THE GLOBAL EVENT
for MEDIA, ENTERTAINMENT and TECHNOLOGY PROFESSIONALS

PURCHASE PRODUCTS DIRECTLY FROM EXHIBITORS ON THE SHOW FLOOR!

NEW! SHOW FLOOR WILL OPEN ON SUNDAY

EDUCATION | APRIL 18–22, 2020 • EXHIBITS | APRIL 19–22
LAS VEGAS CONVENTION CENTER
NABSHOW.COM | #NABSHOW
JOIN OR ORGANIZE A DELEGATION FROM YOUR COUNTRY

The NAB Show® delegation program offers international groups special discounts and on-site benefits to maximize your experience at the show.

OFFERS INCLUDE:

- Complimentary Exhibits Pass
- Save $100 (USD) on a NAB Show Conference Pass and/or a Post|Production World Pass at the non-member rates!
- Access to the International Business Lounge
- Reserved line for expedited badge pick-up
- Invitation to networking events hosted in the International Business Lounge

For information on forming a delegation or to find out how you can participate in an existing group from your country, visit NABShow.com/International or email delegations@nab.org.

SECURE YOUR VISA NOW

We are committed to helping you plan a successful trip to NAB Show. Apply for your visa at least 90 days prior to your departure. However, with today’s increasing travel security measures, NAB Show recommends planning to apply sooner than 90 days in advance. Important and helpful instructions are available at NABShow.com/International, including an online form to request a Letter of Invitation to include with your U.S. visa application.

INTERNATIONAL BUSINESS LOUNGE (IBL)
EXCLUSIVE DESTINATION FOR INTERNATIONAL ATTENDEES

Make the International Business Lounge your personal headquarters for networking, hosting industry meet-ups, conducting business meetings, catching up on emails, planning your day, or just taking a break from all the action. The Lounge is here to maximize the international Attendee experience and provide a place of comfort while at NAB Show®. Below are just a few of the services provided:

- Multilingual staff to assist with your onsite experience
- WiFi access
- Power outlets to charge your devices
- Complimentary refreshments
- Reservable meeting rooms
- Computer workstations

ALL NAB SHOW REGISTRANTS RECEIVE ACCESS TO:

- Exhibits
- Main Stage Keynotes
- Attractions
- Pavilions
- Show Floor Education
- Mixers
- and more!
INDUSTRY CONVERGENCE
FOR BETTER STORYTELLING

NAB Show® is where the people passionate about the art, science and business of storytelling come to make their visions a reality, defy convention, improve workflows and find ways to ensure their stories reach audiences around the clock and around the globe.

As technology continues to redefine what’s possible and push the limits of creativity, NAB Show is specifically designed to elevate storytelling and provide the knowledge, the gear and the opportunities to keep every story relevant, optimized and accessible.

The U.S. Media & Entertainment market is 33% of the global industry and the largest market in the world. The U.S. Media & Entertainment industry is expected to reach $804 billion by 2021, according to the Entertainment & Media Outlook by Price Waterhouse Coopers.¹

¹Source: https://investmentbank.com/media-and-entertainment-industry-overview
*Indicates more than one delegation

GEOGRAPHIC OVERVIEW

U.S. ATTENDEE BREAKDOWN
Data representative of the 2019 NAB Show®.

NON-U.S. ATTENDEE BREAKDOWN
Data representative of the 2019 NAB Show.

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91,921
MEDIA, ENTERTAINMENT AND TECHNOLOGY PROFESSIONALS

$20.5 BILLION
IN PURCHASING POWER

1,635 EXHIBITING COMPANIES

89,503 NET SQ.M.
1,020,245 net sq.ft.

1,361 PRESS

ALL 50 STATES REPRESENTED

160+ COUNTRIES

CONTENT CREATION
CONTENT MANAGEMENT
CONTENT COMMERCE
CONTENT DISTRIBUTION & DELIVERY
CONTENT CONSUMPTION
# NAB SHOW® COMMUNITY

## INDUSTRY HOTTEST TOPICS COVERED AT NAB SHOW

### Advertising/Public Relations/Marketing
- **4K/8K**
- **360° video**
- **Advanced advertising**
- **AI/machine learning**
- **Big data**
- **Monetization**
- **Branded storytelling**
- **Connected cars**
- **Digital platforms**
- **Martech**
- **Voice recognition**

### Audio/Production/Post-Production
- **3D sound**
- **4K/8K**
- **360° video**
- **AI/machine learning**
- **ATSC 3.0**
- **Cloud solutions**
- **Cybersecurity**
- **eSports**
- **HDR/UHD**
- **IP workflows**
- **Multi-platform content delivery**
- **On-set post-production**
- **Streaming**
- **Universal broadband**

