

This is your complete guide for the 2021 NAB Show Space Contracting process. This guide details the new contract process, all offerings and rates, and FAQs.

We understand this is a shift from the NAB Show Space Selection process you are familiar with, but we have designed this process to meet the various needs of our entire show community. We look forward to moving forward together.

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If you have any questions, please do not hesitate to contact us.
The NAB Show Sales Team
+1 202 595 1953
exhibit@nab.org

Space Contracting Process

Due to this unique situation and the change in usable halls, our contracting process will start with an application for you to identify your exhibit space preferences.

Step 1. Complete application by November 13, 2020.

An email with the link to the exhibit space application form will be sent the week of October 26 to the primary contact for your company.

Step 2. Sign contract by November 20, 2020.

Based on the preferences you have identified on your application, and your membership status and any available credits, we will create your custom exhibit space contract and send to you for signature. The first payment is due at the time of returning the signed contract. At this point, your 2021 NAB Show exhibit space contract will be fully executed.

We will take into consideration all requests by exhibitors with fully executed contracts. We will design the floorplan based on the requests we received from exhibitors with fully executed contracts, allocating exhibit space to exhibitors according to their preferences and in priority point order.

Step 3. Receive exhibit space allocation.

We will notify you of your exhibit space allocation via email. You may remain in the space we've drawn and allocated for you, or you may request a change to move to an available booth or to be added to the Better Booth List for an opportunity to move to a more desirable location should one become available. We will work to accommodate your requests.

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Application Guide

Reference this guide when completing the application form. If you have any questions, please do not hesitate to contact us.

Due Date: November 13, 2020

Organization Information

Organization Name & Address Details

This is exactly as your organization will appear on the contract.

18-Digit ID

Enter your company's unique 18-Digit ID. Copy and paste this from the 2021 Space Contracting Process email that was sent to you.

Size and Type Requests

Preferred Size

This is the total size of the exhibit space, in square feet.

- Exhibit space is available in increments of 100 square feet.
- If you have specific length and width requests, indicate those in the additional requests section below.

Preferred Type

- Free Design is "raw space" and is unfurnished.
- Turnkey includes the exhibit space, plus a booth furnishings package.

Turnkey Package

- Turnkey Packages are available for exhibit space sizes 100, 200, and 400 square feet. And are available at two different levels – Starter (Pipe and Drape) and Traditional (Hard Wall Structure).

Space Preferences

Preferred Orientation

- A Linear Booth, also referred to as an "in-line" booth, is generally arranged in a straight line and has neighboring Exhibitors on its immediate right and left. A Linear Booth is a minimum of 100 square feet and a maximum of 300 square feet.
- A Perimeter Booth is a Linear Booth that backs up to an outside wall of the Facility rather than to another exhibit. A Perimeter Booth is a minimum of 100 square feet and a maximum of 400 square feet.
- A Split-Island Booth is a Peninsula Booth, which shares a common back-wall with another Peninsula Booth. Split-Island Booths are exposed to aisles on three sides. A Split-Island Booth is a minimum of 400 square feet.
- An Island Booth is exposed to aisles on four sides. An Island Booth is a minimum of 400 square feet.

Preferred Product Category

- Acquisition and Production
- Distribution and Delivery
- Post-Production
- Radio

Preferred Pavilion

- Advanced Advertising – the latest innovations and tactics in automation, AI, optimization, monetization and more.
- Podcasting – a manifest of companies providing podcasters with the tools to create and commercialize audio content.

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Application Guide, Continued

Location Preferences

These are preferences related to your exhibit space and other organizations or areas on the floor.

Other Organizations

Identify partners and competitors you would prefer to be near or not.

Other Pavilions/Specialty Areas

Identify pavilions or specialty areas you would prefer to be near or not.

