

Storytelling at Scale

NAB Show is the premier destination for leaders in media and entertainment. It's where visionaries and trailblazers come to explore the innovations shaping the future of storytelling and audience engagement. From content creation and distribution to monetization and tech breakthroughs, NAB Show delivers an unmatched platform to connect with industry leaders, discover transformative trends and uncover new opportunities that enable storytelling at scale.



61,292

Total Registrants



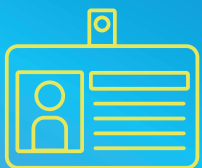
54%

First-Time Attendees



70%

Buyers



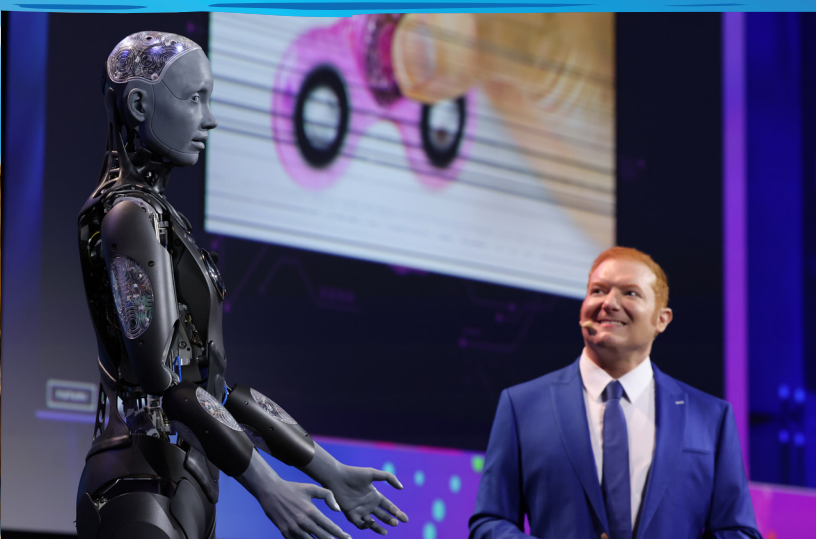
1,000+

Press,
34% Outside the US



26%

Registrants from
163 Countries Outside the US



Storytelling at Scale: Artificial Intelligence

AI is transforming media and entertainment—accelerating content creation, personalizing viewer experiences and optimizing efficiency. From automated editing to predictive audience insights, AI empowers industry leaders to innovate faster and reach audiences in impactful ways. At NAB Show, the spotlight is on you and the solutions that help these professionals stay ahead in this AI-powered landscape.

Job Titles Represented

AI Development	Business Analyst	Data Ops + Continuous Improvement	Principal Data Engineer
AI Director / Lead Prompt Engineer	CEO/President	Data Strategist	Producer
AI Filmmaker	Chief Data Officer (CDO)	Director Data Science and AI M&E	Professor
AI GTM Lead	Chief Financial Officer (CFO)	Director of Photography	Senior Applied Science Manager (AI)
AI Manager	Chief Operating Officer (COO)	Head of AI	Senior Data Analyst
AI Practitioner	Chief Technology Officer (CTO)	Head of R&D in Artificial Intelligence	Senior Director Data & AI Solutions Architect
AI Video Podcast Host	Content Creator	Manager Content Protection/Data Operations Manager	VP Data Management & Business Intelligence
AI/ML Practice Director	Creative Technologist	Principal AI Engineer	VP of Data Services
AI/ML Solutions Architect	Data Analyst		VP of Strategy
Broadcast Engineer	Data Labeling Analyst		

