

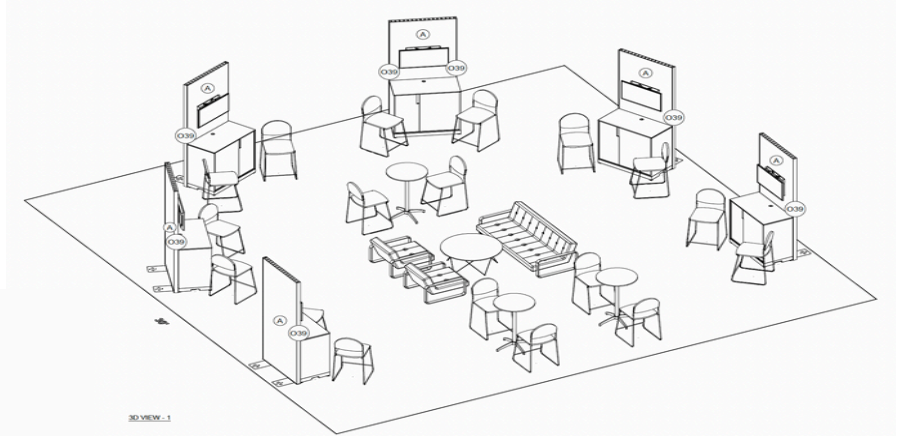
# 2025 Sports Business Hub

Live sports are revolutionizing the media and entertainment industry driving unprecedented growth, engagement and innovation. For media companies, sports is more than just content - it's a vital pillar, increasingly drawing additional viewership and engagement across streaming platforms, television networks, radio and social media. Put your technology or service in front of media outlets who are searching for the next technology breakthrough to help them unlock new revenue streams.

From AI tools, predictive analytics, fan engagement, wagering apps, and measurement tools, the **2025 NAB Show Sports Business Hub** is located beside **Theater 1 in West Hall**, adjacent to Sports Summit Sessions is where you can position your company to capitalize on this fast-paced market.

## POD PACKAGE - \$6,995

- 32" Monitor
- 3mbps Internet
- Badge Scanner
- Company Name ID Sign
- 500 watt electrical drop
- 2 barstools
- 1 wastebasket
- Carpeting
- Nightly booth cleaning



### Additional benefits include:

- Four (4) Exhibitor Staff Badges
- Company Name and Booth Number in the 2025 NAB Show Guide
- Online Listing in the 2025 NAB Show Exhibitor Directory
- Ability to sell products directly from booth through the Show & Sell Program

If you are interested in purchasing a Sports Wagering Pod package or have additional questions, contact:

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

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

NAB Services  
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+1 202 595 2051