

2012 PROSPECTUS

Conferences April 14–19, 2012
Exhibits April 16–19
Las Vegas Convention Center
Las Vegas, Nevada USA



NABSHOW[®]
Where Content Comes to Life

NAB SHOW DELIVERS

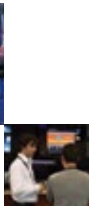
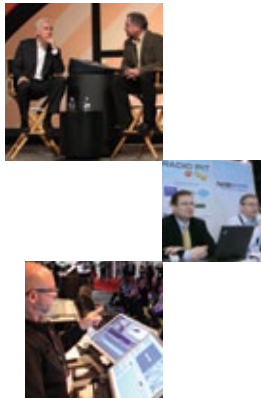
62,000+ qualified buyers and influencers

94% are seeking new products and developments

82% plan to purchase one or more products or services within the next 12 months and/or purchased on site

\$18.8 billion* is the total dollar amount those 82% represent

88% will purchase from companies they had not conducted business with prior to the Show



PARTICIPATION OPPORTUNITIES

Your presence at the NAB Show is important to us. We also believe in providing you with options. The following opportunities are available to support your marketing and sales strategies:

Exhibit Space

Join the innovators who understand the value of face-to-face marketing and have positioned themselves in this multi-billion dollar media and entertainment marketplace.

Technology Pavilions and Targeted Destinations

Every year emerging trends take center stage. Take part in these targeted areas offering turn-key exhibiting packages and NAB marketing support: Cloud Computing Pavilion, Online Video, Start-up Loft, Content Market and more.

Advertising/Sponsorship

From targeted events to convention-wide branding exposure, NAB Show offers a variety of programs to build brand awareness and/or drive traffic to your booth.

Meeting Rooms

A variety of locations, room sizes and amenities are available on and off the exhibit floor for those looking to hold private, exclusive meetings and events.

Education Program

Submit your Conference session ideas through our Call for Presentations process. Or, sponsor your own Info Session or Super Session. Sponsorship includes a session room, basic audio-visual set-up, event signage and NAB marketing support. Opportunities are extremely limited and time-sensitive.

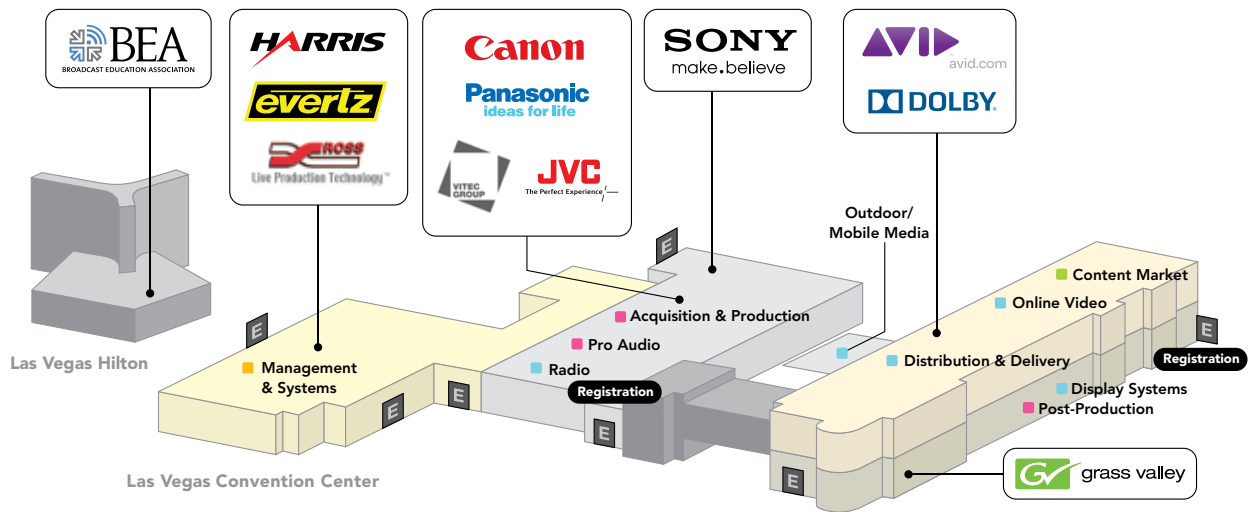
On-Floor Education

People Integrating Technologies and Solutions (PITS) are designed to build community and offer attendees an interactive, educational experience featuring 20-minute sessions presented by the industry for the industry. Submit your ideas for the Post PIT, Pro Audio PIT or Radio PIT.

