationship-building. Join us and see why great partnerships start here.



84%

of attendees say they intend to purchase new products discovered at the show, with **31%** of purchases expected to be from companies that they have not done business with before.



**62K+ BUYERS WITH
88% INFLUENCING BUYING DECISIONS
—ABOVE THE INDUSTRY BENCHMARK.**

EXPAND YOUR REACH AT THE INDUSTRY'S MOST UNIVERSALLY ATTENDED EVENT

Connect with a loyal global community of business, technical and creative buying teams.

Unlike other shows, this trusted event draws the entire ecosystem of professionals leveraging audio and video content—at all points along the workflow. A worldwide network converges here seeking solutions providers who can help them build superior experiences and stay future ready... and that's where you come in.

If you only participate at one event in 2021, make it NAB Show. Your audience of 94K+ is waiting.

The Community Participates In Different Ways...



*includes press

And span the globe...

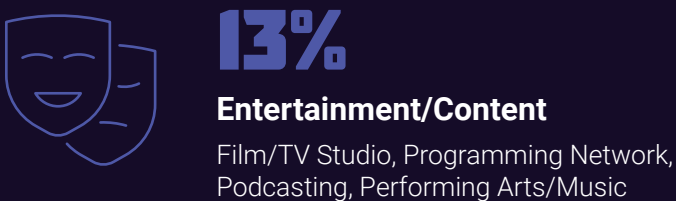
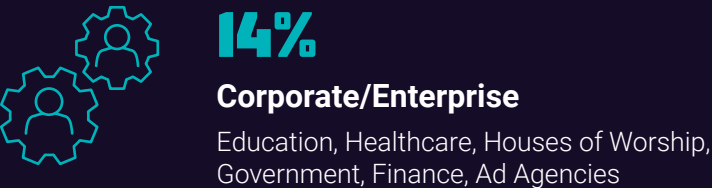
21%
of attendees come from outside of the U.S. Top visiting countries include...



When it comes to making buying decisions...

45%
of attendees have final say
—above industry benchmark

And they represent...



