The International Business Lounge (IBL) serves as a home for the 24,000+ NAB Show non-U.S. attendees over the course of the event.

Companies wishing to engage with this audience can do so in a relaxed environment by sponsoring the IBL or hosting the annual networking reception.

**THE NAB SHOW® NON-U.S. PROFILE**

- **26%** C-Level Executives or Station Management
- **22%** Technical Professionals
- **21%** Sales/Marketing/Programming Professionals
- **22%** Creative Professionals
- **9%** Other

**24,000+ REGISTRANTS FROM 160+ COUNTRIES**

NAB Show is honored to host nearly 24,000+ Attendees each year from outside the U.S. — nearly 30% of total attendance.
International Business Lounge (IBL)

2019 Rendering – 2020 design in production

Services include:
- Multilingual Staff to Assist with Your Onsite Experience
- Complimentary Refreshments
- Reservable Meeting Rooms
- Wifi Access
- Power Outlets to Charge Devices
- Computer Workstations
PRESENTING SPONSOR (EXCLUSIVE)
$7,500

BENEFITS
- Dedicated sponsor table to conduct meetings, demos or place literature
- Data from lead scanners collected during NAB Show at IBL welcome counter (provided by NAB after the show concludes).
- Logo branding design treatment of the IBL – if signed on before production starts
- Logo included on all collateral materials including NAB Show website, show guide, onsite signage and promotional pieces/emails as space allows
- Access to the IBL Welcome Reception
- Four (4) complimentary conference registrations to NAB Show. Sponsor must register using assigned code provided by Show Management.
International Business Lounge (IBL)
Sponsorship Opportunities

RECEPTION SPONSOR
$2,500

BENEFITS
• Dedicated sponsor table to display literature or run demo during the Reception
• Data from lead scanners collected during Welcome Reception (provided by NAB after the show concludes).
• Thank you recognition on Reception-related signage
• Logo included on all collateral materials including NAB Show website, show guide, onsite signage and promotional pieces/emails as space allows
• Two (2) complimentary conference registrations to NAB Show. Sponsor must register using assigned code provided by Show Management.
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