- Advanced Advertising – the latest innovations and tactics in automation, AI, optimization, monetization and more.
- ATSC 3.0 – products and services that enable NEXTGEN TV.
- CineCentral – an interactive and community building experience for content professionals seeking in-depth perspectives on emerging trends shaping the future of content creation.
- Connected Media | IP – the solutions destination for exploring the underlying technologies enabling audiences to receive, discover and interact with content.
- Future of Delivery – conversations on what's impacting the future of distribution and delivery in the media broadcast space.
- Futures Park – presentations of media-related research and development projects from around the world.
- Podcasting – the latest tools to create and commercialize audio content.

Additional Requests

Any other feedback you would like to share with us relating to your exhibit space preferences.

Contact Details

Submitter

This is to provide a record of who submitted this application.

Primary Contact

The Primary Contact will receive all future NAB Show communications. Limit of one primary contact per organization.

Authorized Signer

The Authorized Signer will be sent the 2021 NAB Show Contract for signature.

The application form can only be submitted once. If you need to make any changes to your response, email exhibit@nab.org.

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Offerings

Indoor Exhibit Space

Standard Exhibit Space

Free Design Exhibit Space

NAB Member* \$48 per square foot
IABM Member** \$51 per square foot
Non-Member \$53 per square foot

Turnkey Packages

Starter Turnkey Package \$55 per square foot
Traditional Turnkey Package \$95 per square foot

Pavilion Exhibit Space

Advanced Advertising

Free Design Exhibit Space

NAB Member* \$48 per square foot
IABM Member** \$51 per square foot
Non-Member \$53 per square foot

Turnkey Packages

Starter Turnkey Package \$55 per square foot
Traditional Turnkey Package \$95 per square foot

Connected Media | IP

Free Design Exhibit Space

\$74 per square foot

Turnkey Packages

10x10 Turnkey Package \$141.15 per square foot
10x20 Turnkey Package \$133.90 per square foot
20x20 Turnkey Package \$129.40 per square foot

Future of Delivery

Free Design Exhibit Space

\$60 per square foot

Turnkey Packages

Starter Turnkey Package \$62 per square foot
Traditional Turnkey Package \$66 per square foot

Podcasting

Free Design Exhibit Space

NAB Member* \$48 per square foot
IABM Member** \$51 per square foot
Non-Member \$53 per square foot

Turnkey Packages

Starter Turnkey Package \$55 per square foot
Traditional Turnkey Package \$95 per square foot

Outdoor Exhibit Space

Standard Exhibit Space

Free Design Exhibit Space

NAB Member* \$31 per square foot
Non-Member \$33.50 per square foot

All Indoor Exhibit Space offerings above include unlimited material handling for \$3.85 per square foot of exhibit space contracted for. This fee is not included in the rates above.

**NAB Members must be NAB Members in good standing by December 1, 2020 to receive the NAB Member discount.*

***IABM Members must be IABM Members in good standing by December 1, 2020 to receive the IABM Member discount. IABM Member discount is only applicable for the first 1,000 square feet of exhibit space purchased.*

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FAQs

Logistics

What are the 2021 NAB Show dates in October?

- October 9 – 13 Conferences; October 10 – 13 Exhibits
- Move-in October 3 – 9; and Move-out October 13 – 15

What are the 2021 NAB Show exhibit hall hours?

- Sunday 10 a.m. – 6 p.m.
- Monday 9 a.m. – 6 p.m.
- Tuesday 9 a.m. – 6 p.m.
- Wednesday 9 a.m. – 2 p.m.

What halls will you be using?

- North and Central. Outdoor exhibits will be in Silver Lot.

What are the product categories in each hall?

- With the shift in dates and halls, this will be a collaborative decision based on the feedback we receive from you and other exhibitors during the contracting process.

Will you be co-locating with any other events?

- Radio Show and SMTE will co-locate with NAB Show in Las Vegas.

Will there be a hybrid component to the October 2021 live event?

- Yes, there will be a virtual event that will accompany the live event. We are still exploring how these two elements will work together and will communicate more details as we finalize it.

When will the hotel room blocks be available for booking?

- Housing will be open in November. Our hotel reservation office, Expovision, has negotiated the best room rates at your favorite Las Vegas hotel. Fill out the hotel early-bird request form to get priority pick when the block opens.

Will you hold a virtual NAB Show in April 2021?

