

2025 STARTER TURNKEY PACKAGES

10' X 10'

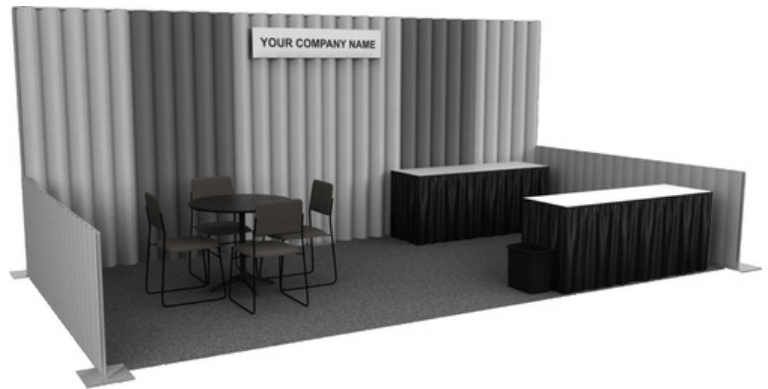
Cost: \$6,500



- (1) 8' High Back Drape and 3' Side Rail
- (1) 10' x 10' Gray Carpet
- (1) ID Sign
- (1) 6' x 30" Black Draped Table
- (2) Side Chairs
- (1) Wastebasket
- (1) 500-Watt Outlet
- 4 Days Booth Carpet Cleaning

10' X 20'

Cost: \$13,000



- (1) 8' High Back Drape and 3' Side Rail
- (1) 10' x 20' Gray Carpet
- (1) ID Sign
- (2) 6' x 30" Black Draped Table
- (1) 30" x 36" Black Top Café Table
- (4) Side Chairs
- (1) Wastebasket
- (1) 1000-Watt Outlet
- 4 Days Booth Carpet Cleaning

- Price includes exhibit space and turnkey package.
- All indoor exhibit space will receive unlimited material handling for a flat rate of \$3.95/sq.ft. of indoor exhibit space. Additional details surrounding this service are included in the NAB Show Exhibit Manual.
- 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 TRADITIONAL TURNKEY PACKAGES

10' X 10'

Cost: \$11,800



- (1) 10' Wall Exhibit with Fabric Graphics
- (1) 10' x 10' Gray Carpet
- (3) Arm Lights (including electrical)
- (1) Counter Height Cabinet
- (1) Stool
- (3) Side Chairs
- (1) 30" x 36" Black Top Café Table
- (1) Wastebasket
- (1) 500-Watt Outlet
- 4 Days Booth Carpet Cleaning

10' X 20'

Cost: \$23,300



- (1) 20' Wall Exhibit with Fabric Graphics
- (1) 10' x 20' Gray Carpet
- (4) Arm Lights (including electrical)
- (1) Counter Height Cabinet
- (1) Stool
- (3) Side Chairs
- (1) 30" x 36" Black Top Café Table
- (1) Wastebasket
- (1) 1000-Watt Outlet
- 4 Days Booth Carpet Cleaning

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+1 202 595 2051

2024 AUDIENCE PROFILE



nabshow.com | [#nabshow](https://twitter.com/nabshow)

Dear NAB Show Community,

The 2024 NAB Show was a true testament to the expanding reach of the broadcast, media and entertainment industry as well as the many exciting opportunities for the next generation of storytellers, content creators and innovators.

We were overwhelmed seeing those who came to network, learn and discover the newest innovations impacting the future of our business including:

Artificial Intelligence (AI)

AI spanned the show with more than 135 exhibits, including a dedicated show floor tour navigating AI and Machine Learning. Through workshops and sessions, attendees had over 140 opportunities to focus on the possibilities created by AI. In fact, our welcome session featured Ameca, an autonomously AI-powered humanoid robot and focused on research of AI in media. You've probably seen a social post, read an article or heard about it from a peer. AI has more than arrived -- it is changing the how and what across the content ecosystem.

