NAB Show Conference
Sponsorship Opportunities

April 18-22, 2020 | Exhibits April 19-22
Las Vegas, Nevada, US
NABShow.com
Big picture. Bigger perspectives.

With 100+ sessions to choose from, the NAB Show Conference (formerly the Conference Flex Program) gives attendees access to thought-leading, unique and powerful industry insights, and the opportunity to learn and take their craft to the next level.

Conference sponsors get VIP access to this audience who is investing in NAB Show education. We will work with you to customize the experience you are looking to create to this impactful group.

Featuring a number of content tracks on leading topics & conversations, the NAB Show Conference is built around a wide array of industry issues:

• Business of Media
• Content Strategies
• Creative Masters
• Future of Cinema
• Tomorrow’s Tech
• Content and Cable Connectivity
• Women Leading Change

**NAB Show also produces additional Conferences**

• Broadcast Engineering & Information Technology (BEIT)
• Digital Futures
• NSPIRE
• Post Production World
NEW
Sponsorship Opportunities

CUSTOM BRANDED CHARGING STATIONS (2 Options)
$3,950 – 4 Rooms (BEIT, Business of Media, Tomorrow’s Tech and Digital Futures sessions)
$1,500 – 1 Room (Content Strategies on Mon-Wed and Focus on Leadership on Sunday)

Get front and center by having your own Charging Station and branded battery packs in our main NAB Show Conference rooms. Attendees can grab one of the battery packs to recharge their phones during the session while they stare at your messaging. Use as a booth driver to get in front of this influential audience.

BENEFITS
• Tabletop display in Conference Rooms with a branded unit and 8 branded chargers for the duration of the NAB Show.
• Logo included on all collateral materials including NAB Show website, show guide, onsite signage and promotional pieces/emails as space allows
• Two (2) NAB Show Conference Passes. Sponsor must register using assigned code provided by Show Management.
Business of Media Track

Covering the media landscape across many delivery methods and platforms, the Business of Media track targets radio and television ownership and station management executives, as well as leaders from digital, cable and satellite companies.

Sessions drill down into legal, policy, advertising, sales and marketing, and business development.
PRESENTING SPONSOR (1 AVAILABLE)
$10,000

BENEFITS

• (1) 40-minute session or one panel position for end user to deliver case study, applied technology presentation or sponsor executive 40-minute session or subject matter expert on existing panel

• Video advertisement run on screen between sessions for one day of conference

• Tabletop display in room for duration of conference

• Option to provide seat drops or promotional items during sponsored session

• Data from attendees scanned during all NAB Show Conference track sessions (*provided by NAB after the show concludes*)

• Dedicated session listing in the myNAB Show Planner

• Rotating 728x90 banner advertisement on NAB Show Conference webpage with link to the Sponsor’s website

• Session will be listed in the NAB Show printed guide

• Logo included on all collateral materials including NAB Show website, show guide, onsite signage and promotional pieces/emails as space allows

• Ten (10) complimentary NAB Show Conference registrations
TITLE SPONSOR (2 AVAILABLE)
$5,000

BENEFITS

• Video advertisement run on screen between sessions for one day of conference
• Tabletop display in room for duration of conference
• Option to provide seat drops or promotional items during a session of your choice
• Data from attendees scanned during all NAB Show Conference track sessions (provided by NAB after the show concludes)
• Rotating 728x90 banner advertisement on NAB Show Conference webpage with link to the Sponsor’s website
• Logo included on all collateral materials including NAB Show website, show guide, onsite signage and promotional pieces/emails as space allows
• Five (5) complimentary NAB Show Conference registrations
ENGAGE PARTNER (1 AVAILABLE)
$4,950

NAB Show ENGAGE! sessions are similar to traditional conference sessions, except instead of a single on-stage presentation, there are three concurrent presentations to small groups gathered around distributed presentation screens. Attendees are provided with wireless headsets, which they can switch to hear any of the three presenters as they move among the screens in the room.

