



**Steven Paulsen, NewTek, Inc.**

*South Lower 400 - 2999 SF*

**Years with NAB Show: 6**

**NewTek, Inc.**

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**Term Ending: 2017**

**Why did you join the Exhibitor Advisory Committee?**

- Driving engagement with perspective attendees year round is key to ensuring the NAB Show remains a critical knowledge center for industry trends and technology. Making NAB Show relevant to this audience year round ensures the attendee values allocating the time and expense to attend the show.

**What does the Exhibitor Advisory Committee do before the Show?**

- Address new ideas for a better attendee experience, voice exhibitor concerns and participate on subcommittee activities.

**What does the Exhibitor Advisory Committee do during the Show?**

- Meet with co-exhibitors, provide onsite assessment of this year's event, and meet with service contractors for updates.

**How does the EAC help Exhibitors?**

- EAC members focus is not only ensuring that NAB Show remains a relevant event for attendees which drive revenue opportunity for all those exhibiting, EAC members also focus on working with NAB to provide better contract services and work to manage service costs when possible.

**How have you achieved success with your exhibit over the years?**

- Measurable goals and identifying a return on investment is key to validation efforts and funding associated with participating at NAB Show. Identifying these pre-event and following up post event at 3,6 and 12 months provides the data needed to assess the program's effectiveness.