Creator Economy

One word: Thriving. Pioneering creators and digital disruptors like Sean Evans, host and co-creator of "Hot Ones"; Mark Hustvedt, president of MrBeastYouTube; Casey Neistat, YouTube personality, filmmaker, digital creator and co-founder at Beme; and Sean Sotaridona, creator of SeanDoesMagic, addressed packed rooms full of creators hungry for their collective insights. New this year, the Creator Lab included 35 sessions covering everything from AI to strategies to increase sponsorships to legal landmines.

Virtual Production

Building momentum, Virtual Production shared the spotlight through exhibits, a show floor tour and over 100 sessions. With advancements in tech and solutions, the door to virtual production opens to more opportunities in the business. The full content lifecycle continues to benefit through this continued evolution.

FAST

Free ad-supported streaming television continues to grow and change the way content is consumed and therefore monetized. The how-to for the independent content creator as well as established media was on full display throughout the show.

Innovation is the Backbone

Your search for "what's next" keeps us driving forward to deliver an outstanding experience. New to the floor, PropelME, highlighted 20 early-stage startups ready to lead change. Futures Park featured for the first time ever edge-of-the-art media technologies. The ATSC 3.0 Pavilion emphasized HDR and continued innovation by broadcasters in delivering the next generation of television. Sessions also provided a glimpse at new and exciting opportunities through ATSC 3.0, such as a Broadcast Positioning System that can complement GPS service. Radio sessions explored how connected cars are providing radio with amazing, timely insights into how, when and where listeners are engaging with their station's programming. Live demonstrations of a fresh approach to EAS alerting for radio's increasingly virtual, IP-driven world were showcased and Xperi Inc. was presented with the NAB Technology Innovation Award for their demonstration of in-vehicle gaming features for DTS AutoStage.

Celebrating Industry Excellence

The stars came out. The 2024 Broadcasting Hall of Fame welcomed Donnie Simpson for radio and FOX's "America's Most Wanted" for television represented by John and Callahan Walsh. Soledad O'Brien received the Insight Award and EGOT Winner Jennifer Hudson took home the Television Chairman's Award. We celebrate the almost 200 individuals, teams, stations, companies and products that won awards this year!

All in all, nearly 1,300 exhibiting companies from 41 countries converged to showcase groundbreaking products. More than 1,200 thought leaders delivered top-notch content over more than 750 sessions. You can check out all this great content on nabshow.com.

It's hard to put into words all the buzz and excitement from the 2024 NAB Show. The fresh and new were palpable. First-timers represented over half of those who joined. Over a quarter of attendees were from outside the U.S., representing 162 countries and including 34 delegation buying groups from around the world. Creators, streamers, members of our broadcast community and so many more immersed themselves in the trends and technologies impacting the industry.

Until we see you again, thank you.



Curtis LeGeyt
President and Chief Executive Officer,
National Association of Broadcasters



Karen Chupka
Managing Director and Executive Vice President,
Global Connections and Events,
National Association of Broadcasters

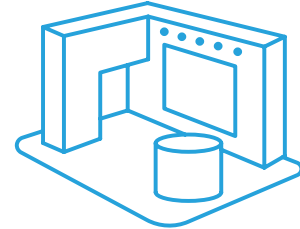
Attendance Highlights



61,292
Total Registrations



42,794
Buyers



16,996
Exhibit Personnel

TOP PRODUCT CATEGORY INTEREST

AI/Machine Learning
Cameras & Lenses
Workflow Software & Solutions/Systems Integration
Television/Video Production
Editing (Video/Image)
Switchers: Production & Routing
Video/Content Servers/Video Processing
Audio Mixers
Lighting & Grip
Editing (Audio/Sound)
Streaming Platforms
Microphones
Motion Picture/Film Production
8K/12K
Mobile Data/Media Services
5G
Capture Accessories Devices & Software
Vision AI
360 Capture/Production
Storage