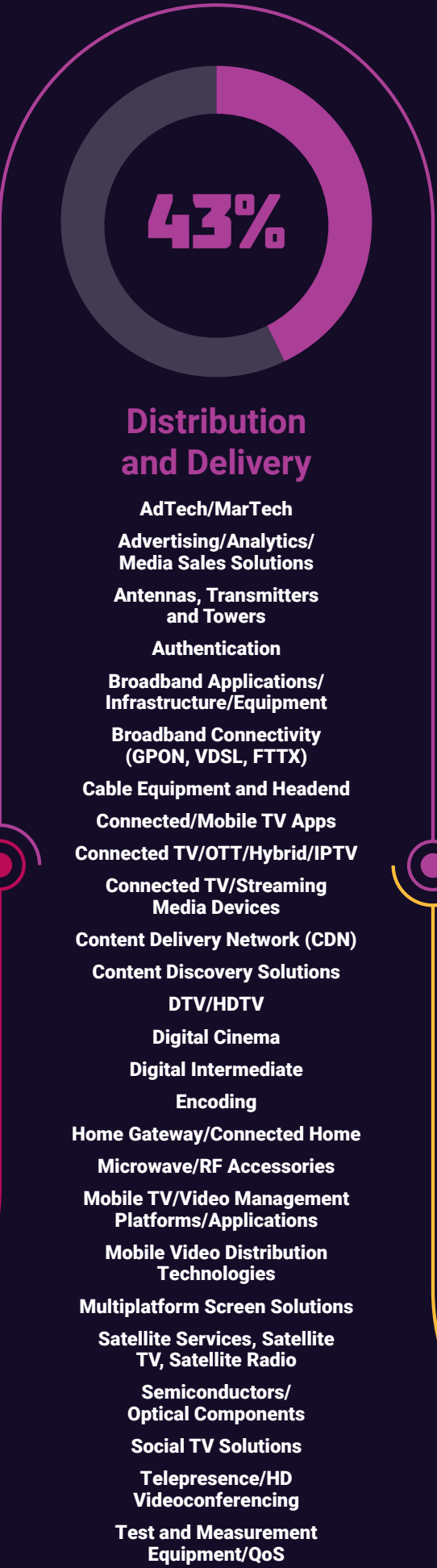
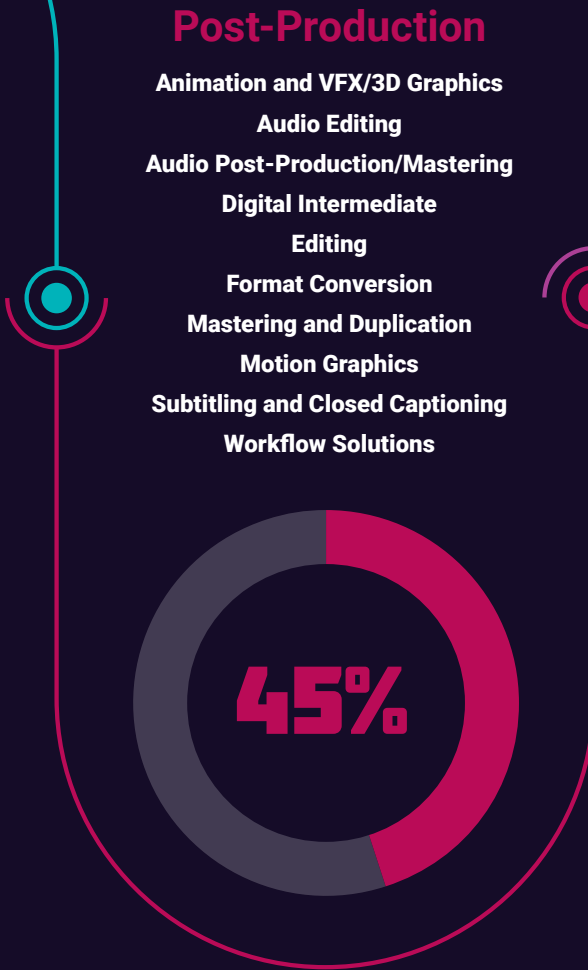
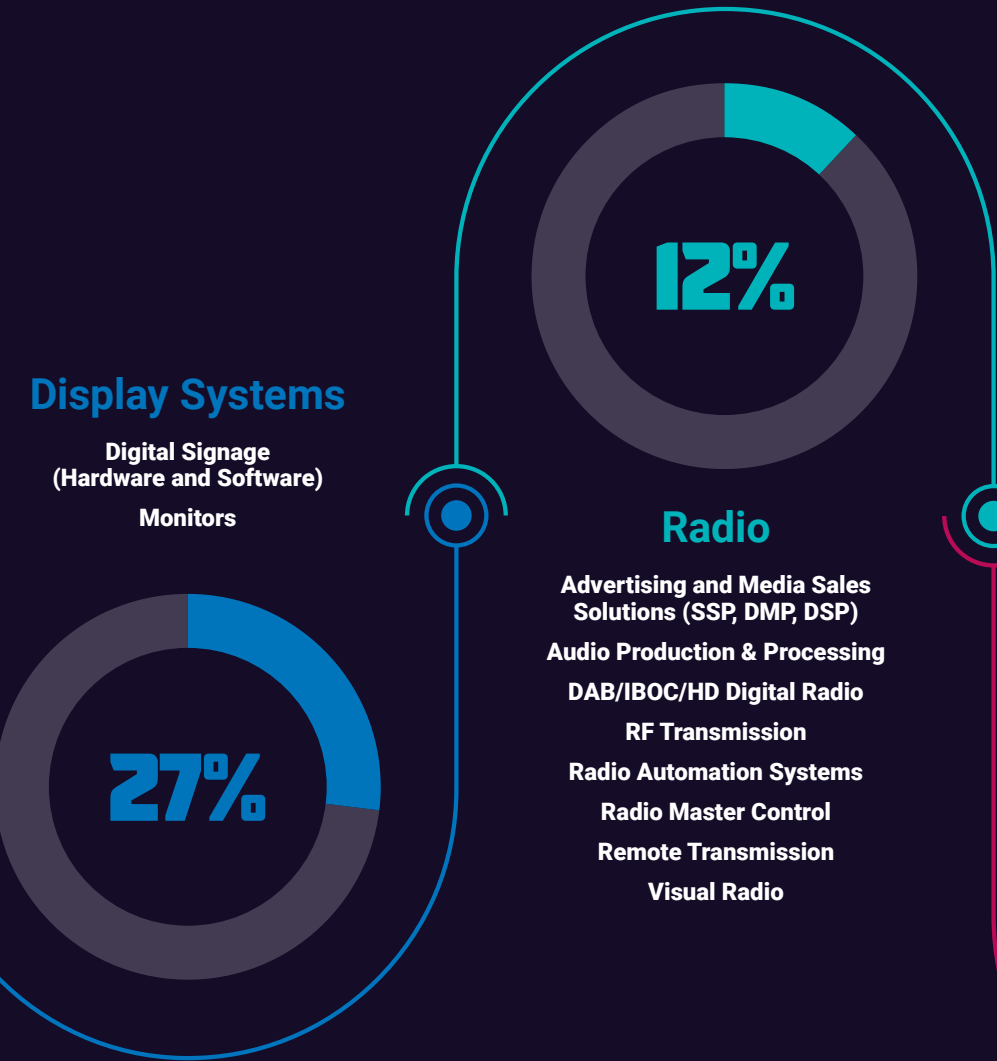
Including everyone in the workflow...