### Television (Broadcast)
- **4K/8K**
- **5G**
- **Advanced advertising**
- **AI/machine learning**
- **Application**
- **Centralized operations**
- **Cybersecurity**
- **eSports**
- **HDR/UHD**
- **IP workflows**
- **Multi-platform content delivery**
- **On-set post-production**
- **Transitioning to HDTV operations**

### Radio (Broadcast)
- **3D sound**
- **Advanced advertising**
- **AI/machine learning**
- **Automated workflows**
- **Centralized operations**
- **Cybersecurity**
- **Digital strategies**
- **In-car experience**
- **IP workflows**
- **Monetization**
- **Podcasting**

### Cable/MSO & Internet/Social Media & Satellite (Radio or Television)
- **4K/8K**
- **5G**
- **Advanced advertising**
- **AI/machine learning**
- **ATSC 3.0**
- **Cloud solutions**
- **Connected content**
- **Cybersecurity**
- **File-based/tapeless workflows**
- **HDR/UHD**
- **Immersive sound**
- **IP workflows**
- **Streaming**
- **Universal broadband**
- **Video compression**

### Film/TV Studio
- **4K/8K**
- **AI/machine learning**
- **AR/MR/VR**
- **Blockchain**
- **Cloud solutions**
- **Cybersecurity**
- **File-based/tapeless workflows**
- **HDR/UHD**
- **Immersive sound**
- **IP workflows**
- **Monetization**
- **Multi-platform content delivery**
- **Video on demand**
- **Volumetric capture**

### Independent Filmmaker
- **4K/8K**
- **360° video**
- **AI/machine learning**
- **AR/MR/VR**
- **Cloud solutions**
- **Cybersecurity**
- **Drones**
- **HDR/UHD**
- **Immersive audio**
- **Multi-platform content delivery**
- **Volumetric capture**

### Programming Network
- **4K/8K**
- **5G**
- **Advanced advertising**
- **AI/machine learning**
- **Asset management**
- **Centralized operations**
- **Cybersecurity**
- **HDR/UHD**
- **IP workflows**
- **Multi-platform content delivery**
- **Remote production**
- **Video recognition**

### Distributor/Dealer/Reseller
- **4K/8K**
- **5G**
- **Advanced advertising**
- **AR/MR/VR**
- **Cybersecurity**
- **Cloud solutions**
- **Centralized operations**
- **HDR/UHD**
- **IP workflows**
- **Multi-platform content delivery**
- **Monetization**
- **Video compression**

### Educational Organization
- **4K/8K**
- **AR/MR/VR**
- **Cybersecurity**
- **Drones**
- **HDR/UHD**
- **IP workflows**
- **Live streaming**
- **Multi-platform content delivery**
- **Systems integration**
- **Transitoning to HDTV operations**

### Non-Broadcast (includes Faith-Based Organizations, Healthcare/Medical, Sports: Team/League/Venue, and Government/Non-Profit)
- **4K/8K**
- **360° video**
- **AR/MR/VR**
- **Application**
- **Centralized operations**
- **Cybersecurity**
- **Digital strategies**
- **Immersive audio**
- **Lighting and stage design**
- **Live streaming**
- **Multi-platform content delivery**
- **Systems integration**

### Manufacturer/Supplier (Hardware)
- **4K/8K**
- **5G**
- **Advanced advertising**
- **Analog switch-off**
- **AR/MR/VR**
- **ATSC 3.0**
- **Broadcast Operations**
- **Centralized operations**
- **Cloud solutions**
- **Drones**
- **HDR/UHD**
- **IP workflows**
- **Monetization**
- **Remote production**
- **Video compression**

### Systems Integration
- **4K/8K**
- **AI/machine learning**
- **Cybersecurity**
- **Drones**
- **HDR/UHD**
- **IP workflows**
- **Lighting and stage design**
- **Video compression**

### Video Production Services/Facility
- **4K/8K**
- **Drones**
- **HDR/UHD**
- **Immersive audio**
- **Multi-platform content delivery**
- **Volumetric capture**

## PURCHASE PRODUCTS DIRECTLY FROM EXHIBITORS ON THE SHOW FLOOR!
ATTRACTIONS AND PAVILIONS

The NAB Show® Opening, select All-Badge Access Sessions and the NAB: We Are Broadcasters Celebration are all taking place on the Main Stage, located on the Show Floor.

Located in the Central Lobby, the Studio is home to NAB Show LIVE, the official live streaming broadcast produced in partnership with Broadcast Beatz.

MAINT STAGE

INNOVATION PIPELINE:
This dedicated area in North Hall is home to three destinations spotlighting future-focused technologies and solutions — from concept to prototype. Discover new products, services and strategic partnerships.

