



# CINE CENTRAL

**SPONSORSHIP OPPORTUNITIES**

# CINECENTRAL CINEMA, BROADCAST & PRODUCTION

CineCentral is the destination for professionals to get hands-on with the tech driving Hollywood's cinematic trends and techniques for production and post-production.

This is also where they'll explore Cine+Live — the burgeoning cross section of cinematic tools and multicams used to further viewer experiences in live, sports and broadcast programming.

With hands-on training by industry pros, examples of on-set technology and community-building opportunities, attendees will gain access to a robust, interactive exhibitor showcase while you connect your products and services to the pros that can leverage it within their innovative cinematic storytelling techniques.

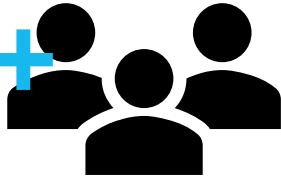


Production Equipment  
Rental Group part of ISIA

# NAB SHOW COMMUNITY

**NABSHOW**  
Where Content Comes to Life

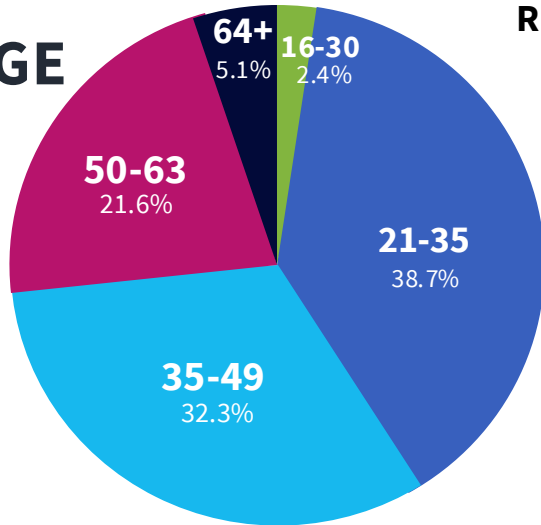
**57,300+**



**CREATIVE PROFESSIONALS**

ART DIRECTOR/CREATIVE DIRECTOR/PHOTO EDITOR | CAMERA ASSISTANT | CAMERA GRIP |  
CAMERA OPERATOR | CEO/PRESIDENT/EXECUTIVE DIRECTOR | CINEMATOGRAPHER | CREATIVE  
DIRECTOR | DIGITAL IMAGING SPECIALIST/TECHNICIAN | DIRECTOR OF PHOTOGRAPHY |  
DIRECTOR/PRODUCER (FILM/TV) | EDITOR | IMAGING | INDEPENDENT FILMMAKER | LENS |  
PHOTOGRAPHER'S ASSISTANT | POST-PRODUCTION SUPERVISOR | PRODUCER | STUDENTS +  
EDUCATORS | STUDIO OWNERSHIP OR MANAGEMENT | TECHNICAL DIRECTOR

