



THE WORLD'S MOST TRUSTED MARKETPLACE

FOR MEDIA AND ENTERTAINMENT.



EDUCATION | OCTOBER 9 - 13, 2021

EXHIBITS | OCTOBER 10 - 13, 2021

LAS VEGAS CONVENTION CENTER

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. We 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 our 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 October. Until then, be well.



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MEET YOUR TEAM



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MEET KEY DECISION-MAKERS AND DRIVE SALES

There are **thousands** of reasons to bring your business to the center of the world's most trusted 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 thousands of 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.

A photograph showing two men in a booth at the NAB Show. One man is in the foreground, looking down at something on a table. Another man is visible in the background. The background is slightly blurred, showing exhibition stands and equipment.

**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.

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...



21%

Broadcasting

Television, Radio, Cable, Streaming,
Satellite, Telco, Internet/Social



23%

**Production/Post-Production
Facilities**

Audio, Video



14%

Corporate/Enterprise

Education, Healthcare, Houses of Worship,
Government, Finance, Ad Agencies



13%

Entertainment/Content

Film/TV Studio, Programming Network,
Podcasting, Performing Arts/Music

**Including everyone
in the workflow...**



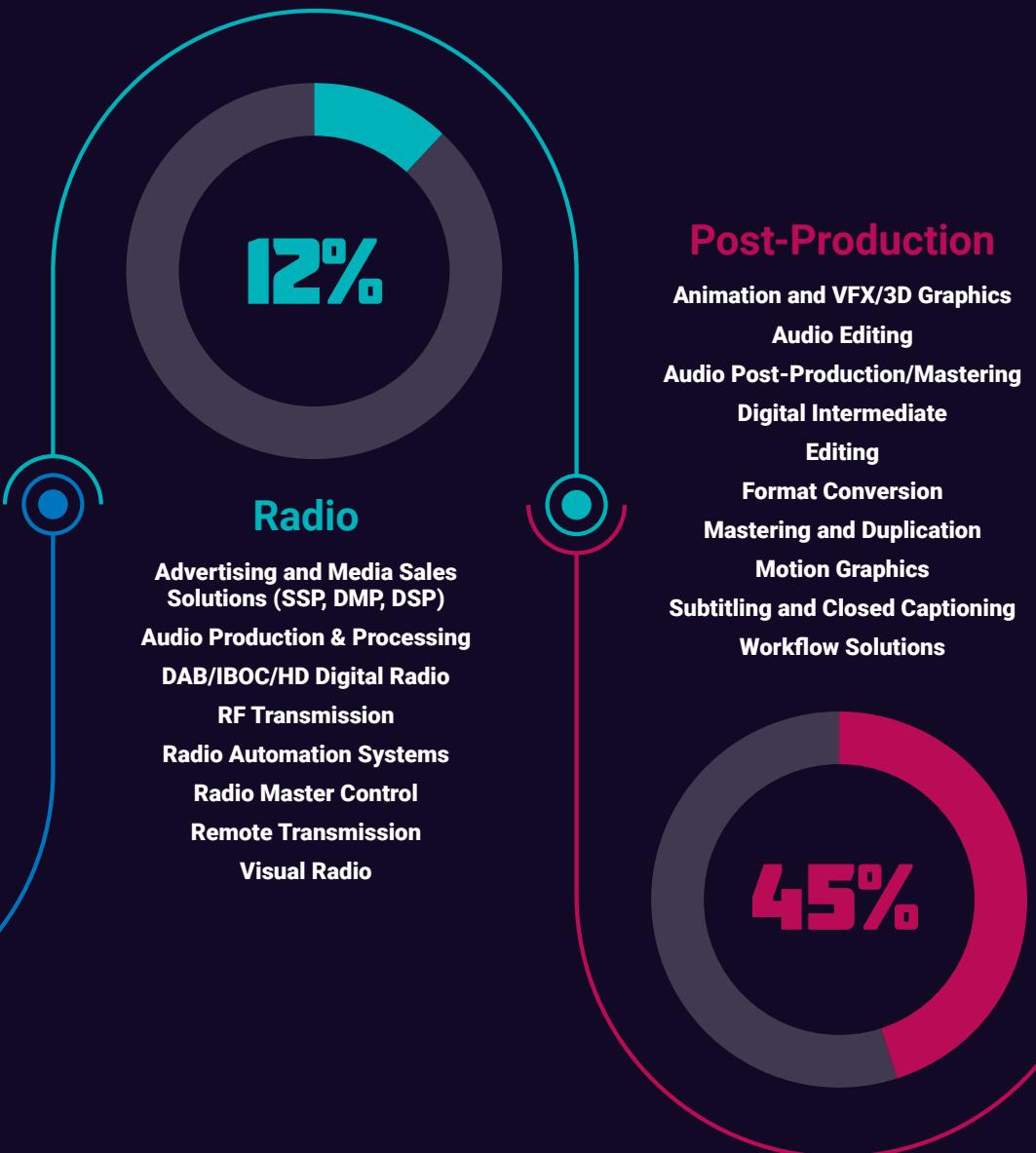
ALIGN WITH THE FULL CONTENT ECOSYSTEM

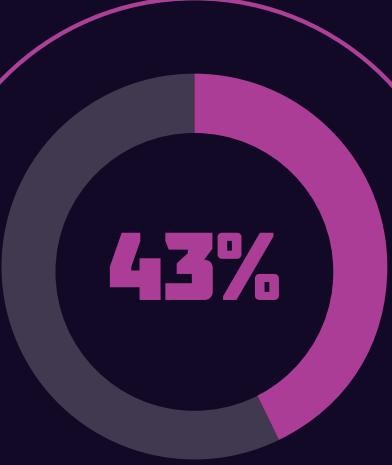
Meet the industry where it is—at NAB Show®.

Display Systems

Digital Signage
(Hardware and Software)
Monitors

27%





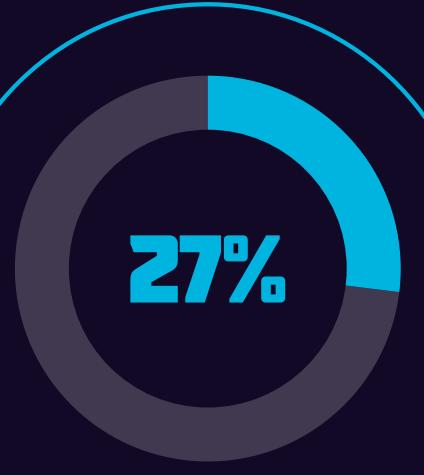
43%

Distribution and Delivery

- AdTech/MarTech
- Advertising/Analytics/Media Sales Solutions
- Antennas, Transmitters and Towers
- Authentication
- Broadband Applications/Infrastructure/Equipment
- Broadband Connectivity (GPON, VDSL, FTTX)
- Cable Equipment and Headend
- Connected/Mobile TV Apps
- Connected TV/OTT/Hybrid/IPTV
- Connected TV/Streaming Media Devices
- Content Delivery Network (CDN)
- Content Discovery Solutions
 - DTV/HDTV
 - Digital Cinema
 - Digital Intermediate
 - Encoding
- Home Gateway/Connected Home
 - Microwave/RF Accessories
 - Mobile TV/Video Management Platforms/Applications
 - Mobile Video Distribution Technologies
- Multiplatform Screen Solutions
- Satellite Services, Satellite TV, Satellite Radio
 - Semiconductors/Optical Components
 - Social TV Solutions
 - Telepresence/HD Videoconferencing
- Test and Measurement Equipment/QoS