ALIGN WITH THE FULL CONTENT ECOSYSTEM

Meet the industry where it is—at NAB Show®.

Our halls are like an industry roll call and everyone is present. Rest assured that the categories you serve will be fully represented by attendees craving innovation in...



THE FIRST OF ITS KIND!

INTRODUCING 'STORYTELLING'S NEXT FRONTIER—EXPLORING CONTENT, COMMERCE & CONNECTIVITY'

Meet your ideal prospects—and goals—in our area dedicated to the distribution of content.

Launching in 2021 as part of our redesigned Show Floor, West Hall is rich in new and exciting opportunities to take your products and services out of a traditional booth and into compelling, interactive formats where you can engage with your prospects in a more meaningful way.

What can you expect to find in the new West Hall? From the analytics that drive decisions around it to the ways audiences consume it, this is the place customers will come to connect with companies advancing solutions in distribution and explore many of NAB Show's top attractions. A new interactive experience zone, Connected TV and Future of Delivery pavilions, Streaming Summit and Experience, keynote addresses and innovative tech startups can all be found here.



To learn more about our new West Hall opportunities, contact the NAB Show Sales Team at exhibit@nab.org.

CUSTOMIZE YOUR ENGAGEMENT

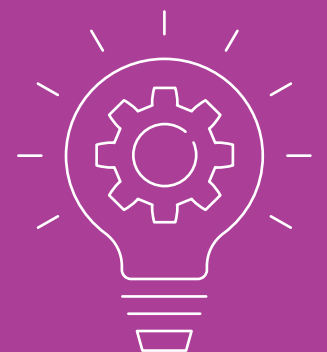
There isn't just one way to participate in NAB Show—in fact, the possibilities are endless. Connecting with your audience can be as unique as your product, so why not pick what works best for you?

AS AN EXHIBITOR, building a presence establishes your brand as an innovation leader to your ideal targets across markets worldwide. Make exhibiting at NAB Show part of your 2021 sales and marketing strategy, and prepare for unprecedented reach and influence.

AS A SPONSOR, you'll optimize your impact through strategic advertising opportunities that get your brand in front of the world's most influential players and distinguish your name as one to know in the space. Sponsorships not only align your company with the industry, but boost your customer and prospect exposure leading up to, during and after the show for a maximum number and duration of impressions—to precisely the right people. That's the kind of exposure that success stories are made of.

Have an idea you want to see come to life onsite?

When we say we're not one-size-fits-all, we mean it. NAB Show is known as a global innovation leader, and our exhibitors have always been a major part of that story. Let's collaborate and make your vision a reality.



Our tiered pricing makes reaching this elite audience accessible at almost any budget. [See page 14](#) or contact a member of our sales team to find the engagement level that is right for you.

