

# AN ELEVATED EXPERIENCE

Driving Meaningful Connections From Content to Commerce

**NABSHOW**<sup>®</sup>  
*Where Content Comes to Life*

# WHERE CONTENT COMES TO LIFE

There's nowhere else in the world where the biggest brands in media and entertainment gather at once to unveil their tech. Where thought leaders convene from every corner of the globe to share their insight. Where you can find everything that fuels the entire content economy under one roof.

**2022 will welcome a reimagined NAB Show experience.** Carefully curated. Fully customizable. Take your place in one of four destinations: CREATE, CONNECT or CAPITALIZE, each representing a community-centric workflow within the ecosystem; or INTELLIGENT CONTENT, home to an arsenal of transformative technologies crossing every sector.

Now more intuitive than ever, this elevated experience will ensure that the audience most impactful to your business reaches you faster.

# THREE CURATED DESTINATIONS

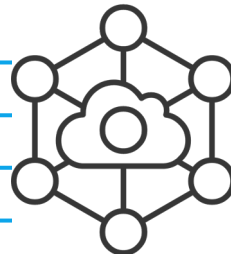
AUDIO  
VIDEO  
FILM  
TV



## CREATE

All things pre-production to post.

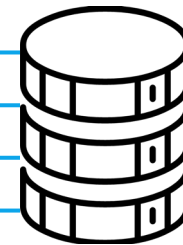
This is where content finds form. Here you'll find the latest tools and advance workflows elevating the art of storytelling.



## CONNECT

All things distribution and delivery.

This is where content moves next. Here you'll find cloud computing and media infrastructure pushing the boundaries of content delivery anytime, anywhere.



## CAPITALIZE

All things reach and ROI.

This is where content meets commerce. Here you'll find strategic solutions and next-gen technologies creating new revenue streams and fueling the content economy.

# INTELLIGENT CONTENT, A FOURTH DESTINATION

The future of our industry is rapidly being reshaped by all things data, AI and automation. NAB Show's new INTELLIGENT CONTENT launching in 2022 in West Hall will be an immersive and interactive experience bringing the whole value chain to life. Three primary pillars will house a multitude of new display categories.

## AI & AUTOMATION



Behavioral Analytics

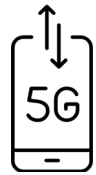


Demand Led Commissions



Integrated Tech Stacks

## NEW ENGAGEMENT CHANNELS



Always On Platforms



Wearable Devices



Connected Homes

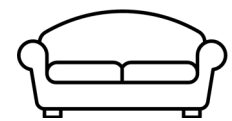


Smart Cities

## NEW BUSINESS MODELS



Monetization & Channels



Connected Consumer

# NEW EXPERIENTIAL ZONES

Within each destination lies interactive experiences, on-floor activations and hands-on opportunities driving deeper connections through three distinct zones focused on: INSPIRATION, INNOVATION and IMPLEMENTATION. These are areas designed to extend your reach to emerging markets, spotlight customers, showcase real life applications and so much more.



## INSPIRATION

*Want to build your brand while spotlighting customers and inspiring others?* We are convening top creators, content rock stars and even those with out-of-industry perspectives to share their journeys and experience with us.

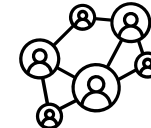
*Think:* a theater setup and connected networking lounge to support inspiration-sharing.



## INNOVATION

*Have you developed a new product or service?* This is where start ups, and established players can demonstrate their latest innovations.

*Think:* kiosk, display table, cube theater, meeting space and networking lounge to discover what's new and next.



## IMPLEMENTATION

*How does this all come together?* Here is where we'll share specific how-to's and conquer these challenges through creative problem solving.

*Think:* Integrated workflow experience, hands-on training, tips and techniques and networking lounge to understand how to implement needed solutions now.

