

Dear NAB Show Community,

With less than 60 days until the start of [NAB Show](#) and associated co-located events scheduled for October in Las Vegas, we are filled with excitement and anticipation to welcome you to what promises to be the ultimate reunion at which to get back to business, reconnect and reinvigorate the industry.

While the enthusiasm is building, we are keenly aware of health and safety concerns tied to the spread of the COVID-19 Delta variant and want to assure you that we are putting in place a comprehensive, data-driven plan that prioritizes safety and creates a productive environment at these events.

We have worked for the past several weeks to finalize [protocols](#) that will maximize the experience and safety of all members of the NAB Show community. This process has involved extensive consultation with health and safety experts, gathering feedback from a range of exhibitors and attendees, and review of the safety measures recommended by national and local health authorities, including Nevada Governor Steve Sisolak's important [announcement](#) this week regarding large events.

Taking this all into account, we will require all attendees and participants to provide proof of COVID-19 vaccination. We think this is a positive step in reducing the spread of COVID-19 and will provide further details on implementation as well as other safety measures under consideration.

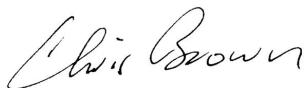
Multiple indicators show a strong eagerness among the NAB Show community to return in person, including steady attendee registration. The continued buildout of the [Show Floor](#) is bringing together hundreds of new and returning companies, including major brands like Amazon Web Services, AJA, B&H, Canon, Grass Valley, MediaKind, Panasonic, Ross, Sony, Verizon and more.

We are also finalizing a [full conference program](#) featuring premium education content, high-profile speakers and world-class training opportunities. Additionally, major industry events, such as the [Radio Show](#), [Sales and Management Television Exchange](#) and [AES Show](#), will co-locate in Las Vegas, broadening the base of attendees and adding value to their experience.

NAB Show is a momentous opportunity for the industry to reengage. We are ready to provide an unparalleled forum for inspiration and innovation while safeguarding those in attendance with sound health and safety protocols.

We genuinely appreciate the support, participation and feedback of the NAB Show community and look forward to seeing you in Las Vegas and connecting throughout the year on [NAB Amplify](#).

Sincerely,



Chris Brown
EVP & Managing Director, Global Connections and Events
National Association of Broadcasters