TOP TREND INTEREST

Live Events/Broadcasts: Use of cinema tools and techniques in production.
Artificial Intelligence: Deployment of tools across all verticals to save time and increase revenue.
Virtual Production: Growing use of Virtual Production to drive cost efficiencies.
Streaming: Evolving FAST, SVOD and AVOD business models/impact on consumer markets.
In-House Studio: The democratization of content creation evolving the professional, corporate and boutique studio businesses.
Cloud Production: Advancements in scalability, flexibility and cost-effectiveness.
Audio: The expanding audio marketplace and the impact of new players on traditional audio content producers.
Workflow Evolution: The transition to IP workflows, particularly SMPTE 2110.
Advertising: The impact of OTT/streaming ad models and opportunities for companies to monetize via community/fandom outreach.
Immersive Media: Reaching new audiences through XR and metaverse experiences.

Geographics Breakdown of Buyers

16,241

Total International
Visitors

All 50

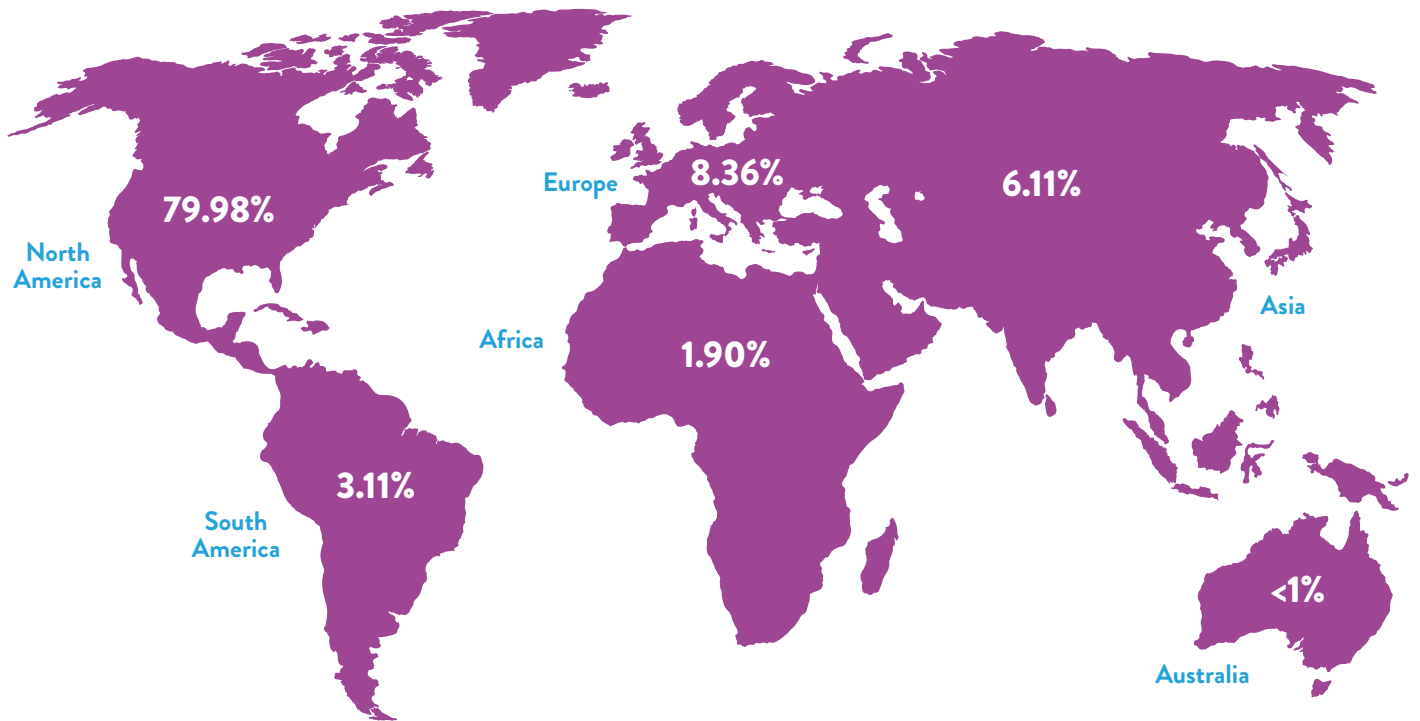
States
Represented

163

Countries
Represented

26%

International



33 Countries Represented by Delegations

Argentina	Germany	New Zealand	Singapore
Brazil	Greece	Nigeria	South Africa
China	India	Panama	South Korea
Colombia	Indonesia	Peru	Spain
Costa Rica	Japan	Philippines	Thailand
Czech Republic	Kenya	Poland	Trinidad & Tobago
Dominican Republic	Mexico	Portugal	UK
Ethiopia	Mozambique	Romania	Vietnam

Global Brand Attendance

Of the 1,600+ exhibitors at the 2024 NAB Show, 213 are part of the 2023 Fortune 500 and the Global Fortune 500 Lists. Below is a sample of these lists.

MEDIA ENTERTAINMENT

20th Century Studios	HBO	Pixar	Tivo
ABC	Hello Sunshine	Pluto TV	Tubi
Apple TV	iHeart Radio	Prime Video	TV Globo
Audible	Lionsgate Entertainment	Roku	Twitch
BBC	Lucasfilm	Sirius XM	Tyler Perry Studios
BET Network	Marvel Studios	SKY	United Talent Agency
CBS	Mr. Beast YouTube LLC	Skywalker Sound	Universal Studios
Crunchyroll	NBC	Sling TV	Walt Disney Studios
Debmart Mercury	Netflix	Snapchat	Warner Bros Discovery
Disney+	NHK Japan Broadcasting Corporation	Sony Pictures Entertainment	XBOX
Dreamworks Animation	Nickelodeon	Spotify	YouTube
Endemol Shine	Paramount Studios	Televisa Univision	
Fox	Peacock	TikTok	