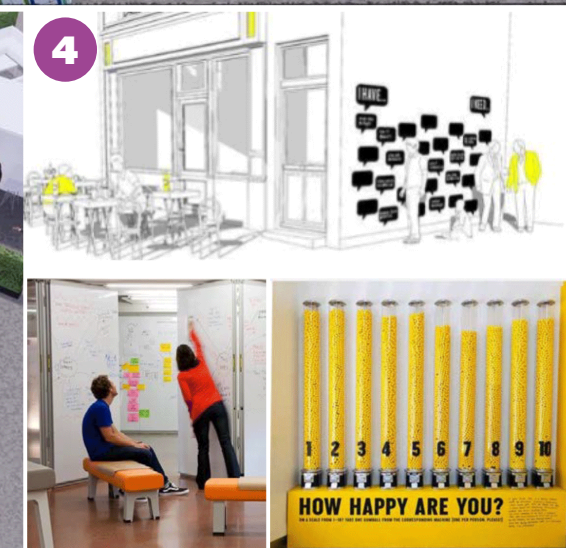
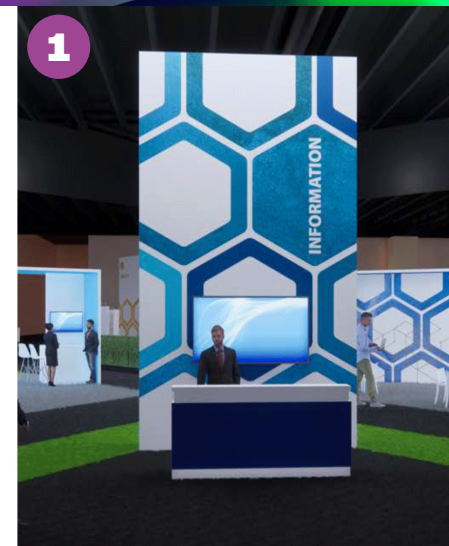
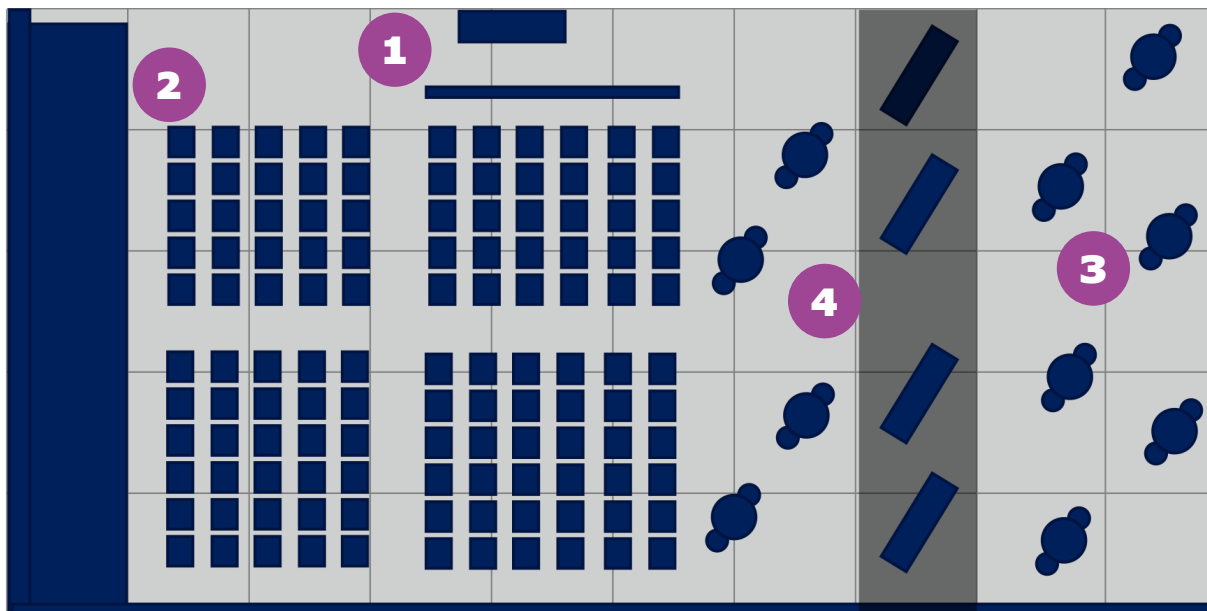


# CREAT

# INSPIRATION ZONE

*Located within Central Hall*

- 1** Welcome reception area
- 2** Inspiration Theater with seating for 100
- 3** Networking lounge
- 4** Inspiration Wall for idea sharing and inspiration

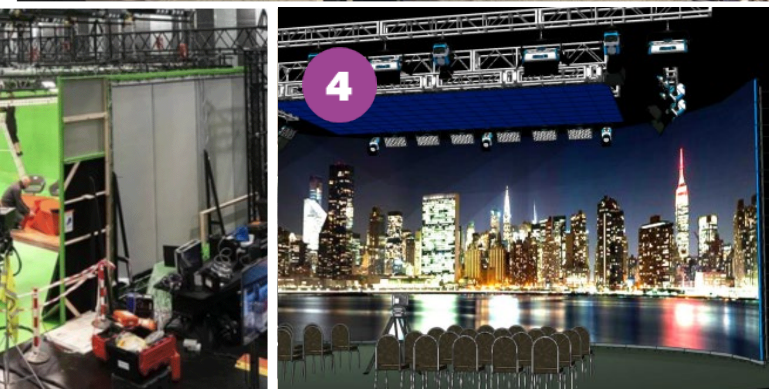
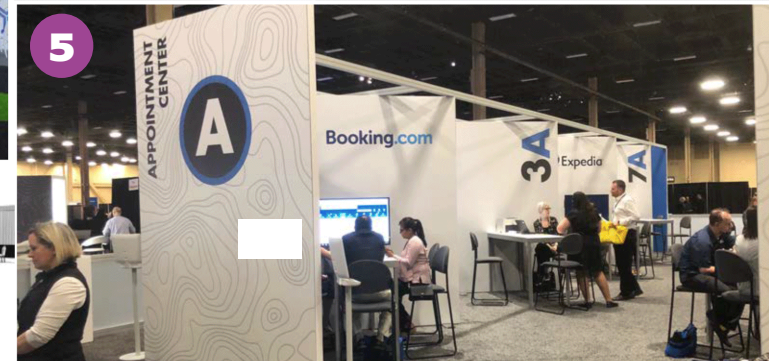
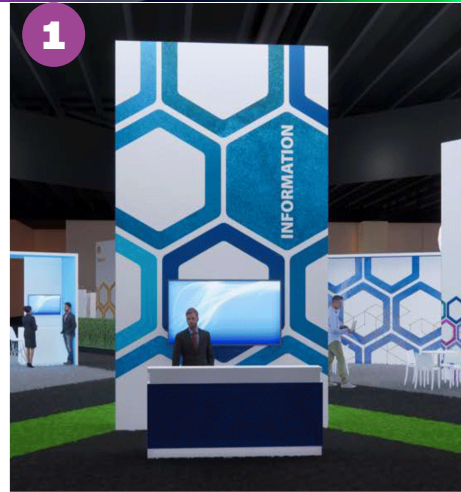
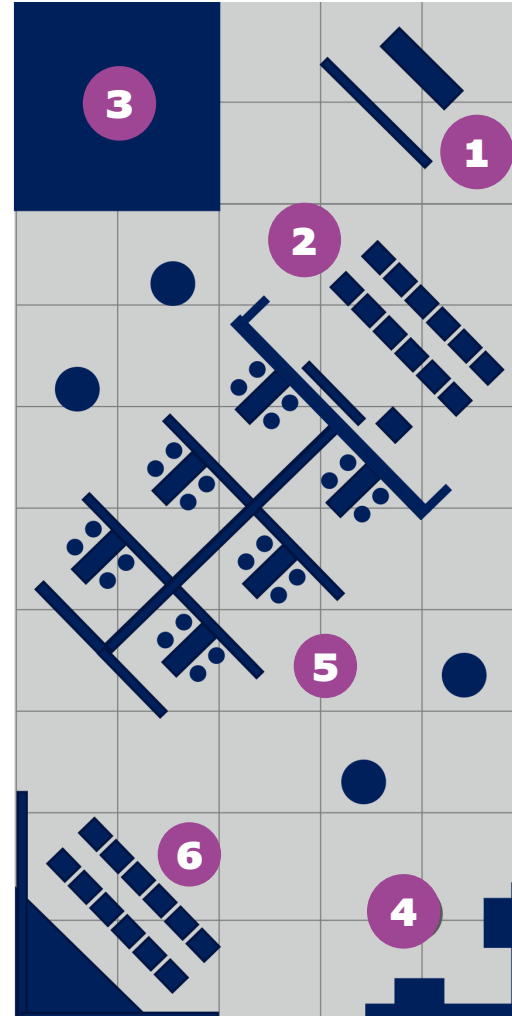