ENGAGE! sessions are 80-minutes each with announcements at 25-minute intervals suggesting presenters restart their presentations and attendees move to another station.

BENEFITS

- Tabletop display in room
- Option to provide retractable banners in the room during session
- Data from attendees scanned during all NAB Show Conference track sessions (*provided by NAB after the show concludes*)
- Logo included on all collateral materials including NAB Show website, show guide, onsite signage and promotional pieces/emails as space allows
- Two (2) complimentary NAB Show Conference registrations
Content Strategies Track

This track is geared to entertainment and program executives involved in the development, distribution sales, licensing, acquisition and growth of content across platforms. Through a mix of keynotes, special presentations and panel discussions, this track addresses revenue strategies, challenges and opportunities specific to lucrative and growing vertical content markets including sports, news, live events, eSports and podcasting.
PRESENTING SPONSOR (1 Available)

$10,000

BENEFITS

• 40-minute session

• Video advertisement run on screen between sessions for one day of conference

• Tabletop display in room for duration of conference

• Option to provide seat drops or promotional items during sponsored session

• Data from attendees scanned during all NAB Show Conference track sessions (provided by NAB after the show concludes)

• Dedicated session listing in the myNAB Show Planner

• Rotating 728x90 banner advertisement on NAB Show Conference webpage with link to the Sponsor’s website

• Session will be listed in the NAB Show printed guide

• Logo included on all collateral materials including NAB Show website, show guide, onsite signage and promotional pieces/emails as space allows

• Ten (10) complimentary NAB Show Conference registrations
TITLE SPONSOR (2 AVAILABLE)
$5,000

BENEFITS
• Video advertisement run on screen between sessions for one day of conference
• Tabletop display in room for duration of conference
• Option to provide seat drops or promotional items during a session of your choice
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• Five (5) complimentary NAB Show Conference registrations
Go behind the scenes with the creatives and crew responsible for today’s most innovative and popular feature films, TV series and OTT experiences. Learn how filmmakers and show runners designed game changing looks on set, elicited nuanced performances and choreographed complex shots. Hear how they applied the latest technologies to solve workflow challenges and understand how today’s content creators are reinventing storytelling for Twenty-First Century audiences.
PRESENTING SPONSOR (1 AVAILABLE)
$10,000

BENEFITS

• 40-minute session
• Video advertisement run on screen between sessions for one day of conference
• Tabletop display in room for duration of conference
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• Promotional Email inclusion to audience of Conference (banner ad)
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• Logo included on all collateral materials including NAB Show website, show guide, onsite signage and promotional pieces/emails as space allows
• Ten (10) complimentary NAB Show Conference registrations
TITLE SPONSOR (2 AVAILABLE)
$5,000

BENEFITS

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• Five (5) complimentary NAB Show Conference registrations
In today’s “always on” world, cinema is no longer confined to just a theatrical setting. With consumers seeking content via a myriad of distribution outlets, creators are working hard to maintain artistic intent in an ever-evolving landscape. But should that be the highest priority? The Future of Cinema track will explore this, and other thought-provoking questions as we examine the future of movie-making and the technologies that are driving tomorrow’s experiences.
Future of Cinema Track

2020 Program Session Titles – subject to change

• What is the Global View of the Future of Cinemas? Learn about advancements in the cinema experience around the world.

• Through the Looking Glass: How do US Theater Chains See Their Future U.S. Experts explain the impact of new technologies such as HDR, lasers, and gamification on the North American theater experience.

• SMPTE Storytellers: Voices of the Community Our industry is more than technology and equipment. Listen as a member of the media and entertainment community shares the human side of our story.

• Today’s Forecast: Cloudy with a Chance of DCP Mastering and Distribution More and more, “the cloud” is becoming a part of the digital cinema workflow, which includes DCP distribution. Representatives in this session describe the journey they’ve taken to get there.

• Future of Cinema Conference Keynote Address: The Changing Face of Cinema Cinema is continuing to benefit from the growing influence of women. Hear from one woman who is key to this important trend.