Fremantle			

BRANDS & INDUSTRIES

Airbnb	Meta	Walmart	Joel Osteen Ministries
Amazon	Microsoft	American Express	Lockheed Martin
Audi	Nike	Deutsch Bank	Mayo Clinic
Electronic Arts	Nvidia	NASDAQ	SpaceX
General Motors	Pfizer	Wells Fargo	The Sphere
Google	Saatchi & Saatchi	NASA	Ticketmaster
Johnson & Johnson	Starbucks	United Nations	Yelp
Kaiser Permanente	Target	Bloomberg	Zoom
Live Nation	Tesla	Buzzfeed	
Mars Wrigley	Tiffany & Company	TechCrunch	
Mattel	Toyota	DirectV	

SPORTS

Cricket Australia	MLB Network	PGA	Real Madrid
Dallas Cowboys	MLS	Phoenix Suns	T-Mobile Arena
Madison Square Garden	National Football League	Premiere League	WWE

Buyer Roles

NAB Show attracts professionals representing the entire content economy. From creators to engineers and CEOs to social influencers, the breadth of diversity of the audience is unmatched by any other global broadcast, media and entertainment event. Exhibitors not only have direct access to the entire industry, but also have the advantage of networking and striking deals with the top decision buyers across the broadcast, media and entertainment landscape.

19% Business Professionals

CEO/President/Executive Director, Sales/Business, Development/Product Manager, COO/GM/Operations Management, Advertising/Marketing, Chief Sales Officer/GSM/Business Development

I manage our core business and keep an eye on the bottom line; I am interested in driving efficiency and productivity in my organization suppliers integral to my success; and to exchange ideas with peers faced with similar challenges

19% Content Creators

Director/Producer (Film/TV), Director of Photography/Cinematographer, Editor, Camera Operator or Assistant, Creative Director, Creator/Streamer/Digital Publisher, Animation/VFX/Motion Graphics Artist, Independent Filmmaker

I am a content creator, passionate about the art of storytelling and eager to be inspired by rockstars in our industry

19% Engineers

Broadcast Engineer, Audio/Video/Sound Engineer, Technical/Installation Manager/Director, Systems Design/Engineer/Programmer, Chief Engineer/Engineering Management, Chief Technical Officer/Chief Information Officer

I am focused on the technical delivery of content, from pre-production to the device; I need to keep ahead of all the latest innovations and upgrades.