# CREA

# IMPLEMENTATION ZONE

*Located within Central Hall*

- 1** Welcome reception area
- 2** Training Theater with seating for 50
- 3** Virtual Production Workflow
- 4** Virtual Production Workflow with seating
- 5** Networking roundtable stations
- 6** Presentation Theater with seating for 50



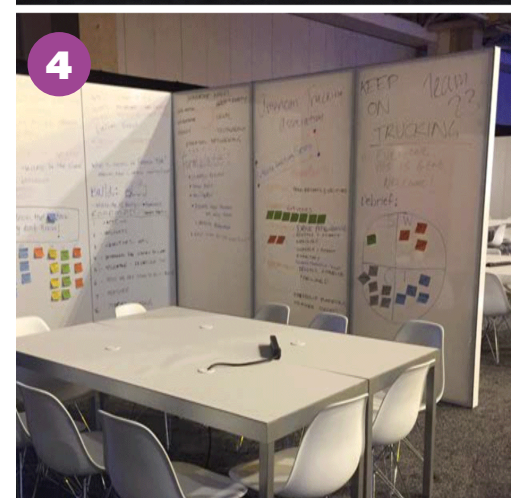
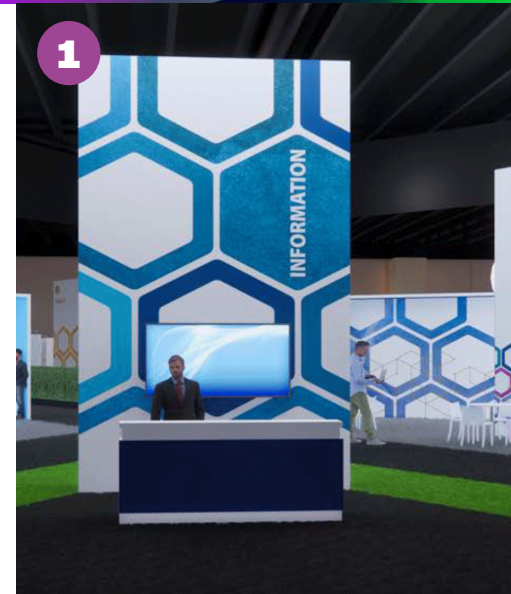
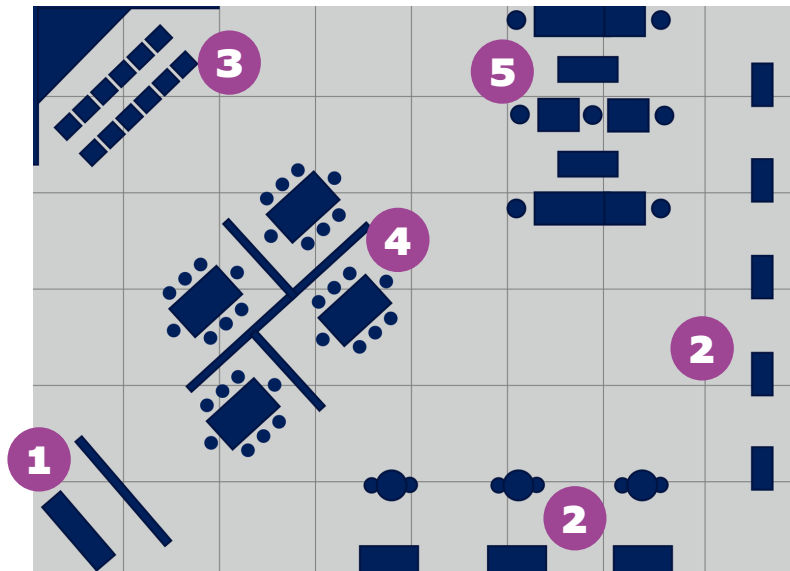


# CREATING

# INNOVATION ZONE

*Located within North Hall*

- 1** Welcome reception area
- 2** Startup Showcase debuting the latest innovations
- 3** Demo Theater with seating for 50
- 4** Meeting alcove for meetings and idea sharing
- 5** Lounge Space for networking



