



# ATTENDEE AMENITIES

October 9-13, 2021  
Las Vegas, Nevada, US  
[NABShow.com](http://NABShow.com)

## HAND SANITATION STATIONS

**Buyout of 100 stations - \$21,000 (Exclusive)**

**North Hall 40 stations - \$9,000 (Exclusive)**

**Central Hall 40 stations - \$9,000 (Exclusive)**

**Westgate 20 stations - \$4,600 (Exclusive)**

A minimum of 100 Sanitation Stations will be positioned in high-traffic areas throughout the Las Vegas Convention Center and at the Westgate Hotel. Branding opportunity includes sponsor's messaging at the top and front panel of the unit (where it reads Hand Sanitizer in the image to the right).



## EXHIBIT FLOOR LITERATURE BAGS

**\$10,000 – North or Central Hall**

**\$17,000 – North & Central Hall Buyout**

Have your brand travel the show floor and beyond!

Sponsor would produce and send 5,000-8,000 promo bags to be displayed and restocked during the event. Bag can highlight company name/logo and booth number to drive traffic onsite.

### **OPTIONS:**

Central Hall – Bags will be displayed at 7 doors just inside the entrances

North Hall – Bags will be displayed at 4 doors just inside the entrances



# Attendee Amenities

## DAILY GIVEAWAYS

### \$5,000 rights fee

Drive traffic with a branded item attendees can use onsite. Sponsors can provide a promotional product for attendees to take as they pick up their badges and/or enter the show floor.

Sponsor can provide staff to distribute if they want to add a personal touch during show hours or NAB Show will have them in self-service containers positioned in high traffic areas at the LVCC.

Please confirm the item and quantity you intend to send when contracting so there is no overlap with other sponsors.

\*\*Item must be approved by NAB.



# Attendee Amenities



## REGISTRATION

\$25,000

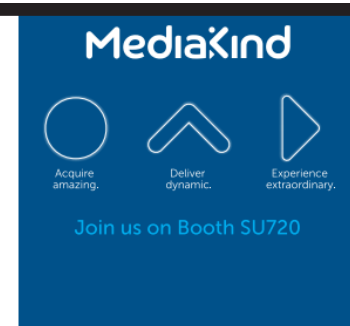
\*Exclusive

Get premium branding exposure by sponsoring NAB Show Registration. This exclusive opportunity allows companies to get premium exposure as each registrant and attendee will see your brand during the registration, when they print their badges as a custom ad positioned on the back of the badge.



## BENEFITS

- Sponsor Logo included in overall design of the onsite registration area
- Logo will be included on all registrants' registration web pages and confirmation emails.
- Custom ad printed on the back of each badge (design subject to change)
- Logo positioning on all collateral materials to include NAB Show website, onsite signage and promotional pieces/emails pertaining to Registration
- Four (4) Smart Pass Conference registrations to NAB Show - (*Sponsor must register online with the codes assigned by NAB*)



Lost badges may be reprinted for a \$50 fee. Lost tickets must be repurchased. Government-issued ID required for entry. NAB Show Badge must be displayed at all times. All bags subject to search.  
By having your badge scanned you are consenting to the collection of your data. This badge is the property of NAB Show and can be revoked at any time.  
IN CASE OF AN EMERGENCY call the LVCC dial (702) 892-7400.

### CONFERENCE BACKPACKS

**\$69,000**

**\*Exclusive**

Distributed to conference attendees, these high-quality bags are a favorite keepsake that leave a lasting impression. NAB Show to produce bags. Your logo will be printed alongside the NAB Show logo directly on the backpack or other form of bag selected by the sponsor.



# Attendee Amenities

## LANYARDS

\$60,000

**\*Exclusive**

All attendees are required to wear a badge on the show floor.

As the sponsor, your company name and logo will be exclusive along with the NAB Show logo on lanyards for attendees to grab during badge pick-up/entrances to NAB Show. Production, shipping and deployment is handled by NAB.





**Let's get started.**

[Contact NAB Sales](#)