- Yes, we are planning a digital experience in April of 2021.
- We have started the planning process and look forward to announcing later this year.

Will you still hold the 2022 Show in April?

- Yes, dates are April 23 – 27, 2022.

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FAQs, Continued

Contract Process

How will NAB know what booth I want?

- NAB will draw the floorplan based on the feedback we receive from exhibitors. This means the input we receive on your application is very important. This allows us to create a custom floorplan with exhibit space drawn specifically for you.

How will Priority Points work?

- All exhibit space will be allocated in Priority Point order. You may view the Priority Points Policy [here](#). There have been no changes made to the Priority Points system.

What if I do not complete the application by November 13?

- We will begin designing the floorplan November 23 based on the requests we receive from exhibitors with fully executed contracts, allocating exhibit space to exhibitors according to their preferences and in priority point order. If your application is not completed by November 13, we will not be able to send you a contract to sign by November 20, and therefore you will not be included in this initial floorplan design.
- You will need to wait until after the 2021 Space Contracting Processes has been completed, meaning that all that did fully execute a contract by the November 20 deadline have been allocated their exhibit space. Only at that point will you be able to contract for space.

What if I do not sign the contract by November 20?

- We will begin designing the floorplan November 23 based on the requests we receive from exhibitors with fully executed contracts, allocating exhibit space to exhibitors according to their preferences and in priority point order. If your contract is not signed and returned to NAB by November 20, you will not be included in this initial floorplan design.
- You will need to wait until after the 2021 Space Contracting Processes has been completed, meaning that all that did fully execute a contract by the November 20 deadline have been allocated their exhibit space. Only at that point will you be able to contract for space.

What if I change my mind after I apply and execute a contract?

- Once your exhibit space has been allocated to you, you can request a change to move to an available booth that meets your updated preferences. If one is not available, you can request to be added to the Better Booth List for an opportunity to move a location that meets your updated preferences, if and when one becomes available. We will work to accommodate your requests.

What if I do not like the booth that NAB has drawn for me?

- Once your exhibit space has been allocated to you, you can request a change to move to an available booth. If one is not available that you would prefer, you can request to be added to the Better Booth List for an opportunity to move a different location, if and when one becomes available. We will work to accommodate your requests.
- We will allow you the option to cancel your contract, without penalty. You will have 7 days to do this from the time you are notified of the exhibit space allocation.

In the contract, what is a license?

- You are the contracting licensee of exhibit space. This means that NAB, the licensor, is granting you permission to use exhibit space at NAB's discretion.

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FAQs, Continued

Contract Payments and Policies

What is the payment schedule?

- 15% of your exhibit space fee is due November 20, 2020, along with your executed contract.
- 45% of your exhibit space fee is due March 1, 2021.
- 40% of your exhibit space fee is due May 1, 2021.
- 100% of your unlimited material handling fee is due May 1, 2021.

What are my options for my rollover from the 2020 Show?

1. Use the full amount rolled over to 2021 as a credit in 2021.
2. Credit can be applied to exhibit space or sponsorship and advertising.

What do I get back if I cancel my exhibit space?

- You will receive a full, 100% refund of your exhibit space fee if you cancel on or before December 31, 2020. Otherwise, your refund will be:
 - 85% refund if cancel on or before February 28, 2021.
 - 75% refund if cancel on or before April 30, 2021.
 - 50% refund if cancel on or before June 30, 2021.
 - No refund if cancel on or after July 1, 2021.

Will there be a penalty if I need to reduce my exhibit space size after contracting?

- You will receive a full, 100% refund of your exhibit space fee reduced if you reduce your exhibit space by 600 square feet or less (in total since contracting) and do so on or before September 1, 2021.
- You will receive a full, 100% refund of your exhibit space fee reduced if you reduce your exhibit space by more than 600 square feet and do so on or before August 1, 2021.
- Otherwise, there will be no refund of the exhibit space fee reduced.

What do I get back if NAB cancels the Show?