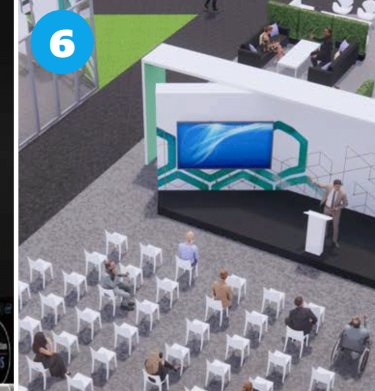
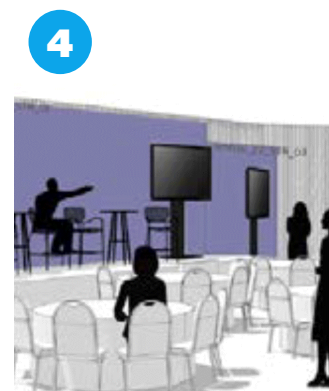
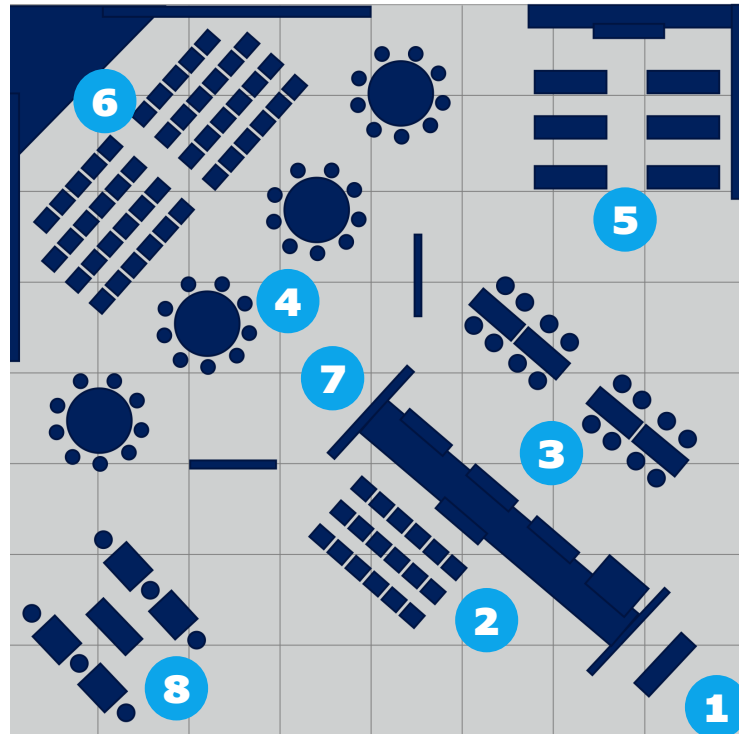


# CONNEXT

## COMBINED ZONES

*Located within West Hall*

- 1 Welcome reception area
- 2 Innovation Theater with kiosks and session seating for 50
- 3 Implementation Lab with seating for training
- 4 Networking roundtable stations
- 5 Training Theater with seating for 50
- 6 Inspiration Theater with seating for 100
- 7 Inspiration Wall for idea sharing and inspiration
- 8 Lounge Space for networking



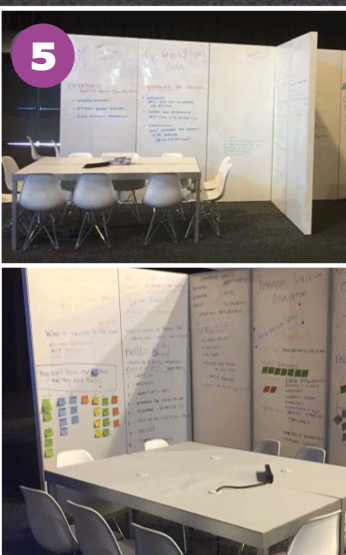
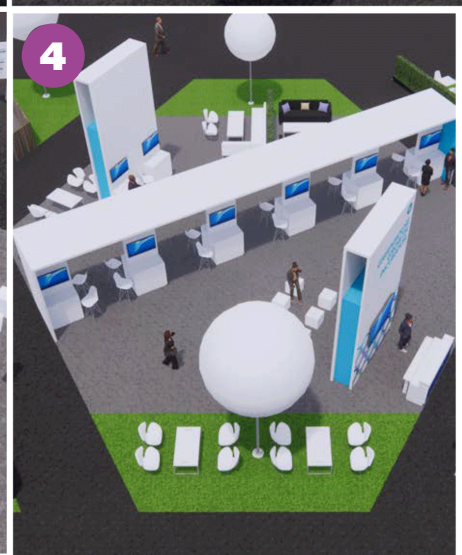
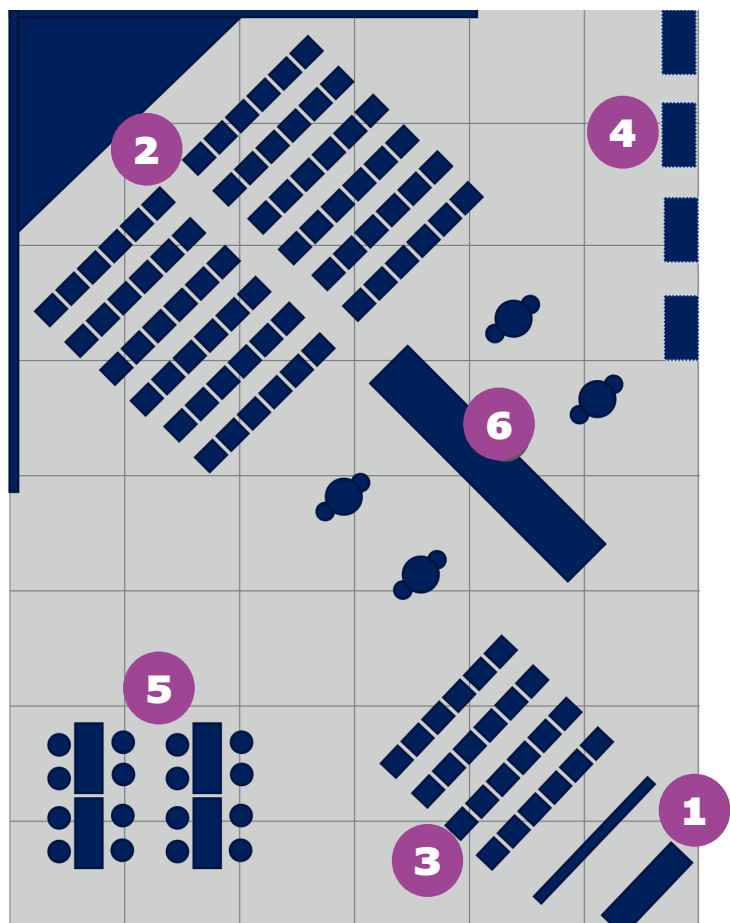


