

# ATTENDEE EXPERIENCE SPONSORSHIP OPPORTUNITIES



## Lanyards

\$13,000 | Exclusive

All attendees are required to wear a badge on the show floor. Your company logo will be on the 10,000 lanyards that will be distributed during badge pick-up. If the sponsor prefers to supply the lanyards, the branding fee is \$5,000.



## Registration & Badge

\$10,000 | Exclusive

Position your brand at Registration, the first check-in point for attendees – digitally and in-person. Your logo will be incorporated into the registration process online and all attendee confirmation emails. Onsite, your logo will be included in the counter design, as well as through a digital billboard on all the customer-facing registration screens until the attendee prints their badge.

Also included is a full-color company advertisement on the back side of all attendee, exhibitor and press badges to promote your product or booth location.



## Show Bag

\$5,000 | Exclusive

Be the first thing attendees grab when they get to the floor. The sponsor can supply up to 10,000 bags that NAB will display at the entrances to the floor for attendees to use as they walk the show.



## Networking Mixer

\$4,000 | 2 sponsors each day  
Wednesday, October 19 | 5-6pm  
Thursday, October 20 | 4-5pm

Showcase your brand and engage attendees during one of our Networking Mixers. Each mixer features domestic beers and wines with pop-up bars placed strategically on the show floor to encourage participation.

The sponsor's logo will be included in digital and print advertising promoting the Mixers. Sponsors may also provide branded napkins, cups, promotional giveaway items and display a retractable banner during the mixer.

Sponsors will also receive lead-gen data from all attendees scanned during the Mixers.