

# 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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