# CAPITALA

## COMBINED ZONES

Located within North Hall

- 1 Welcome reception area
- 2 Inspiration Theater with seating for 100
- 3 Demo Theater with seating for 25
- 4 Innovation Showcase debuting the latest startup innovations
- 5 Networking roundtable stations
- 6 Inspiration Wall for idea sharing and inspiration



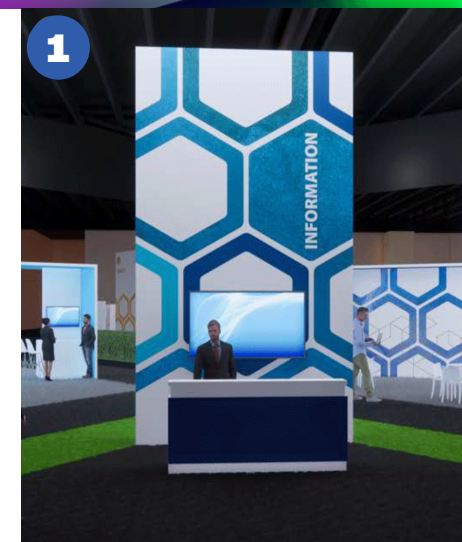
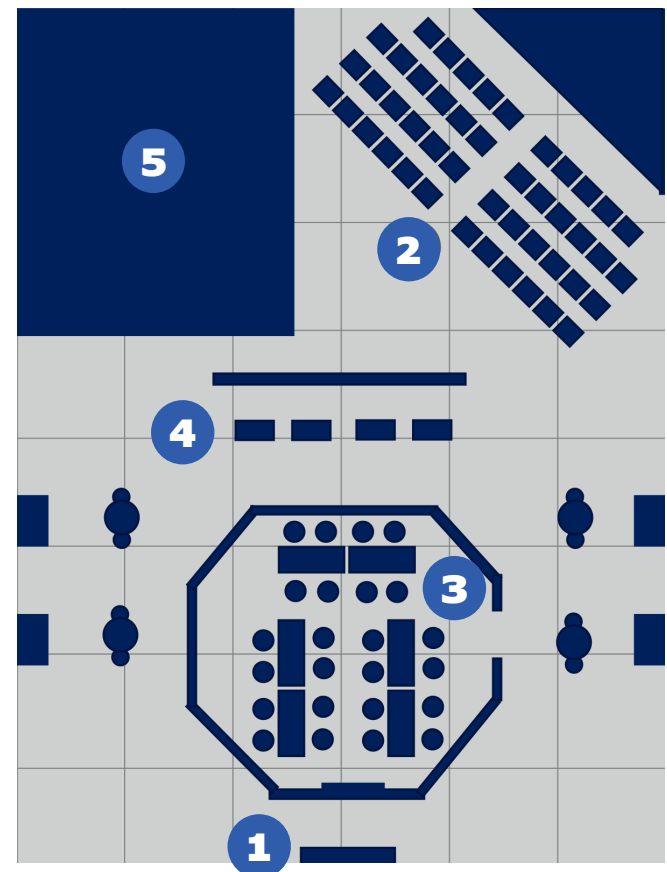


# INTEL

## COMBINED ZONES

Located within West Hall

- 1 Welcome reception area
- 2 Inspiration Theater with seating for 50
- 3 Networking roundtable stations
- 4 Innovation Showcase debuting the latest startup innovations
- 5 Google experience





*THOUGHT LEADERSHIP*  
**OPPORTUNITIES**

Driving Meaningful Connections From Content to Commerce



# PRESENTING PARTNER

*\$35,000 | 8 AVAILABLE*

## *Does your brand and/or products align with all experiences within a destination?*

Secure a Presenting Partner package to gain recognition within all experience zones in a specific destination. This package is designed to highlight our industry's gamechangers in an organic, yet elevated, manner to drive business.

## *What's Included*

- Two 30-minute Inspiration Theater speaking slots within destination of choice (Create, Connect, Capitalize, or Intelligent Content; based on availability at the time of commitment)
- One 30-minute Innovation Theater session (demo or case study presentation) within destination of choice (Create, Connect, Capitalize, or Intelligent Content; based on availability at the time of commitment)
- One Premium Pod within destination of choice Innovation area (Pod package is flexible)
- Branding incorporated into the overall destination design
- Opportunity to provide 15-second commercial/video to be played between sessions within sponsored theaters
- Partner recognition included on all collateral materials including NAB Show website, onsite signage and promotional pieces/emails as space allows
- Opportunity for a live Q&A interview, featuring an executive or product specialist, during the NAB Show Preview event on NAB Amplify.
- Partner sessions included within the full NAB Show schedule on the website, mobile app and onsite signage
- Attendee leads from all Inspiration and Innovation Stage sessions within destination of choice; leads provided post-show
- Copy of session recordings (raw footage) provided post-show
- Four NAB Show Conference passes for partner staff

# TITLE PARTNER

*\$15,000 | 8 AVAILABLE*

## *Does your brand and/or products align with all experiences within a destination?*

Secure a Title Partner package to gain recognition within all experience zones in a specific destination. This package is designed to elevate your brand, subject matter experts and clients to showcase innovation and how you are driving growth for media and entertainment.