19% Tech Professionals

Technical/Installation Manager/Director, Chief Technical Officer/Chief Information Officer, IT/Network Management, COO/GM/Operations Management, Facility Management

I am responsible for my organization's strategic investments in technology; I need to be aware of the latest thinking and development that will transform our industry.

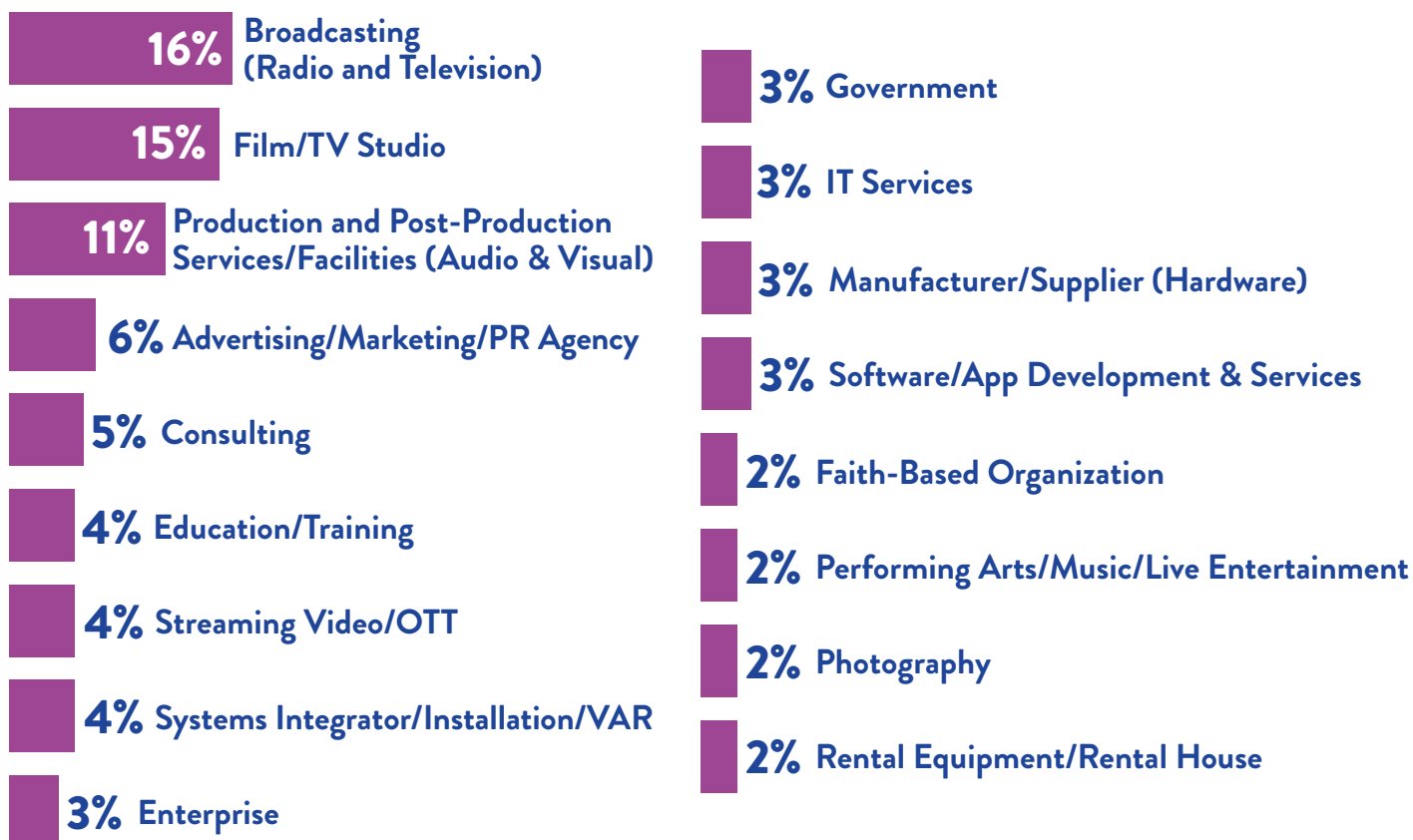
9% Other

I create content that drives communications, commerce or advertising; my clients challenge me creatively and commercially.