Acquisition and Production

- 360 Capture/Production
- 8K
- Advertising/Commercial Production
- Audio Mixers
- Audio Processing and Effects
- Audio Production/Recording
- Cameras and Lenses
- Capture Accessories, Devices and Software
- Digital News Solutions
 - Intercoms
 - Lighting and Grip
 - Metadata Capture
 - Microphones
- Mobile/Vehicle Production
- Motion Capture/Virtual Production
- Motion Picture/Film Production
- Music and Sound Libraries
- News/Weather/Traffic Services
- Pre Visualization Products
- Promoters
- Set Design/Props/Furniture and Fixtures
- Stock Footage
- Telecollaboration
- Television/Video Production
 - UHD/HDR
- Workflow Software and Solutions



27%

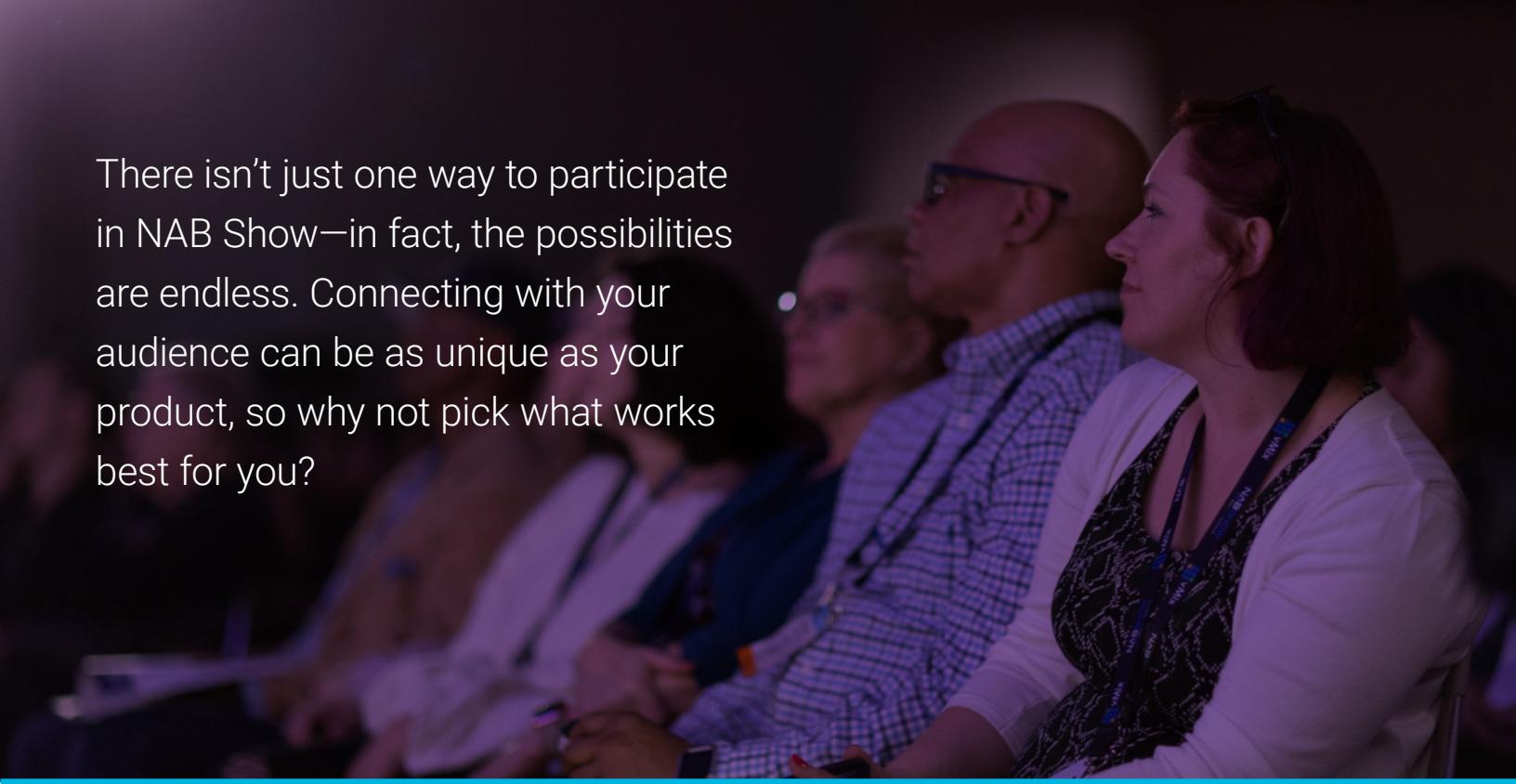
Management and Systems

- AI/Machine Learning
- Back up Networks/Contingency Planning
- Biller Subscriber Management
- Cloud Computing Solutions
- Digital Asset Management and Storage
- Digital Rights Management/Content Protection
- IT/Networking Infrastructure and Security
- Multicasting
- Search/Metadata Software/Applications
- Signal Monitoring
- Switchers: Production and Routing
- Television/Newsroom Automation Systems/Master Control
- Traffic and Scheduling Software/Solutions (SSP, DMP, DSP)
- Video/Content Servers/Video Processing
- Workflow Software and Solutions/Systems Integration



The background features a dynamic, abstract design composed of numerous thin, glowing lines in shades of blue, purple, pink, and yellow, radiating from a central point. Interspersed among these lines are several large, semi-transparent geometric shapes, including rectangles and trapezoids, in colors like cyan, magenta, and blue. The overall effect is one of motion and digital complexity.

**CUSTOMIZE
YOUR