## *What's Included*

- One 30-minute Inspiration Theater speaking slots within destination of choice (Create, Connect, Capitalize, or Intelligent Content; based on availability at the time of commitment)
- One 30-minute Innovation Theater session (demo or case study presentation) within destination of choice (Create, Connect, Capitalize, or Intelligent Content; based on availability at the time of commitment)
- Branding incorporated into the overall destination design
- Opportunity to provide 15-second commercial/video to be played between sessions within sponsored theaters
- Partner recognition included on all collateral materials including NAB Show website, onsite signage and promotional pieces/emails as space allows
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- Attendee leads from all Inspiration and Innovation Stage sessions within destination of choice; leads provided post-show
- Copy of session recordings (raw footage) provided post-show
- Two NAB Show Conference passes for partner staff

# INSPIRATION THEATER

*\$7,500 | 8 AVAILABLE*

***Looking to establish your brand/company as a thought leader and gain some leads?*** Secure an Inspiration Theater package to get your message out and new business in. With seating for 100, these theaters are focused on delivering big picture trends, disruptions and guidance to navigate the uncharted territories ahead. They'll leave motivated and empowered with new ideas and fresh perspectives.

## ***What's Included***

- One 30-minute session within destination of choice (Create, Connect, Capitalize, or Intelligent Content; based on availability at the time of commitment)
- Sponsor logo included within marketing promotions for selected Inspiration Theater (email, social, web, etc.); Sponsor recognition format dependent on available space
- Partner session included within the full NAB Show schedule on the website, mobile app and onsite signage
- Ability to share presentation/collateral within literature racks on day of session
- Attendee leads from partner session; leads provided post-show
- Copy of session recording (raw footage) provided post-show

***Pro Tip: Book more than one session if looking to have daily engagement or create a "series" within a single destination's Inspiration Theater, or across multiple experience zones to increase exposure and leads.***

# INNOVATION THEATER

\$2,500

**Looking to share a demo or details about a new product?** Secure an Innovation Theater package to give attendees insight into how your technology could transform their business. With seating for 25, these theaters are designed for more intimate demos and case study presentations.

## **What's Included**

- One 30-minute “How To” or Case Study end-user session within destination of choice (Create, Connect, Capitalize, or Intelligent Content; based on availability at the time of commitment)
- Sponsor logo included within marketing promotions for selected Innovation Theater (email, social, web, etc.); Sponsor recognition format dependent on available space
- Partner session included within the full NAB Show schedule on the website, mobile app and onsite signage
- Ability to share presentation/collateral within literature racks on day of session
- Attendee leads from partner session; leads provided post-show

**Pro Tip:** Book more than one session if looking to have daily engagement or create a “series” within a single destination’s Innovation Theater, or across multiple experience zones to increase exposure and leads.



*SHOW FLOOR*  
**OPPORTUNITIES**

Driving Meaningful Connections From Content to Commerce

# PREMIUM POD

## \$5,000

**Looking to share a demo or details about a new product?** Secure this premium pod package, exclusive to the Innovation experience zones within each destination, to showcase new products and services. This turnkey space can complement or be in lieu of a booth on the show floor.

### What's Included

- Custom graphics
  - Top: 17.31”h x 38.87”w
  - Bottom: 12”h x 38.87”w
- 36” Monitor
- One 3mbps internet connection
- Company Name ID sign
- One 500-watt electrical drop
- Two White Zoey Barstools
- Carpet
- Nightly Cleaning
- Unlimited Material Handling
- Inclusion within the official Show Directory and mobile app



**Pro Tip:** Book more premium pods across destinations to increase exposure and leads.

# PLUS POD

\$3,500

**Looking to share a demo or details about a new product?** Secure this plus pod package, exclusive to the Innovation experience zones within each destination, to showcase new products and services. This turnkey space complement or be in lieu of a booth on the show floor.

## **What's Included**

- Custom graphics
  - 54.62”h x 38.87”w
- Company Name ID sign
- One 500-watt electrical drop
- Two White Zoey Barstools
- Carpet
- Nightly Cleaning
- Unlimited Material Handling
- Inclusion within the official Show Directory and mobile app