*17% not categorized

Industries

From major broadcast networks, film studios, professional sports teams to global houses of worship and everything in between, virtually every industry is represented at NAB Show. Whether you're looking to break into a new market or grow an existing one, NAB Show attendees are ready and looking to connect.



ADDITIONAL INDUSTRIES

(each represented by 1% of total attendance)

- | | |
|---------------------------------------|--|
| Analytics & Research | Podcasting |
| Brand/Talent Management Agency | Programming Network |
| Cable/MSO | Research & Development |
| Esports/Gaming | Retail/Food & Beverage |
| Finance (Banking, Service, Insurance) | Sports & Fitness |
| Healthcare/Medical | Telecom/Satellite/Utilities |
| Legal | Travel & Hospitality |
| Non-Profit/Union/Guild | Venture Capitalist/Private Equity/Investment |
| Online Community Management | Venues (Entertainment/Arenas/Stadiums) |

Thought Leadership: Rising Stars. Disruptors. Influencers.

Beyond the cutting-edge tools and tech, NAB Show stages feature insightful discussions and presentations covering the latest trends and innovation impacting the business:

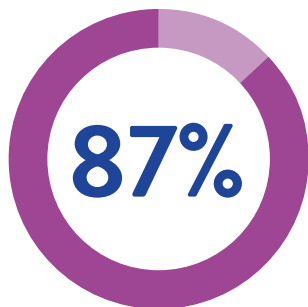
Creator Economy – Generative AI – Streaming – Virtual Production – FAST – Next-Gen Television

- Frances Berwick, Chairman, NBCUniversal Entertainment
- Terry Crews, America's Got Talent host
- Jennifer Hudson, EGOT winner, entertainment icon and host of The Jennifer Hudson Show
- Phil Wiser, EVP, CTO and head of multiplatform operations at Paramount Global
- Sean Evans, host and co-creator of Hot Ones
- Mark Hustvedt, President of MrBeast YouTube
- Casey Neistat, YouTube personality, filmmaker, digital creator and co-founder at Beme and Sean Sotaridona, creator of SeanDoesMagic
- Jameela Jamil, Activist, Actor, Host, Founder, The I Weigh Movement
- Justin Wilkes, President, Imagine Entertainment
- Andy Beach, Chief Technology Officer, Media & Entertainment, Microsoft
- Eric J. Krueger, Head of Production Metaverse Entertainment Content, Reality Labs, META
- Richard Kerris, Vice President of Developer Relations, Head of Media and Entertainment, NVIDIA
- James Cameron, "Avatar"
- Ted Sarandos, Chief Content Officer, Netflix
- Ira Bernstein, Co-President, Debmar Mercury
- Craig Mazin, Executive Producer, "The Last of Us"
- Byron Allen, Chairman, CEO and President, Allen Media Group and Entertainment Studios
- Melody Hildebrandt, Chief Technology Officer, Fox Corporation
- Steve Raizes, EVP Podcasting & Audio, Paramount Global
- Adam Sachs, SVP Comedy & Entertainment Radio and Podcasts, SiriusXM
- Joe Walker, ACE, "Dune"
- Mari Jo Winkler-Ioffreda, Executive Producer, HBO, "True Detective Night Country"
- Byron Allen, Allen Media Group
- Frank Cicha, Fox Television Stations
- Brian Colbert, Head of Industry Cross Platform Gaming, TikTok
- Michelle Munson, Eluvio; Adrienne Roarke, CBS News
- Rob Babin, Cox Media Group
- Catherine Badalamente, Graham Media Group
- Samira Panah Bakhtiar, GM of Media Ent Games & Sports, AWS
- Caroline Beasley, Beasley Media Group
- Mike Benson, CBS
- Lauren Blincoe, Warner Bros. Television Group
- Stephen Brown, Fox Television Stations
- Michael Hayes, Hearst Television
- Donnie Simpson, radio personality
- Kaylee Hartung, TNF
- Soledad O'Brien, host "Matter of Fact", author and philanthropist
- Adrienne Bankert, NewsNation
- Kaylee Hartung, Sideline Reporter Thursday Night Football, Prime Video
- Roberto Schaefer, ASC AIC
- Kevin Tent, ACE
- Jenny McShane, VFX Producer
- Chris Laxamana, showrunner and co-host, The Adam Carolla Show
- Charlotte McKinney, Influencer
- Regina & Daniela, Vloggers
- Jacklyn Dallas, Vlogger
- Dr. Hao Li, Pinscreen
- Timothy Stevens, Global Leader of Strategic Innovation Sports Media & Entertainment, Verizon
- Daniel Anstandig, Futuri Media
- Raymundo Barros, Globo
- Joel Derrico, Cox
- Sarah Foss, Audacy
- Joe Inzerillo, SiriusXM
- Thomas Kernen, Nvidia
- Judy Parnall, Head of Standards & Industry, BBC
- Rick Hack, Intel
- Albert Lai, Google Cloud
- Jonny Elliott, CIO, Toyota Racing Development
- Sean Sotaridona, Sean Does Magic
- Ameca, an autonomously AI-powered humanoid robot