2012 SPACE RATES

	NAB Indoor Space Rate Fees	NAB Outdoor Space Rate Fees
NAB Members	\$41.00	\$21.00
Non-Members	\$47.50	\$24.50

*Takes into account multiple attendees from the same company.



Content Creation



Acquisition & Production
Pro Audio
Post-Production

Content Management



Management
& Systems

Content Commerce



Content Market

Content Distribution & Delivery



Distribution & Delivery
Display Systems
Online Video
Outdoor/Mobile Media
Radio

Content Consumption



EXHIBIT COMMUNITIES

Acquisition & Production

Cameras, Lenses, Capture Accessories, Motion Capture, 4K, Virtual Production, Set Design, Motion Picture/Film, ENG Vehicles, Workflow Solutions.

Home of: 3D, Lighting & Grip, French Pavilion, Belgian Pavilion, Bavarian Pavilion, Kotra Pavilion, Spanish Pavilion

Content Market

Content Aggregators, Syndicators, Studios, Content Publishers, Advertising and Commercials, Motion Picture: Film and Documentary, News/Weather/Traffic, Short-form Programming, Sports, Stock Footage, Videogames, UGC.

Home of: Content Theater

Display Systems

4K, Digital Signage, TV Sets, Monitors, Projectors, Projection Screens, Video Display, Ultra HD.

Distribution & Delivery

HDTV, 4G, Antennas, Transmitters, Towers, Broadband Connectivity, IPTV, Digital Cinema, Mobile Video, Mobile DTV, Microwave/RF Accessories, Cable Equipment and Headend, Test and Measurement, Fiber to the Home, Telepresence, Streaming, Software/Applications/Middleware, WiFi/Wi-MAX.

Home of: Satellite Technologies, Korea Pavilion, Brazil Pavilion, French Pavilion

Management & Systems

Digital Asset Management, Storage, IT/Network Infrastructure and Security, 3G B/S, Signal Management, Systems Integration, Cloud Computing, Routers, Master Control, Newsroom Automation, Video/Content Servers, Multicasting, Workflow Solutions.

Home of: Cloud Computing Pavilion, Mobile DTV Pavilion, UK Pavilion, International Research Park

Online Video

Interactive Television, OTT, Content Delivery Networks, Encoding, Streaming, Advertising Platforms, VOD.

Outdoor/Mobile Media

ENG, SNG, DSNG Vehicles and Services, Mobile Production Studios, Outdoor Signage, Power Generation, Satellite Uplink.

Post-Production

Animation and VFX, Digital Intermediate, Editing Software/Hardware, 3D Technologies, Motion Graphics, Mastering and Duplication, Character Generation, Music and Sound Libraries, Subtitling and Closed Captioning, Encoding, Format Conversion, Workflow Solutions.

Home of: Post PIT, Sound Track Central

Pro Audio

5.1, Audio Editing, Mastering, Mixers, Effects, Production, Post-Production, Encoding, Recording, Compression Technologies.

Home of: Pro Audio PIT

Radio

Analog, Digital and Streaming Technologies, HD Radio, Antennas, Transmitters, Towers, Automation, Master Control, News and Weather Services, Advertising/Media Sales Solutions, Encoding, Microwave/RF Accessories, Scheduling Software, Signal Management, IT/Network Infrastructure and Security, Web, Mobile and Video Applications.

Home of: Radio PIT

Other Attractions:

- ATSC Tech Zone
- Plug-In Pavilion

For more information on exhibiting and sponsorship:

800 NAB EXPO (622 3976) within the U.S.

+1 202 595 1953 outside the U.S.

exhibit@nab.org | www.nabshow.com/exhibits

Join us   

Proudly serving creative, technical and business-minded professionals for more than 85 years.

www.nabshow.com

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Exhibit Sales: 800 NAB EXPO • 202 595 1953 • fax: 202 429 4180 • exhibit@nab.org

Exhibitor Services: 877 622 3947 • 202 595 2051 • fax: 202 429 3922 • exhibitcomm@nab.org