Companies Include

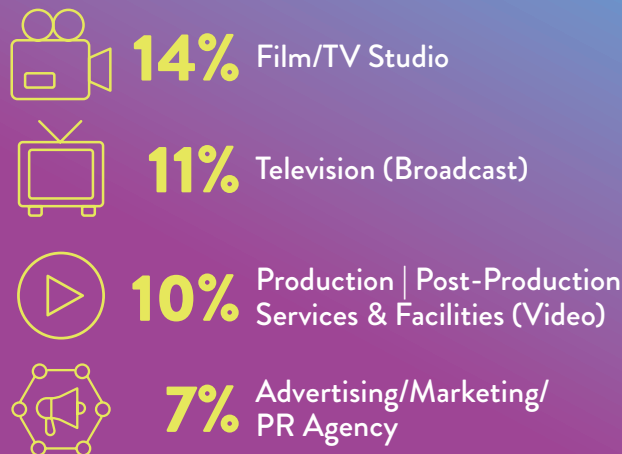


ATTENDEE TYPE

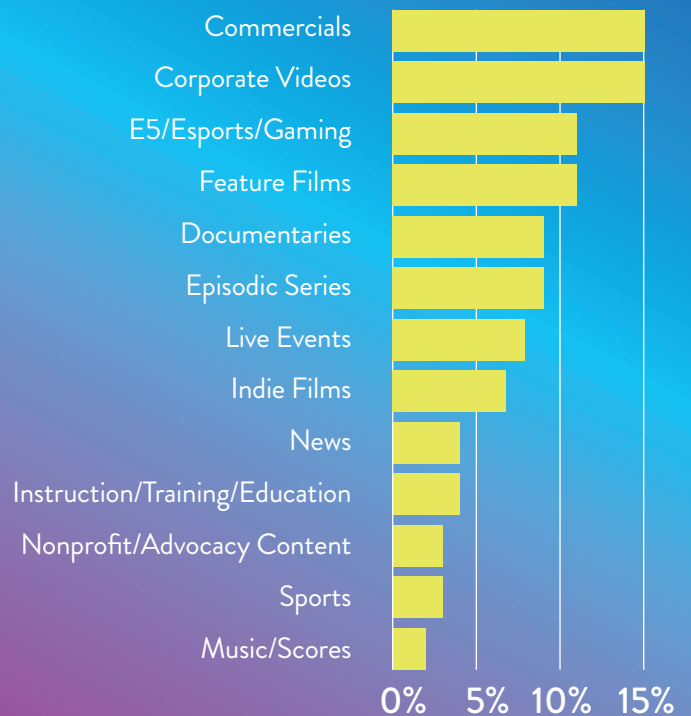
53.2% Returning
46.8% First-Timer (2024)

85% NET BUYING INFLUENCE

INDUSTRY

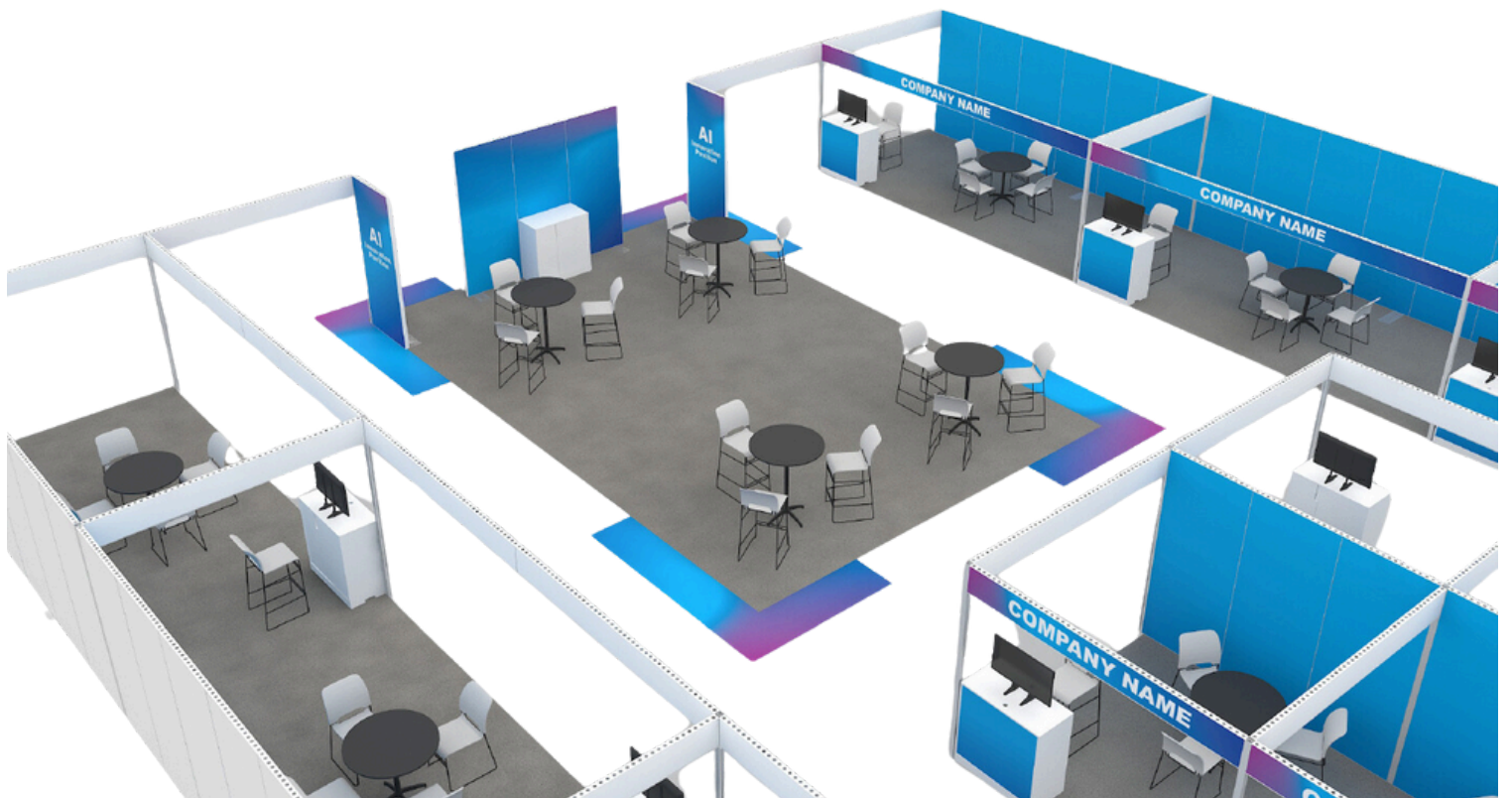


WHAT THEY'RE PRODUCING



2025 AI Innovation Pavilion

The AI Innovation Pavilion is your opportunity to connect directly with buyers and industry leaders seeking cutting-edge AI tools and products. This all-new destination is designed to spotlight companies like yours, providing a premier platform to showcase your solutions, forge strategic partnerships, and drive business growth.



