

THOUGHT LEADERSHIP OPPORTUNITIES



Content Theater

\$15,000 | One Sponsor Each Day (Wednesday and Thursday)

Located within the Experiential Zone in the middle of the show floor, sessions on this stage will dive into new opportunities and perspectives on content creation, distribution, monetization and professional growth within industry verticals.

Benefits Include:

- (1) 20-minute executive conversation highlighting a client success representative of attendee's challenges
- Collaboration with the NAB Content team on goals and format to ensure alignment with the overall messaging of the show. One session available Wednesday and Thursday (reserved on a first come basis)
- Co-sponsor branding within the Content Theater and in pre-show communications
- Lead generation list of all attendees scanned in the Content Theater during the show
- Additional thought leadership opportunities within the Tech Chat Stage, Interview Studio and preshow "NAB Show New York, Amplified: 5 Minutes With..." Interview



Tech Chat Stage

\$2,500 | Exhibitor Rate

\$3,500 | Non-Exhibitor Rate

Also located within the Experiential Zone, this intimate stage spotlights your brand and successful execution stories to give attendees quick, focused and impactful information on how your innovations address attendee's challenges.

Moderated by the NAB Amplify content team, these 15-minute discussions will highlight specific use cases, directly from your customers and product subject matter expert, about the impact your technology is having on their business.

Showcase expertise by answering questions like: What problems are your clients asking you to solve? How does your product/service meet those needs? What makes you unique in the marketplace that prospects might not know?

These discussions will be recorded and edited, resulting in a fully produced asset available within 5 working days of the session. NAB will also promote sessions as part of the Tech Chat Stage coverage online, socially and through post-event communications.



Interview Studio

\$1,500 | Exhibitor Rate

\$2,000 | Non-Exhibitor Rate

Take advantage of our onsite Interview Studio for your executives, or clients speaking on your behalf, to produce a polished recording that can be used beyond the show as an extension of your marketing strategy.

Your company representative will be provided with four broad questions ahead of the interview, allowing responses to be prepared in advance and offering the opportunity to introduce specific points into the discussion. On-site, the process takes approximately 15 minutes from start to finish. The edited interview along with the raw file will be shared within 72 hours.

The result is a 4-5-minute video that NAB will also promote as part of its Interview Studio coverage online, socially and through post-event communications.