## AGE



## REPRESENTING COMPANIES LIKE:



American Airlines



Baylor University



DIGITAL CINEMA SOCIETY

de Young \  
Legion of Honor  
fine arts museums  
of san francisco

Google



Local 600  
International Cinematographers Guild

HBO



The  
Kennedy  
Center

LAW &  
CRIME  
TRIAL NETWORK



NBC SPORTS  
GROUP



NETFLIX



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Stanford  
University

Storytellers

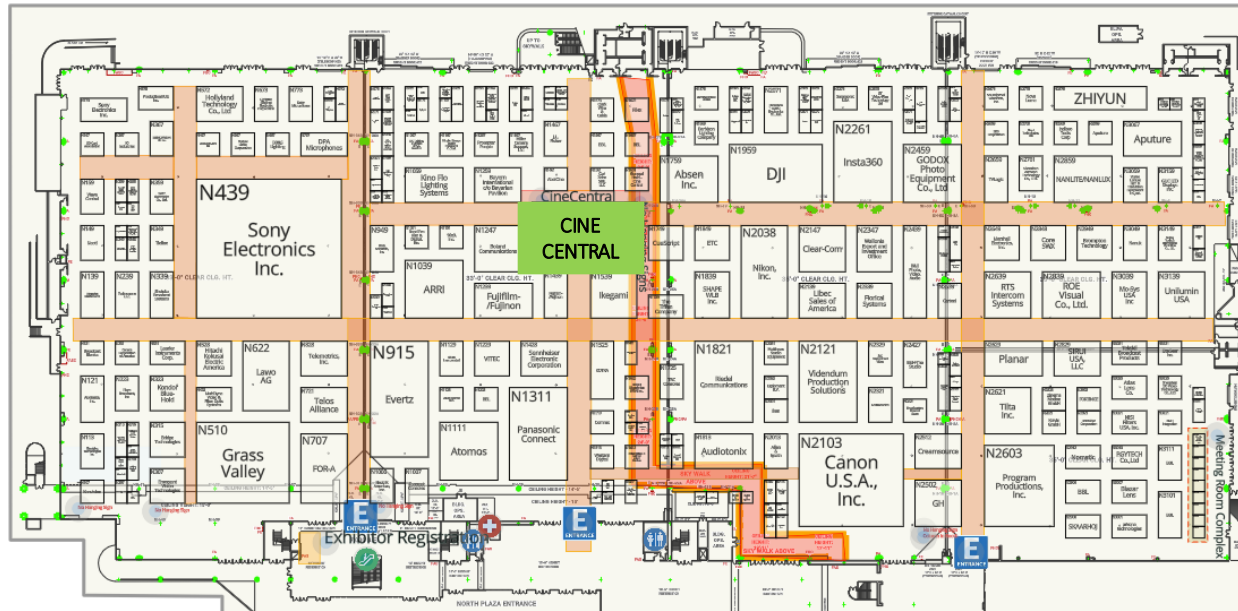
# DEMOS

## Sample Topics

- Women's Camera Operating Workshop
- From Script to Screen - Roles and Skills On Set
- Motion and Movement Tools in Production
- Camera Operating with Dollies
- Storytelling Skills to Apply to any Production
- Cine+Live and Multicam Skills and Technology
- Blocking a Scene and Storytelling Techniques
- Cranes and Stabilized Heads Overview and Hands On



# LVCC, NORTH HALL



Located in the heart of North Hall, this interactive lab delivers a unique atmosphere of skill-building workshops, community building and much more.

## The Lounge /Lecture

- Welcome Desk & Check-In
- Lecture area (capacity 100)
- One monitor and presentation area
- Theater chair set up
- Gathering point for mixers

## Lab #1 – Capacity 50

- One-camera setup
- Tripod with monitors
- Sessions addressing cameras, setup and supporting tech
- One monitor & mic