**Pro Tip:** Book more premium pods across destinations to increase exposure and leads.



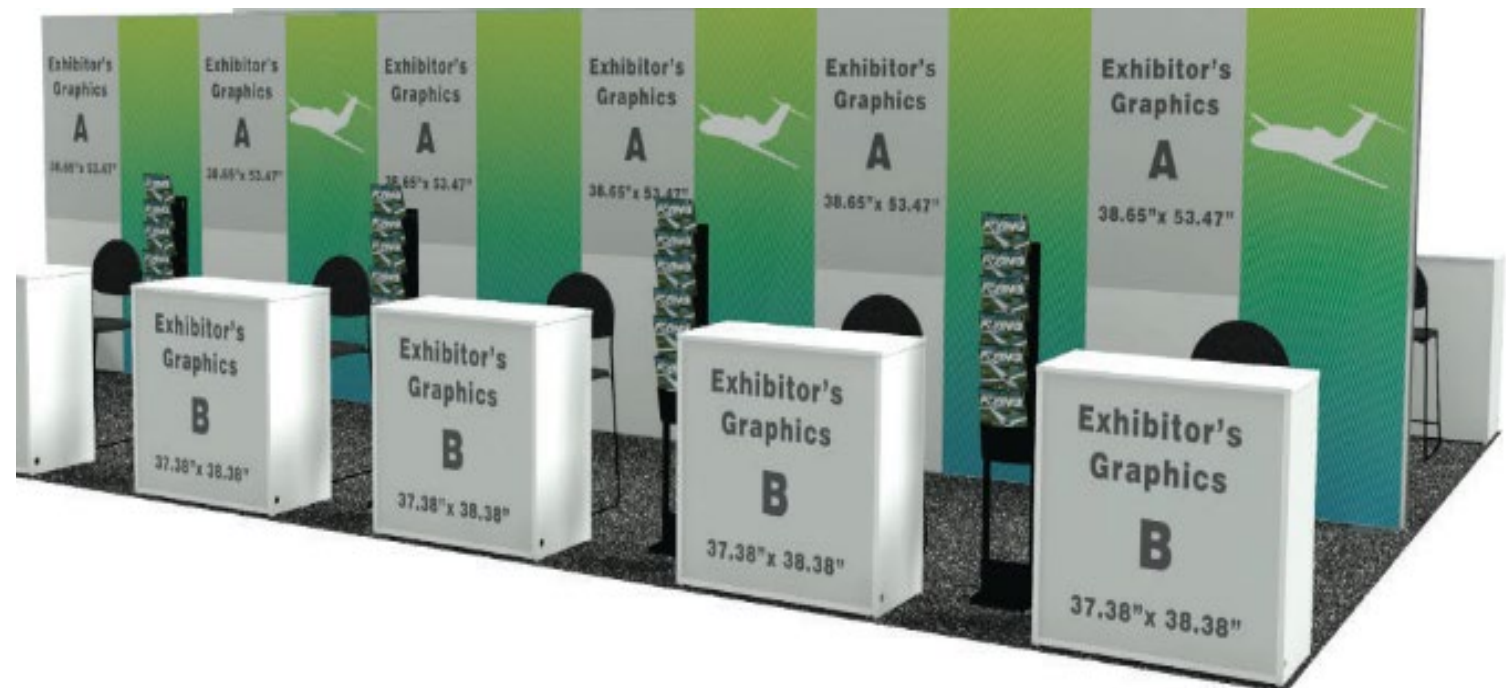
# TECH SHOWCASE

**\$2,750** | AVAILABLE WITHIN THE **CREATE DESTINATION ONLY**

**Looking to share a demo or details about a new product?** Secure this pod package, exclusive to the Create destination, to showcase new products and services. This turnkey space can complement or be in lieu of a booth on the show floor.

## What's Included

- Custom graphics
  - Backwall (A): 53.47" h x 38.65" w
  - Counter (B): 38.38" h x 37.38" w
- One black diamond stool
- One literature rack
- One 5-amp electrical drop
- Carpet
- Nightly Cleaning
- Unlimited Material Handling
- Inclusion within the official Show Directory and mobile app





The background features a dark blue gradient with vibrant, abstract light trails in shades of yellow, green, and pink. These trails appear to be composed of overlapping geometric shapes and soft, glowing lines that create a sense of dynamic movement and energy.

# *NETWORKING* **OPPORTUNITIES**

Driving Meaningful Connections From Content to Commerce

# NABIQ INNOVATION COMPETITION

## \$10,000 | 3 AVAILABLE

***Have an expert opinion? An intelligent solution to an industry-wide problem? Eager to collaborate with potential customers in an authentic and credible environment?*** Join us for this all-new series of daily, 90-minute facilitated workshops that will harness the power of teamwork to ideate, innovate and create prototypes for twelve real-world challenges. Each workshop will accommodate up to five teams of six participants, each competing for the winning solution. For session participants it is an opportunity to collaborate and network with their peers. For sponsors it is an opportunity to build thought leadership and receive immediate customer insight.

### ***What's Included***

- Exclusive recognition as the NABiQ Innovation Competition Partner within destination of choice (Create, Connect, or Capitalize; based on availability at the time of commitment)
- Collaboration with NAB on challenge topics and opportunity to tailor to partner's goals; level of customization dependent on status of programming at the time of commitment
- Ability for Partner to have members of their team join each of the daily challenge workshops within destination of choice
- Ability for Partner to provide promo items and/or present an "award" to winning team of each challenge workshop
- Partner recognition included on all NABiQ Innovation Competition collateral materials including NAB Show website, onsite signage and promotional pieces/emails, as space allows
- NABiQ Innovation Competition workshops included within the full NAB Show schedule on the website, mobile app and onsite signage
- Attendee leads from NABiQ Innovation Competition workshops within destination of choice; leads provided post-show
- Exclusive branding on all data shared with participants and aggregated results that NAB shares post event with attendees via direct email and on NAB Amplify

# NABIQ INNOVATION COMPETITION

## ADDITIONAL DETAILS

The 90-minute sessions will consist of a 10-minute introduction and instructions, 50-minute discussion and design segment, followed by a 30-minute show and tell and informal networking. Each team will be provided a templated document to capture the key question they are addressing and their proposed solution to the challenge topic. This template will guide participants through a design process that will encourage collaboration and innovation.

### *Tentative Challenge Questions*

#### CREATE

**How can we leverage new tech and define the core purpose of video?**

**1. Build the perfect Production Crew of the future**

Thinking about a production crew in the next 5 years, what skills would be needed, what would be their titles and their roles.

**2. Create a metaverse content pitch to secure funding**

If you had unlimited funds, what content would you create for the metaverse?

**3. Design the ultimate production workflow for a hybrid world to drive efficiencies**

What would a decentralized workflow look like? How can you leverage the best of in-person and virtual production to minimize costs but maximize quality?

#### CONNECT

**How can we prepare for what is next?**

**1. Hybrid Production Kit: What would exist in the hybrid production kit of the future?**

What part of the pandemic production experience should we leverage for the next 5 years?

**2. What values, skills and purpose would you include in the Connect Teams Manifesto for the next 5 years?**

With a need to attract new talent and bridge knowledge gaps, how would we as an organization use talent to generate competitive advantage?

**3. How can we leverage data to reach and retain new audiences and connect with them?**

What is the ultimate workflow that uses data, machine learning and AI to reach and retain new viewers?

#### CAPITALIZE

**How can we perceive our viewers' needs?**

**1. What could you create that is built on the knowledge of your audience to sell to advertisers?**

Going beyond the 30-second ad, what would leverage audience insight to deliver value to advertisers?

**2. Design the perfect commercial innovation hub for your organization.**

What would be included? What would it do? What internal processes would it influence? Who would you partner with? How can this make your organization agile enough to respond to future opportunities?