2025 AI Innovation Pavilion

10' X 10'

Cost: \$11,000



- (1) 10' Wall Exhibit
- (1) 10' x 10' Plum Carpet
- (1) Counter Height Cabinet
- (1) Limerick Stool
- (3) Limerick Chairs
- (1) 30" x 36" Black Top Café Table
- (1) Wastebasket
- (1) 500-Watt Electrical Drop
- (1) 32" Monitor
- 4 Days Booth Carpet Cleaning

10' X 20'

Cost: \$22,000



- (1) 20' Wall Exhibit
- (1) 10' x 20' Plum Carpet
- (1) Counter Height Cabinet
- (1) Limerick Stool
- (3) Limerick Chairs
- (1) 30" x 36" Black Top Café Table
- (1) Wastebasket
- (1) 1000-Watt Electrical Drop
- (1) 32" Monitor
- 4 Days Booth Carpet Cleaning

- Exhibitor can provide graphics for the back walls at no additional charge.
 - Price includes exhibit space and turnkey package.
 - Exhibitor will be charged a flat rate of \$3.95/sq.ft. of indoor exhibit space and will receive unlimited material handling.
 - Turnkey packages must be contracted by March 21, 2025.
 - Additional furnishings and amenities can be ordered through the appropriate vendor.
- Upon purchasing a turnkey package, the exhibitor will receive a confirmation email with details for ordering additional furnishings, if desired. However, note that there can be no substitutions to furniture included with the turnkey packages.

If you are interested in purchasing a turnkey package, or have additional questions, contact:

NAB Sales
sales@nab.org
+1 202 595 1953

If you've already purchased a turnkey package and have additional questions, contact:

NAB Services
exhibitservices@nab.org
+1 202 595 2051

2025 AI Innovation Pavilion

Networking Lounge Sponsor

\$50,000

Showcase your brand as a leader within AI and maximize NAB Show's new AI Innovation Pavilion as a hub to show attendees how your services are impacting media and entertainment.

This opportunity includes:

- (1) 10x10 booth within the Pavilion
- Premium branding for the 20x30 (600sq ft) Networking Lounge within the Pavilion
- Networking Reception for the AI Community to connect on Tuesday, April 8 from 5-6 p.m.
- Access to leads scanned during the Networking Reception
- Pre-NAB Show Interview – Executive Spotlight



Executive Spotlight Interview

\$2,500 – per Interview

Ramp up visibility and excitement as viewers hear from your media and entertainment SME's, clients or product specialists in this one-on-one Executive Spotlight interview with a NAB Show moderator.

Questions focus on company news, product and services or strategic partnerships that companies want to highlight. Use this turnkey short-form piece of content ahead of NAB Show to showcase expertise and give a call to action to drive engagement onsite.

Benefits Include:

- Highlighted as part of the "Executive Spotlight" Gallery
- Interview production managed by NAB, to include; Zoom platform, discussion guide, supporting technology, recording and editing of interview
- Use of the video asset for corporate purposes

Worldpay Brings Payment Optimization Solutions to NAB Show New York

5 Minutes With Worldpay

In this interview, Will Cording, Senior Sales Executive at Worldpay, joined us to discuss how payment optimization is reshaping the media and to preview Worldpay's expert-led session at NAB Show New York.



2025 AI Innovation Pavilion

Morning Mash-Ups - \$7,500 | 9:15-10:15 a.m. Monday, Tuesday and Wednesday
Cocktails & Convos - \$7,500 | 5-6 p.m. Sunday, Monday and Tuesday

Host your VIPs for a private event, invite press and/or open it up to all attendees with one of our morning or afternoon networking events.

Entertain guests in the AI Innovation Pavilion with an assortment of non and alcoholic beverages as well as packaged snacks.

Benefits Include:

- Promotion of the Networking event as part of the online schedule to encourage attendance (if desired).
- Onsite signage promoting the Networking Happy Hour.
- Sponsors may provide branded items such as cups, koozies, napkins, etc. as well as any promotional giveaways during the event.
- Custom designed marketing assets for sponsors to be able to promote their Networking event (if publicized) and offer complimentary Exhibits Pass registration across their social channels and in emails to clients/prospects.
- Attendee leads scanned from sponsored networking event delivered within 5 working days post show. NAB will provide temp and badge scanner.