• Perfecting Every Pixel Learn about new, innovative content creation tools utilizing AI and photogrammetry.

• Real-time Rendering Engines: Powering New Production Opportunities Real-time rendering engines can produce photorealistic content. Learn what this means for production.

• Case Study: The Technology Behind Pixar’s ‘Soul’ In this session, you will learn how Disney Research developed machine learning concepts to optimize high resolution content.

• Be There: Immersive Venues Overlay Experience and Content Ever hear about “The Dome”? Find out what experiencing these game changing venues is like and what it could mean for the future.

• Be Water, My Audio Friend: Flow with Changes and Challenges Learn how changes in image technologies impact cinema sound and audio, plus how experts manage the challenges that come with image innovation.

• The Ascent of Cinema - Closing Keynote A “can’t miss” closing keynote pointing the way to the future of cinema
PRESENTING SPONSOR (1 AVAILABLE)
$10,000

BENEFITS

• (1) subject matter expert on (2) two separate panels within the program – will work with sponsor and NAB to maximize impact

• Video advertisement run on screen between sessions for one day of conference

• Tabletop display in room for duration of conference

• Option to provide seat drops or promotional items during sponsored session

• Data from attendees scanned during all NAB Show Conference track sessions (*provided by NAB after the show concludes*)

• Dedicated session listing in the myNAB Show Planner

• Rotating 728x90 banner advertisement on NAB Show Conference webpage with link to the Sponsor’s website

• Promotional Email inclusion to audience of Conference (banner ad)

• Session will be listed in the NAB Show printed guide

• Logo included on all collateral materials including NAB Show website, show guide, onsite signage and promotional pieces/emails as space allows

• Ten (10) complimentary NAB Show Conference registrations
TITLE SPONSOR (2 AVAILABLE)
$5,000

BENEFITS

• (1) subject matter expert on (1) panels within the program – will work with sponsor and NAB to maximize impact

• Video advertisement run on screen between sessions for one day of conference

• Tabletop display in room for duration of conference

• Option to provide seat drops or promotional items during a session of your choice

• Data from attendees scanned during all NAB Show Conference track sessions (provided by NAB after the show concludes)

• Rotating 728x90 banner advertisement on NAB Show Conference webpage with link to the Sponsor’s website

• Logo included on all collateral materials including NAB Show website, show guide, onsite signage and promotional pieces/emails as space allows

• Five (5) complimentary NAB Show Conference registrations
Spotlighting cutting edge developments reshaping the creation, distribution and consumption of entertainment content, the Tomorrow’s Tech track brings together thought leaders and catalysts from the entertainment, consumer electronics, technology, and service industries for an insider’s look into the emerging technologies disrupting everything from the creative process to business models and consumer behavior.
PRESENTING SPONSOR (1 AVAILABLE)
$10,000

BENEFITS

• 40-minute session or subject matter expert on existing panel
• Video advertisement run on screen between sessions for one day of conference
• Tabletop display in room for duration of conference
• Option to provide seat drops or promotional items during sponsored session
• Data from attendees scanned during all NAB Show Conference track sessions (*provided by NAB after the show concludes*)
• Dedicated session listing in the myNAB Show Planner
• Rotating 728x90 banner advertisement on NAB Show Conference webpage with link to the Sponsor’s website
• Promotional Email inclusion to audience of Conference (banner ad)
• Session will be listed in the NAB Show printed guide
• Logo included on all collateral materials including NAB Show website, show guide, onsite signage and promotional pieces/emails as space allows
• Ten (10) complimentary NAB Show Conference registrations
TITLE SPONSOR (2 AVAILABLE)  
$5,000