**3. Create the ultimate Local Audience Checklist to audit the value contained in your local market knowledge.**

What would be included in a checklist for regional broadcasters to identify the most valuable local audience knowledge and why would this be important to advertisers and content producers?

*\*Challenge topics can possibly be adjusted to better align with sponsor's objectives.*

# CURATED CONVERSATIONS

*\$15,000 | EXCLUSIVE*

***Want direct access to engage and collect first-hand data from attendees? Looking to expand visibility as a leader within the community and build relationships?*** Tap into this all-new curated conversation series to gather insight and gain exposure before, during and after NAB Show. These unique conversations and complementing networking events will focus specifically on various topics impacting Intelligent Content – all things data, AI and automation.

- Three conversations and networking events will take place ahead of NAB Show, between February-April, on NAB Amplify.
- Three additional conversations and networking events will take place onsite at NAB Show that expand upon the discussions from the pre-event sessions.
- A final networking breakfast will take place Wednesday, April 27 to recap “What We Learned” – a chance to share key takeaways and set plans for future opportunities to connect

## ***What's Included***

- Exclusive recognition as the Intelligent Content Curated Conversations series partner; inclusive of the three curated sessions on NAB Amplify, three additional sessions onsite at NAB Show and the final networking recap breakfast
- Collaboration with NAB on conversation topics and opportunity to tailor to partner’s goals; level of customization dependent on status of programming at the time of commitment
- Ability for Partner to have members of their team join each session, online and in-person
- Ability for Partner to provide promo items during each session, online and in-person
- Partner recognition included on all Intelligent Content Curated Conversations collateral materials including NAB Show website, onsite signage and promotional pieces/emails, as space allows
- Intelligent Content Curated Conversations sessions included within the full NAB Show schedule on the website, mobile app and onsite signage
- Attendee leads from Intelligent Content Curated Conversations; includes digital leads from NAB Amplify sessions, in-person leads provided post-show
- Exclusive branding on all data shared with participants and aggregated results that NAB shares post event with attendees via direct email and on NAB Amplify

# CREATE

## *Product Category Mapping*

### **ACQUISITION AND PRODUCTION**

- 360 Capture / Production
- 8K/12K
- Advertising / Commercial Production
- Audio Mixers
- Audio Processing and Effects
- Audio Production / Recording
- Cameras and Lenses
- Capture Accessories, Devices and Software
- Digital News Solutions
- Intercoms
- Lighting and Grip
- Metadata Capture
- Microphones
- Mobile / Vehicle Production
- Motion Picture / Film Production
- Music and Sound Libraries
- Pre-Visualization Products
- Prompters
- Set Design / Props I Furniture and Fixtures
- Stock Footage
- Switchers: Production
- Telecollaboration
- Television / Video Production
- Television / Newsroom Automation Systems / Master Control
- Volumetric Capture / Virtual Production
- Workflow Software and Solutions

### **RADIO**

- Audio Production and Processing
- Radio Master Control
- Radio Automation Systems

### **POSTPRODUCTION**

- Animation and VFX / 3D Graphics
- Audio Post-Production / Mastering
- Audio Editing
- Digital Intermediate
- Editing
- Format Conversion
- Mastering and Duplication
- Motion Graphics
- Subtitling and Closed Captioning
- Workflow Solutions

# CONNECT

## *Product Category Mapping*

### **DISTRIBUTION AND DELIVERY**

- 5G
- Antennas, Transmitters and Towers
- Broadband Applications / Infrastructure / Equipment
- Broadband Connectivity (GPON, VDSL, FTTX)
- Cable Equipment and Headend
- Mobile TV Video Distribution Technologies
- Multiplatform Screen Solutions
- Satellite Services / Satellite TV / Satellite Radio
- Semiconductors / Optical Components
- Test and Measurement Equipment / QOS

### **RADIO**

- Remote Transmission
- RF Transmission

### **MANAGEMENT AND SYSTEMS**

- Automation Tools
- Back up Networks / Contingency Planning
- Cloud Computing
- Content Protection / Security
- Digital Asset Management
- IT / Networking Infrastructure
- SAAS
- Signal Monitoring
- Storage
- Switchers: Routing
- Video Content Servers / Video Processing
- Workflow Software and Solutions / Systems Integration

# **CAPITALIZE**

## *Product Category Mapping*

### **DISTRIBUTION AND DELIVERY**

- Advertising and Media Sales Solutions
- Authentication
- AVOD
- DTV / HDTV
- Digital Cinema
- Digital Signage (Hardware and Software)
- Social TV Solutions
- Streaming / OTT
- SVOD
- Telepresence / HD Videoconferencing
- UHD TV - 4K / HDR / etc

### **RADIO**

- Advertising and Media Sales Solutions (SSP, DMP, DSP)
- DAB / IBOC / HD Digital Radio

### **MANAGEMENT AND SYSTEMS**

- AdTech / MarTech
- Audience Measurement
- Biller Subscriber Management
- Connected / Mobile TV Apps
- Connected TV / OTT / Hybrid / IPTV
- Digital Rights Management
- Multicasting
- Programmatic Advertising
- Streaming Media Devices
- Traffic and Scheduling Software/Solutions (SSP, DMP, DSP)

# INTELLIGENT CONTENT

## *Product Category Mapping*

- AI / Machine Learning
- Blockchain
- Business Intelligence Platforms
- Content Discovery Solutions
- Data Analytics
- Edge Networking
- Home Gateway / Connected Home
- IOT
- Metaverse
- NFT
- Personalization
- Predictive Analytics
- Recommendation Engines
- Search / Metadata Software / Applications
- UI/UX
- Voice AI/ Voice Recognition/Language Processing
- Vision AI
- Visual Radio



# 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](mailto:SALES@NAB.ORG)

**NABSHOW**<sup>®</sup>  
*Where Content Comes to Life*