- In the event of the occurrence of a Force Majeure Event and NAB is forced to cancel the Show, the License and Service Fees paid to NAB by Organization, which have not been expended or contracted to be expended in payments to third parties, will be returned to Organization upon deduction of the prorated cost of overhead.
- In the event that NAB cancels or indefinitely postpones the Show for COVID-19 related public health crisis or public health related supervening events causing commercial impracticability, you will receive a refund based on when cancellation occurs:
 - 70% refund if NAB cancels on or before July 31, 2021.
 - 66% refund if NAB cancels on or before August 31, 2021.
 - 34% refund if NAB cancels after September 1, 2021.

Where can I review the full terms & conditions of the contract?

- You can find a link to the contract in the [2021 NAB Show Space Contracting Dashboard](#).

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FAQs, Continued

Health & Safety

What safety measures are NAB Show organizers planning to put in place to ensure the health of those in attendance?

- Creating a healthy and safe environment for visitors to NAB Show is our top priority. We are working with a top medical firm to guarantee we are following all health and safety protocols as outlined by the Center for Disease Control (CDC). As information around the virus continues to develop, we will adjust our approach as needed based on guidance from our medical advisors.
- The following precautions may be implemented and enforced:
 - All visitors to the Las Vegas Convention Center (LVCC) will be required to wear a face covering.
 - If you do not have a face covering, you will be able to purchase one at the convention center.
 - Per, [GBAC STAR™](#), hand sanitizer station locations will be located throughout the LVCC.
 - Creation of buffer zones/metered lines at entrances to maintain physical distancing may be implemented.
 - NAB reserves the right to test attendees upon entrance to the event. This may or may not include temperature checks, COVID testing and/or other recommendations at the time of the Show.
 - Designated entrance and exit doors will be secured.
 - Enhanced cleaning and disinfection of high frequency touch points (escalator handrails, elevator buttons, etc.).
 - Increased meeting room space and cleaning/disinfection will occur between sessions.
 - Restrooms will be sanitized on an hourly basis, while following CDC and GBAC guidelines.
 - Back of house cleaning frequency will be increased.
 - All equipment will be sanitized (doors, microphones, podiums, etc.).
 - Frequency of waste removal and strengthened waste separation will be increased.
 - Designated directional walking paths/lanes.
 - Lobby, theater, conference room seating will be reconfigured to allow for distancing.
 - Floor markings will be installed to designate physical distancing in queuing lines.
 - Increased air filter quality rating to [MERV 14](#) (hospital grade filtration system) and increased replacement rate of air filters.
 - Significant changes to food and beverage services and cleaning policies (no buffets, no unwrapped cutlery, etc.).
 - Increased onsite medical staff and access to telemedicine.

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FAQs, Continued

Additional Offerings

I usually purchase an enhanced listing package; will this option still be available?

- Yes. [NAB Amplify](#) our new dynamic year-round digital platform, designed to extend the impact of the NAB Show throughout the year by providing opportunities for networking, discover and education will be an essential destination and resource for our community. Launching later this year, we look forward to sharing more details with you to help you connect and engage in real time, 365 days a year.

I usually purchase an On-Floor Meeting Room during the Show, will this option still be available?

- We are still planning to offer On-Floor Meeting Rooms for the Show in October.
- Once rates and inventory are finalized, we will communicate On-Floor Meeting Room offerings to the primary contact for your company.

I usually purchase an LVCC Meeting Room during the Show, will this option still be available?

- We are still planning to offer LVCC Meeting Rooms for the Show in October.
- Once rates and inventory are finalized, we will communicate LVCC Meeting Room offerings to the primary contact for your company.

I usually purchase a Hospitality Suite during the Show, will this option still be available?

- We are still planning to offer Hospitality Suites for the Show in October.
- Once rates and inventory are finalized, we will communicate Hospitality Suite offerings to the primary contact for your company.

I usually purchase Sponsorship & Advertising during the Show, will this option still be available?

- We are still planning to offer Sponsorship & Advertising opportunities for the Show in October.
- Once rates and inventory are finalized, we will communicate Hospitality Suite offerings to the primary contact for your company.

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