

The Americas One & Only Technology Stage for 2021

We believe we can deliver a fantastic NAB Show – audience size and scope will reflect those most passionate and eager to buy creating a strong and productive product launch and sales opportunity for you.

- Our Hybrid offering will extend, for the first time, the opportunity for everyone around the world to participate and thereby possibly creating the largest audience ever.
- Our co-locations with Radio Show, SMTE, AES and more will add value.
- There is reason to be optimistic about October – the change in date was made to maximize our opportunity to deliver strong attendance. This decision was made with your feedback and support.
- We understand the severity of the pandemic and its impact economically, as well as the industry's condition. Participation decisions will be influenced by the success of the vaccine rollout, lifting of travel restrictions, not everyone will feel comfortable traveling and/or participating in mass gatherings.
- International business travel will likely not resume until 2022 so we do expect a drop in attendance from some countries. We look forward to hosting them in April 2022.
- The North and Central Halls provide us with more than 1 million gross square feet – a more modest footprint than the 2020 NAB Show however we also have the option to create additional space in the Silver Lot (in front of the LVCC) and enclose it using a temporary structure.
- We recently announced the launch of NAB Amplify, a key component in NAB's larger innovation strategy aimed at enhancing our well-established live events...and because the pace of change in this industry demands it. This dynamic digital hub provides new opportunities to expand your digital strategy and connect with the Show community between events... to continue conversations, reach new markets, support product launches, increase lead generation, and more.