BOOST YOUR ENGAGEMENT

With Enhanced Exhibitor Experiences

Upgrade your presence—and your ROI—by reserving a private meeting space or taking up residence on one of our Show Floor’s attractions and pavilions.

NAB Show attendees worldwide know this is the premier destination for what’s new and what’s next in advanced technologies driving the future of our industry. Showcase your solutions and position your company as an expert resource they can trust through exhibition and thought leadership opportunities in curated communities—plus exclusive meetings and demos privately located off the Show Floor.



MEETING SPACES

Cabana Meeting Space

With close proximity and access to the Show Floor, renting a meeting space is ideal for presenting private product demos to a targeted audience and hosting client and team meetings.

Hospitality Suites

Luxurious accommodations create a prestigious environment for you to hold high-level meetings and demos off the Show Floor. Suites are available at the Renaissance, Wynn, Encore and Westgate hotels, with shuttles to and from the LVCC. Additional exhibitor benefits included. (Four night minimum.)

On- and Off-the-Floor Meeting Spaces

NAB Show Meeting Rooms offer flexibility, convenience and additional privacy for both exhibitors and non-exhibitors. Exhibitors, in particular, will appreciate the dedicated space for setting up controlled product displays or having conversations when booth traffic is heavy. Choose from both on-floor and LVCC options.



MeetingXChange

Get ready for the new NAB Show meeting experience, where decision-makers and influencers from fresh and growing markets are delivered to your booth for one-on-one meetings. Before the event, we’ll work with you to identify adjacent markets that present opportunities for your company and recruit matches.

Receive six pre-qualified meetings for \$3,500.

NETWORKING OPPORTUNITIES

Build your reputation as an industry leader by getting your name into the conversation. Sponsor networking areas throughout the Show Floor and highly attended gatherings including meet ups, conference receptions and more.

ATTRACTIONS & PAVILIONS



Advanced Advertising Pavilion

Showcase your latest innovations and tactics in automation, AI, optimization, monetization and more to strategically reach audiences across all platforms.



CineCentral

Put your company squarely in this interactive and community building experience for content professionals seeking in-depth perspectives on emerging trends shaping the future of content creation.



Connected Media | IP

Be part of the solutions destination known for exploring the underlying technologies enabling audiences to receive, discover and interact with content across any device, anywhere.



Future of Delivery

Lead the conversation on what’s impacting the future of distribution and delivery in the media broadcast space including 5G, mobile video, streaming, satelliteIP, LEO satellite and more.



Future Parks

Bring your next big idea here. Featuring presentations of media-related research and development projects from around the world.



International Pavilions

Destinations for companies based out of, or operating out of, non-U.S. countries. Current pavilions include Bavarian, Beijing, Brazil, French, Great Britain, Israel, KOTRA, Flanders Investment and Trade and Wallonia Export and Investment Office.



IP Showcase

For those leading the charge guiding industry professionals on the advantages of switching to IP, how to implement new infrastructure and make the shift as securely as possible.



Podcasting Pavilion and Studio

Present to established and aspiring podcasters with the tools to create and commercialize audio content, improve sound quality and grow listenership.