FUTURES PARK

A showcase of advanced projects presented by NAB and powered by PILOT featuring demos of high-tech media developments in progress, prototypes and products not yet available for sale.

StartUp

A new company launchpad where you can get the first look at product and service offerings that have recently hit the market.

ON-FLOOR EXPERIENCES:
Open-to-all education sessions on the Show Floor.

Explore the advantages of switching to IP, how to implement new infrastructure and how to make the shift as securely as possible.

Whether you have an established podcast, looking to start your own series or seek to improve audio quality and expand listenership, you will find everything you need here to create and commercialize audio content.

In the largest showcase of its kind, you will have the opportunity to get hands-on with more than 40 streaming video platforms and devices and experience nearly every live and on-demand streaming service on the market today.

TECH THAT DISRUPTS

BUILDING BRANDS WITH MEDIA

Make your trip even more valuable by participating in the NAB Show® conference program.

NAB Show is committed to bringing elite education to its Attendees. Join today’s industry icons to solve your toughest business challenges or to simply be inspired for your next project.

BROADCAST ENGINEERING AND IT CONFERENCE:
Dissect next-generation systems and today’s pressing issues.

CYBERSECURITY & CONTENT PROTECTION SUMMIT
A half-day event providing technology and business updates on cybersecurity and anti-piracy initiatives in the film, TV and broadcast industries.

EXECUTIVE LEADERSHIP SUMMIT
An exclusive, invite-only event bringing together key voices and leaders for an afternoon of critical dialogue, future-forward conversations and intimate networking.

NAB SMALL MEDIUM MARKET RADIO FORUM
Jump start your NAB Show experience and spend an afternoon with your peers discussing the future of small and medium market radio.

NSPIRE
Produced in partnership with The Advanced Imaging Society (AIS), NSPIRE is the new creative and business convergence for storytellers.

STREAMING SUMMIT
The two-day summit will feature 100 speakers from the broadcast, media and publishing industries covering the technical and business challenges and opportunities in packaging, monetizing and distributing online video.

EDUCATION

STAGE AND THEATER SESSIONS
Sprinkled throughout the Show Floor, take in keynotes, presentations and panel discussions, interactive crowd-sourced Q&A and power sessions to gain business insights, learn top trends in technology, and study the latest creative innovations.

WHY A NAB SHOW® CONFERENCE PASS?
Get unlimited access to the NAB Show Conference, plus complimentary access to BEIT and Digital Futures (Post|Production World, Streaming Summit, NSPIRE, etc.) not included with this pass

OR TRY A NAB SHOW® CONFERENCE SESSION 3-PACK!
Attend your choice of three NAB Show Conference sessions limit one per attendee. Does not include BEIT, Digital Futures or other conferences (PPW, Streaming Summit, NSPIRE, etc.) access

CONFERENCE PASS?

Why a NAB Show® Conference Pass?

Get unlimited access to the NAB Show Conference, plus complimentary access to BEIT and Digital Futures (Post|Production World, Streaming Summit, NSPIRE, etc.) is not included with this pass

Tell the difference between a Conference Session and a Conference Pass?

Spend an afternoon with your peers discussing the future of small and medium market radio.

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POST | PRODUCTION WORLD

Choose from 200+ sessions on video editing, motion graphics, cinematography, VR, creative business, color correction, project management, content distribution and more — all presented by industry experts.

Produced in partnership with

FMC is an Authorized Training Provider for the following manufacturers:

AUTHORIZED TRAINING PROVIDER
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

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

24,000+
REGISTRANTS FROM 160+ COUNTRIES

EXHIBITORS ARE LOOKING FOR YOU.

72% OF EXHIBITORS FIND IT IMPORTANT TO REACH NON-U.S. ATTENDEES.

LAS VEGAS
THE ULTIMATE DESTINATION FOR BUSINESS AND FUN

Attend NAB Show® and visit the city that attracts more than 41 million visitors a year by offering the most glamorous and unique hotels, the biggest stars in entertainment, award-winning restaurants and shows, and, of course, the brightest lights! Visitors can also enjoy around-the-clock gaming at some of the world’s grandest casinos, lounging by the pool, decompressing at the spa or playing a few rounds at surrounding golf courses.

GETTING THERE AND STAYING THERE
• Convenient air travel — more than 900 flights every day
• Affordable hotels — more than 148,000 hotel rooms to match your budget
• Get the benefits of staying in the official NAB Show housing block, offering a range of price points all in close proximity to the Las Vegas Convention Center.

RANKED THE NUMBER 1 DESTINATION FOR INTERNATIONAL SHOWS

REGISTER AND RESERVE HOTEL ROOMS ONLINE | NABSHOW.COM

NEARBY PLACES OF INTEREST

Grand Canyon
San Francisco
Hollywood
San Diego

Las Vegas
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