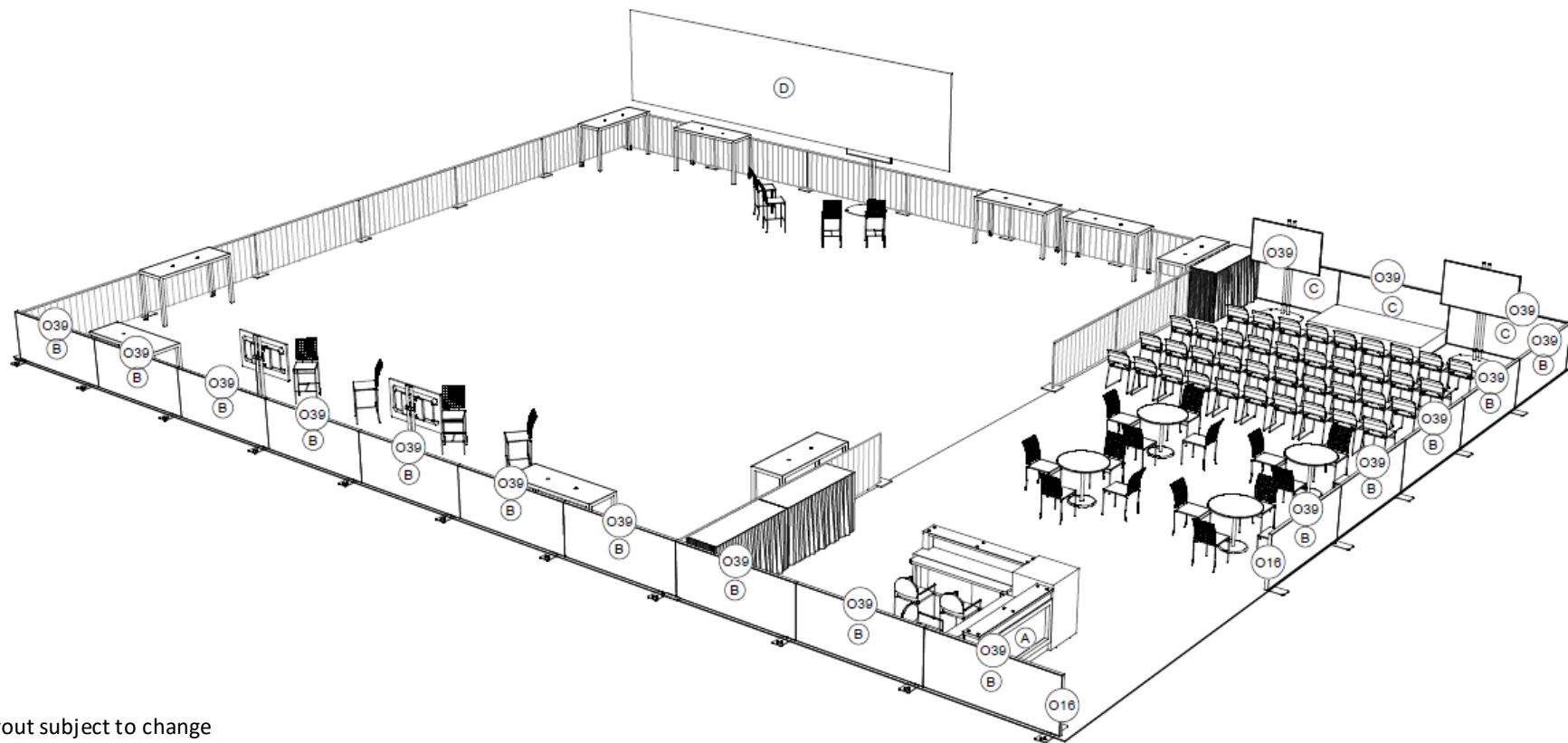
## Lab #2 – Capacity 50

- One camera on a dolly and track
- Sessions focused on teaching concepts with one camera and motion
- Includes support gear and monitoring
- One monitor & mic

## Lab #3 – Capacity 100

- Two-camera setup on 15ft cranes, dolly on track and stabilization heads and rigs
- Area is optimized for larger movement and more technology
- Two monitors & mics

# SPACE DIAGRAM



\*Layout subject to change

# HEADLINER SPONSOR



## Benefits Highlights

- Products/Technology included within the curriculum of the Workshops
- Ability to provide trained staff to support as instructors for lab activities
- Two 45-minute Craft Clinics within the CineCentral
- One Interview Studio recording that results in a fully produced 4-minute video, available within 5 business days post show.
- Headliner-level branding within marketing communications promoting CineCentral across email, social and web and onsite signage.
- Lead list of all attendee badge scans from CineCentral for the duration of the NAB Show
- Dedicated post-show email to the NAB 3rd party opt-in list – client to supply artwork and NAB to deploy. Date confirmed upon contract confirmation.

**\$27,500**

# PRESENTING SPONSOR



## Benefits Highlights

- Products/Technology included within the curriculum of the Workshops
- One 45-minute Craft Clinic within the CineCentral
- One Interview Studio recording that results in a fully produced 4-minute video, available within 5 business days post show.
- Presenting-level branding within marketing communications promoting CineCentral across email, social and web and onsite signage.
- Lead list of attendee badge scans from the day that sponsor hosts Craft Clinic in CineCentral

**\$12,500**



# TECHNOLOGY SPONSOR



## Benefits Highlights

- Products/Technology included within the curriculum of the Workshops
- Ability to provide trained staff to support activities
- Technology branding within marketing communications promoting CineCentral
- Ability to bundle Craft Clinics for hands on and lecture presentation of technology

**\$2,000**

**(1) Craft Clinic Bundle (lecture or hands on) \$5,000**

# NEW - CRAFT CLINICS SPONSOR

CineCentral will host 45-minute demonstration/teaching sessions called Craft Clinics, in either a Lecture or Lab scenario.

Craft Clinics offer a unique style of presenting and teaching in a production/on-set environment allowing attendees to gather for workshops and industry networking.

## Benefits Highlights

Lecture space capacity: 100-seat theater style, with one monitor and mic

Lab hands-on capacity: 50 standing teaching style with one monitor and mic

- Lead list of all attendee badge scans from Craft Clinic
- Craft Clinic title and description included in NAB Show website and onsite schedule

**\$3,500**

# NABSHOW<sup>®</sup>

*Where Content Comes to Life*

For more information, please contact

**NAB Sales Team**

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