BENEFITS
• Video advertisement run on screen between sessions for one day of conference
• Tabletop display in room for duration of conference
• Option to provide seat drops or promotional items during a session of your choice
• Data from attendees scanned during all NAB Show Conference track sessions (provided by NAB after the show concludes)
• Rotating 728x90 banner advertisement on NAB Show Conference webpage with link to the Sponsor’s website
• Logo included on all collateral materials including NAB Show website, show guide, onsite signage and promotional pieces/emails as space allows
• Five (5) complimentary NAB Show Conference registrations
As the entertainment and media ecosystem continues to thrive, with consumers exhibiting an insatiable desire for more and more content, the competitive environment for buying and selling the most desired content rights for multi-platform distribution has reached a fever pitch. Coupled with critical issues facing subscription TV, from cord-cutting to customer retention, to ad dollar competition, the connection between cable and content has never been bigger. Taking place Tuesday, April 21st.
PRESENTING SPONSOR (1 AVAILABLE)

$10,000

BENEFITS

• (1) 40-minute session or one panel position for end user to deliver case study, applied technology presentation or sponsor executive 40-minute session or subject matter expert on existing panel

• Video advertisement run on screen between sessions for one day of conference

• Tabletop display in room for duration of conference

• Option to provide seat drops or promotional items during sponsored session

• Data from attendees scanned during all NAB Show Conference track sessions (provided by NAB after the show concludes)

• Dedicated session listing in the myNAB Show Planner

• Rotating 728x90 banner advertisement on NAB Show Conference webpage with link to the Sponsor’s website

• Session will be listed in the NAB Show printed guide

• Logo included on all collateral materials including NAB Show website, show guide, onsite signage and promotional pieces/emails as space allows

• Ten (10) complimentary NAB Show Conference registrations
TITLE SPONSOR (2 AVAILABLE)  
$5,000

BENEFITS

• (1) subject matter expert on (1) panel within the program – will work with sponsor and NAB to maximize impact

• Video advertisement run on screen between sessions for one day of conference

• Tabletop display in room for duration of conference

• Option to provide seat drops or promotional items during a session of your choice

• Data from attendees scanned during all NAB Show Conference track sessions (provided by NAB after the show concludes)

• Rotating 728x90 banner advertisement on NAB Show Conference webpage with link to the Sponsor’s website

• Logo included on all collateral materials including NAB Show website, show guide, onsite signage and promotional pieces/emails as space allows

• Five (5) complimentary NAB Show Conference registrations
We’re celebrating #WomenLeadingChange at NAB Show, and we’re partnering with top media organizations to showcase the women fueling growth and innovation in entertainment.

Sponsors can engage and join the conversation as we bring together creatives, executives and technologists to share success stories and innovative approaches to industry challenges.

Partners include Innovation Women, #GalsNGear, Women in Media, Blue Collar Post Collective, Women in Streaming Media, and National Association of Latino Independent Producers.
Presenting Sponsor (1 Available)
$7,500

Benefits
• (1) 40-minute session to deliver case study, or sponsor executive session
• Video advertisement run on screen between sessions for one day of conference
• Tabletop display in room for duration of conference
• Option to provide seat drops or promotional items during a session of choice
• Data from attendees scanned during all NAB Show Conference track sessions (provided by NAB after the show concludes)
• Rotating 728x90 banner advertisement on NAB Show Conference webpage with link to the Sponsor’s website
• Logo included on all collateral materials including NAB Show website, show guide, onsite signage and promotional pieces/emails as space allows
• Five (5) complimentary NAB Show Conference registrations
TITLE SPONSOR (2 AVAILABLE)
$4,000

BENEFITS

• Video advertisement run on screen between sessions for one day of conference
• Tabletop display in room for duration of conference
• Option to provide seat drops or promotional items during a session of your choice
• Data from attendees scanned during all NAB Show Conference track sessions *(provided by NAB after the show concludes)*
• Rotating 728x90 banner advertisement on NAB Show Conference webpage with link to the Sponsor’s website
• Logo included on all collateral materials including NAB Show website, show guide, onsite signage and promotional pieces/emails as space allows
• Four (4) complimentary NAB Show Conference registrations
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