Buyer Behavior

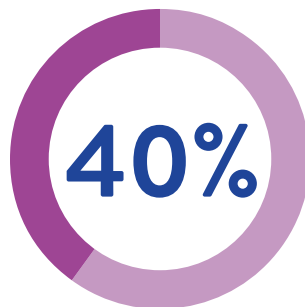
For a century NAB Show has been the only global event fueling the content economy. A place that fosters the convergence of industries to elevate the art and business of storytelling. An essential destination that is synonymous with next-generation technology, thought leadership and inspiration. The audience size and scope at NAB Show reflects those most passionate and eager to buy, creating a strong and productive product launch and sales opportunity for you.

BUYING INFLUENCE



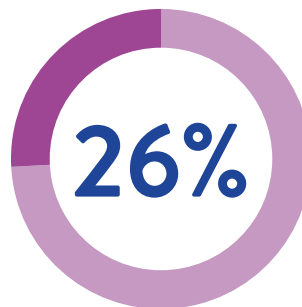
87%

Net Buying Influence



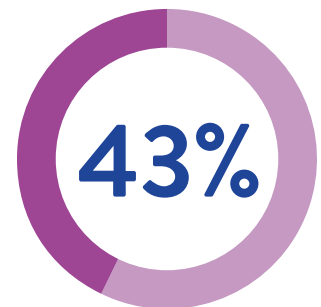
40%

Final Say



26%

Specify Supplier

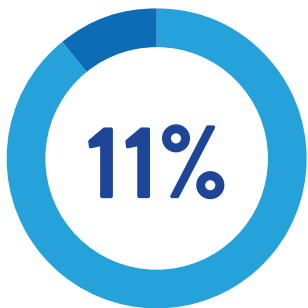


43%

Recommend

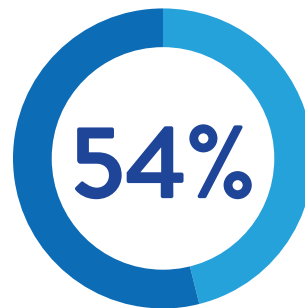
**Since attendees can have multiple buying roles, the sum of the percentages for specific roles may exceed the Net Buying Influences*