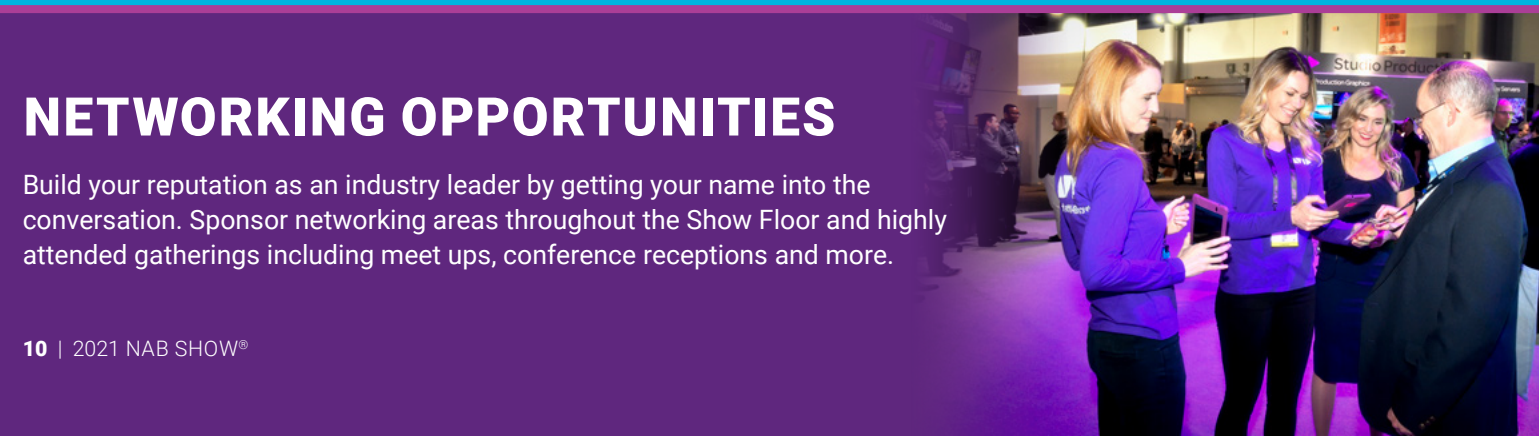
StartUp Loft

Bring your new product to the media and entertainment marketplace and watch it take off. This is where thousands turn to see innovations just hitting the market.



The Streaming Experience

Feature your streaming solutions in this living room environment where buyers will experience nearly every live and on-demand streaming service on the market today from smart TVs and streaming boxes to phones and tablets.



GAIN PRICELESS BRAND EXPOSURE WITH **SPONSORSHIP OPPORTUNITIES**

Partner with us to amplify your impact.

Sponsoring with NAB Show not only strengthens your brand's position in the industry but enhances your exposure with customers and prospects leading up to and following the event.



Sponsorship availability is limited. Contact an NAB Show sales manager at (202) 595-1953 or exhibit@nab.org to brainstorm ideas for a custom package that matches your goals.

BE SEEN

Advertising

Build your brand beyond the booth with signature platforms and keep it fresh in attendees' minds. Choose from website, Show Planner and mobile app ad placements; social media opportunities; attendee email and retargeting tactics; print ads and more.

Indoor/Outdoor Signage

Stay in the spotlight with high-impact banners, live activations and other customized experiences. Options include digital signage, shuttle bus sponsorships and branding, interior/exterior banners, aisle signs, entrance units, floor decals and window/door clings.

Onsite Branding

Put your brand in the hands of 94k+ registrants with custom swag, special events or enhanced services. See your company's name on everything from custom backpacks, lanyards and attendee badges to registration kiosks and the Wi-Fi access splash page.

BE HEARD

Thought Leadership

One of the biggest reasons people tell us they wouldn't miss NAB Show is face time with groundbreakers and visionaries pioneering tomorrow's defining technologies and techniques. Captivate buyers' attention by bringing your expertise to the forefront in on-floor programs, Learning Labs sessions and Main Stage talks. See the opposite page for all the opportunities available to you!

MAIN STAGE

The Main Stage is the ultimate destination to introduce your cutting-edge content to large-scale crowds.

ON-FLOOR THEATER SESSION

Gain trust in the heart of the Show Floor by offering actionable insights attendees can use to leverage today's technologies and new opportunities. Available in:

- Advanced Advertising Pavilion
- CineCentral
- Future of Delivery
- NAB Show LIVE Studio
- Connected Media | IP

LEARNING LABS SESSIONS

Offer companies a platform to produce their own educational content to present on stage in 45- or 90-minute blocks before 150 people.

CONFERENCE PROGRAMS

Our programs and pavilions help you home in on your target audience so you can showcase your solutions and trend-driven content to the right people, in the right forum.

- Broadcasting Engineering & IT Conference
- Post|Production World
- Cybersecurity & Content Protection Summit
- Executive Leadership Summit
- Digital Futures
- Streaming Summit

NAB SHOW CONFERENCE

Our premiere conference gives you access to thought-leading, unique and powerful industry insights, and the opportunity to build a session lineup that is most valuable to your educational journey. Tracks include:

- Business of Media
- Creative Masters
- Content Strategies
- Future of Cinema
- Content, Cable & Connectivity
- Tomorrow's Tech
- Women Leading Change

A wide-angle photograph of a large audience seated in a conference hall, looking towards the front. The audience is diverse in age and appearance, and the room is dimly lit with stage lights visible in the background.

