

AN ELEVATED EXPERIENCE

Driving Meaningful Connections From Content to Commerce

NABSHOW[®]
Where Content Comes to Life

WHERE CONTENT COMES TO LIFE

The NAB Show Conference is where attendees come to level up their knowledge, acquire new skills, leverage data and reach their goals.

New for 2022, attendees will purchase one pass that allows them to select from any of the NAB Show Conference sessions across three tracks that align with our show destinations: **CREATE**, **CONNECT** and **CAPITALIZE**.

THREE CURATED TRACKS



CREATE TRACK

All things pre-production to post.

Exclusive content for producers, creators, makers, dreamers and streamers.

Sessions will focus on educating how to drive reach, harness power, crush production workflows and own the future. It's about leveraging new tech, tools and workflow solutions to elevate the art of storytelling.

This track will be home to legacy conferences including Creative Master Symposium, where attendees get the chance to lean in and glean insights from the creators behind today's biggest feature films, TV series, podcasts and online content.



CONNECT TRACK

All things distribution and delivery.

Serving our engineers, technologists, implementers, coders and all who love tech.

Attendees will learn how to set standards, make decisions, drive reach and attract killer talent. It's all about on air, online and on-the-go cloud computing and infrastructure pushing the boundaries of engineering and delivery.

This track will be home to legacy conferences including Broadcast Engineering and IT Conference and SMPTE's Future of Cinema, where attendees get a deep dive into pressing issues including the incorporation of artificial intelligence and machine learning.



CAPITALIZE TRACK

All things reach and ROI.

Dedicated content for advertisers, marketers, analysts, executives and managers.

Attendees will learn how to adapt, identify value, spot trends and become an essential part of their client's success. It's all about the business of media, multiplatform solutions and next-gen tech fueling the content economy.

This track will be home to legacy conferences Business of Media, Radio Show and Sales and Management Television Exchange, where attendees will uncover innovative strategies to attract emerging advertisers and explore evolving revenue models.



THOUGHT LEADERSHIP
OPPORTUNITIES

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PRESENTING PARTNER

\$12,000 | EXCLUSIVE TO ONE COMPANY, PER TRACK

What's Included

- Opening remarks during opening session of selected track (Create, Connect, Capitalize)
- Seat drop of collateral prior to opening session of selected track
- Two 30-minute "How To" or Case Study end-user session within Innovation Theater corresponding to selected track (Create, Connect, Capitalize, or Intelligent Content; based on availability at the time of commitment; Theater capacity: 25+with standing room)
- One 30-second commercial to play between sessions, within rooms of selected track only, for the duration of the Conference
- One Cocktail/high-top table within each of the track conference rooms; partner can provide collateral for attendees (partner responsible for re-stocking as needed)
- Opportunity for a live Q&A interview, featuring an executive or product specialist, during the NAB Show Preview event on NAB Amplify. Questions will cover your company, new products/initiatives, industry trends and what you're focusing on in the year ahead. NAB will create a 5-7-minute segment and promote as part of our show coverage. Partner can dictate time of release and use asset for their own promotion.
- Partner recognition included on or within marketing materials for the specific conference track, including NAB Show website, onsite signage and promotional pieces/emails as space allows
- Sessions promoted within NAB Show schedule (website, mobile app and onsite)
- Ability to share presentation/collateral via literature rack in selected track's Innovation Theater on day of session
- Attendee leads from session within the Innovation Theater and badge scans for selected track only; leads provided post-show
- Exclusive Guest Pass code to offer to prospects and clients a free Exhibits Pass registration to NAB Show
- Two NAB Show Conference passes for partner staff

TITLE PARTNER

\$7,500 | 2 AVAILABLE, PER TRACK

What's Included

- One 30-minute “How To” or Case Study end-user session within Innovation Theater corresponding to selected track (Create, Connect, Capitalize, or Intelligent Content; based on availability at the time of commitment; Theater capacity: 25+with standing room)
- One 15-second commercial to play between sessions, within rooms of selected track only, for the duration of the Conference
- Opportunity for a live Q&A interview, featuring an executive or product specialist, during the NAB Show Preview event on NAB Amplify. Questions will cover your company, new products/initiatives, industry trends and what you’re focusing on in the year ahead. NAB will create a 5–7-minute segment and promote as part of our show coverage. Partner can dictate time of release and use asset for their own promotion.
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A NEW WAY TO ENGAGE

Now is the time to **take your products, services and technologies beyond the traditional booth** and into compelling, interactive formats where you can engage with your prospects in a more meaningful way.

TO LEARN MORE ABOUT THE 2022 NAB SHOW,
CONTACT OUR SALES TEAM AT SALES@NAB.ORG

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