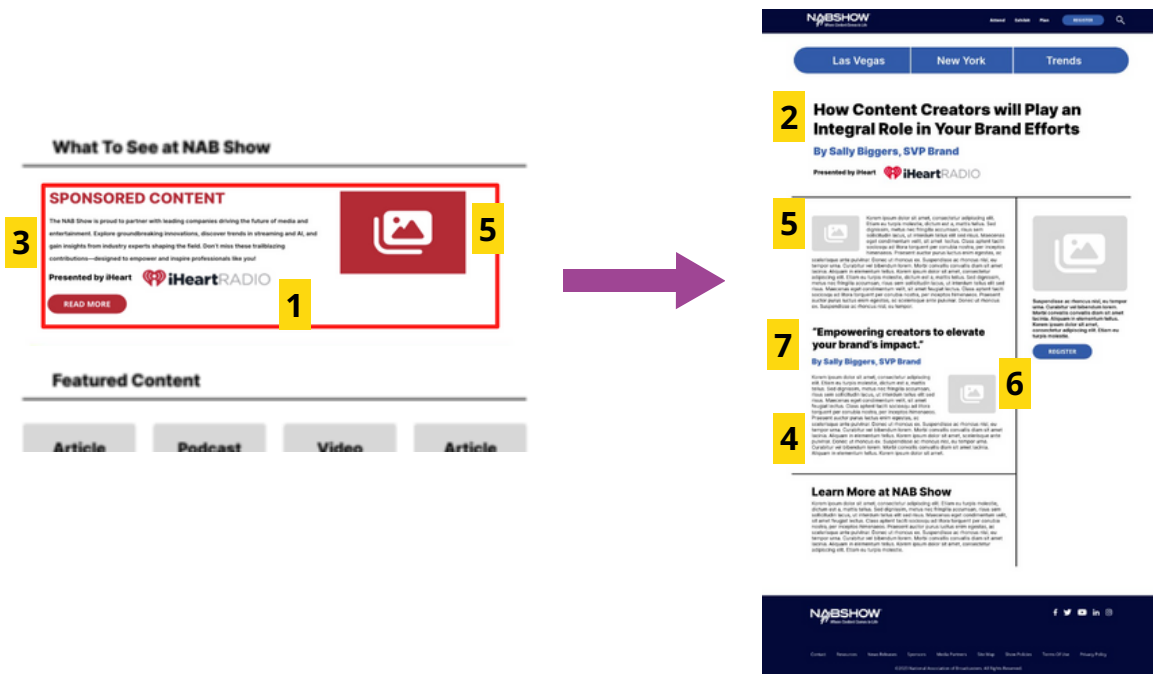


Deliverables		Specifications
1	Company Logo	EPS or SVG reverse color logo, vector format
2	Article Headline	25-word maximum
3	Article Description Copy	25-word minimum, 50-word maximum
4	Article Body Copy	300-word maximum
5/6	Two (2) Article Images	300x250px
7	Featured Quote from Article	Small excerpt from article



## Deliverables & Deadlines

- **Article MUST promote client's presence at NAB Show.**
- All creative materials must be received at least five business days prior to the launch of the campaign.
- NAB reserves the right to reject any creative that does not follow our specifications.

## Asset Checklist

- Company Logo
- Two (2) 300x250 images for article
- Article Headline (25 words)
- Article Description Copy (25-50 words)
- Article Body Copy (300-word maximum)
- Featured Quote from Article

If you are planning on using NAB Show names and logos in your creative, please follow the guidelines below.

## Naming Usage

### NAB Show®

- Use the registration mark ® in the first text reference of NAB Show® in a document and leave it off in the mentions that follow. It is preferred to be in superscript.
- Do not use just “NAB” or “Nab.” It is always NAB Show.
- NAB Show New York should always be written as so and should never be referred to as NAB Show NY or NAB NY.
- When NAB Show or NAB Show New York is referred to as “the Show,” the word “Show” must be capitalized.
- When NAB Show and NAB Show New York are nouns, do not use “The” preceding the product name in running copy.
- “The” can be used when the year of the Show is included.
  - Example: The 2021 NAB Show
  - Do not use “NAB Show 2021.”
- When NAB Show is an adjective, “the” can precede it.
  - Example: The NAB Show experience is unforgettable.

## Logo

### NAB Show®

- There are multiple versions of the NAB Show logo. Please only use NAB Show Logos that do NOT have a tagline.
- [Logos can be downloaded here.](#)



The NAB Show marketing team has the right to request design edits to ensure the brand integrity of NAB Show and NAB Show New York.