ENGAGEMENT**



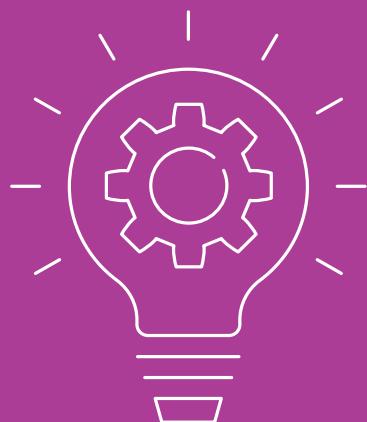
There isn't just one way to participate in NAB Show—in fact, the possibilities are endless. Connecting with your audience can be as unique as your product, so why not pick what works best for you?

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.

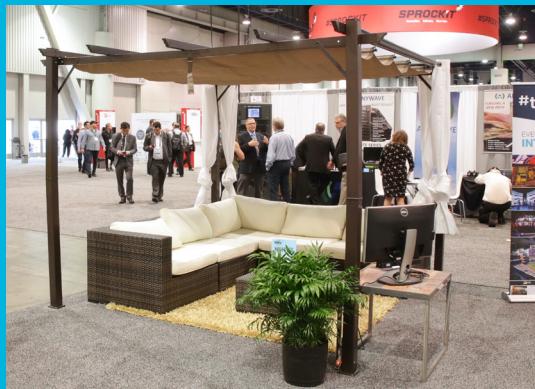


BOOST YOUR ENGAGEMENT

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.

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.



ATTRACTIIONS & 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.



Futures Park

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



Podcasting Pavilion

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.



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 thousands of 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.



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 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
- Future of Delivery
- CineCentral
- Connected Media | IP

BUSINESS ROUND TABLES

Collaborate with NAB and host a round table discussion for up to 25 business leaders, where strategic partners will discuss market challenges, risks, and opportunities. These findings will be featured in a post-event insight paper that will be co-branded and marketed for additional lead generation and the chance to bring an expanded group back for a webinar to discuss progress and share achievements.

CONFERENCE PROGRAMS

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

- Broadcast Engineering & IT
- Business of Media
- Creative Masters
- Cybersecurity & Content Protection Summit
- Digital Futures
- Post|Production World
- Streaming Summit

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.