LEVEL	TIER 1	TIER 2	TIER 3	TIER 4	TIER 5	TIER 6	LEVEL	TIER 1	TIER 2	TIER 3	TIER 4	TIER 5	TIER 6
INVESTMENT	\$75K - \$50K	\$50K - 30K	\$30K - \$15K	\$15K - \$10K	\$10K - \$5K	\$5K - \$2K	INVESTMENT	\$75K - \$50K	\$50K - 30K	\$30K - \$15K	\$15K - \$10K	\$10K - \$5K	\$5K - \$2K
PRIORITY POINTS	UP TO 28 POINTS	UP TO 20 POINTS	UP TO 13 POINTS	UP TO 8 POINTS	UP TO 6 POINTS	UP TO 5 POINTS	PRIORITY POINTS	UP TO 28 POINTS	UP TO 20 POINTS	UP TO 13 POINTS	UP TO 8 POINTS	UP TO 6 POINTS	UP TO 5 POINTS

BE HEARD <i>Subject to Content Team Approval</i>								GET MORE								
CATEGORY	OPPORTUNITIES	SELECT UP TO 3	SELECT UP TO 3	SELECT UP TO 2	SELECT UP TO 1	SELECT UP TO 1	SELECT UP TO 1	CATEGORY	OPPORTUNITIES	SELECT UP TO 3	SELECT UP TO 2	SELECT UP TO 2	SELECT UP TO 1	SELECT UP TO 1	SELECT UP TO 1	
Thought Leadership	Main Stage Keynote Remarks	•						Value-Add	Data from Attendees Scanned During Session	•	•	•	•	•	•	
	Main Stage Session	•	•	•					Content Capture from Session	•	•	•				
	On-Floor Theater Session	•	•	•	•	•	•		MapYourShow Show Specials - Enhanced Listing	•	•	•	•	•	•	
	Learning Lab Session	•	•	•	•				Product of the Year Nomination	•	•					
	Conference Session	•	•						Dedicated Session Listing on Website	•	•	•	•	•	•	
	Panel Placement in Conference	•	•	•	•				Inclusion in NAB Show Promotional Pieces	•	•	•	•	•		
	Remarks in Conference	•	•	•	•				Conference or Theater Webpage - Logo + URL	•	•	•	•	•	•	
	Onsite Branding in Conference	•	•	•	•	•			Dedicated Session Listing in Mobile App	•	•	•	•	•	•	
									Sponsor Webpage - Logo + URL	•	•	•	•	•	•	
Special Events	Introductory Remarks	•	•	•	•				Show Guide - Logo Inclusion	•	•	•	•	•	•	
	Reception Sponsorship	•	•	•	•				Seat Drops During Sponsored Session	•	•	•	•	•	•	
BE SEEN																
CATEGORY	OPPORTUNITIES	SELECT UP TO 3	SELECT UP TO 2	SELECT UP TO 2	SELECT UP TO 1	SELECT UP TO 1	SELECT UP TO 1		Digital Advertising	Thought Gallery Native Piece/White Paper	•	•	•	•	•	
	eNewsletters	•	•	•	•	•	•			Conference Digital Signage	•	•	•			
	Website	•	•	•	•	•	•			Shared Sponsor Signage	•	•	•	•	•	•
	Social	•	•	•	•	•	•			Complimentary Conference Passes	•	•	•	•		
Onsite Advertising	Indoor	•	•	•	•	•			FOR MORE INFORMATION, CONTACT OUR SALES TEAM AT EXHIBIT@NAB.ORG OR +1 (202) 595-1953.							
	Digital	•	•	•	•											
	Outdoor	•	•	•												

READY TO CUSTOMIZE YOUR NAB SHOW® PRESENCE?

OUR TEAM IS HERE TO
SUPPORT YOU EVERY
STEP OF THE WAY.



Visit www.nabshow.com/partner to learn more about the opportunities available and contact us at exhibit@nab.org to get started.