BUYING PLANS*



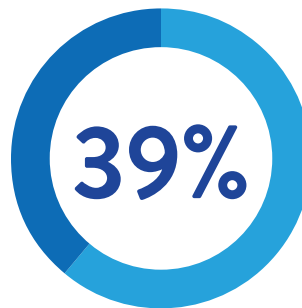
11%

Purchased onsite



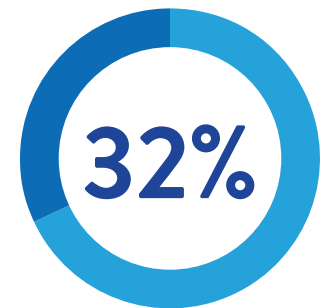
54%

Plan to purchase
within 6 months



39%

Plan to purchase
within 7-12 months



32%

Intend to buy from
a new company

**Multiple responded allowed*

TIME SPENT ON SHOW FLOOR

2.7

average days
out of 4 days

15.2

average hour
out of 31 hours

NET PROMOTER SCORES

Attendee

64

(industry average
is 46)

Exhibitor

38

(industry average
is 25)

Government Representation

NAB Show welcomed thousands of attendees from a variety of International, Federal, State and Local agencies and organizations.

Arizona Department of Economic Security
Arizona Game and Fish Department
Arkansas Division of Services for the Blind
Association of Radio and Television Stations of the State of São Paulo
Australian Government
Brazilian Association of Radio and Television Broadcasters
Brazil Minister of Communications
Brazil Society of Television Engineering
British Army
California Office of Emergency Services
California State Parks
California State Senate
Cayman Islands Department of Communications
Centers For Disease Control
City of Baltimore
City of Burbank
City of College Park
City Of Columbus
City of El Paso
City of Fayetteville
City of Kissimmee
City of Las Cruces
City of Las Vegas
City of Mesa
City of Orlando
City of Peoria
City of Phoenix
City of San Antonio
City Of Scottsdale
City of Sioux Falls
Comision Nacional de Telecomunicaciones
Communications Regulatory Commission of Mongolia
Costa Rica Minister of Communications
Disabled American Veterans
Federal Communications Commission
Federal Deposit Insurance Corporation

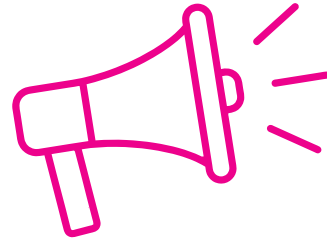
Federal Republic of Nigeria
Governo do Estado de São Paulo
International Association of Broadcasting
Korea Communications Commission
Kuwait Ministry of Information
Lagos State Ministry of Information & Strategy
Lagos Television
Miami-Dade County
Michigan Department of Natural Resources
Montana Legislature
NASA
National Film & Sound Archive of Australia
National Human Genome Research Institute
National Institute of Standard and Technology
National Institutes of Health
National Telecommunications and Information Administration
New York City Department of Transportation
Nigeria National Broadcasting Commission
NOAA/National Weather Service
Office of Cuba Broadcasting
Oman Ministry of Information
Pakistan Electronic Media Regulatory Authority
Philippines Department of Social Welfare & Development
Phoenix Police Department
Polk County Iowa Board of Supervisors
Radio Televisión Nacional de Colombia - RTVC
RIALTO NETWORK - City of Rialto
Senate Democratic Media Center
Senate of Pennsylvania
State of California Department of Public Health
State of Utah
Tennessee Administrative Office of the Courts
Tennessee Comptroller of the Treasury
Tennessee Dept of Economic and Community Development
The Library of Congress

Uganda Communications Commission
United States Agency for Global Media
United States Citizenship and Immigration Services
United States District Courts
United States Postal Inspection Service
United States Postal Service
US Commercial Service, Argentina
US Commercial Service, China
US Commercial Service, Costa Rica
US Commercial Service, Czech Republic
US Commercial Service, Ethiopia
US Commercial Service, Japan
US Commercial Service, Mexico
US Commercial Service, Nigeria
US Commercial Service, Panama
US Commercial Service, Peru
US Commercial Service, Poland
US Commercial Service, Spain
US Commercial Service, Vietnam
US Customs and Border Protection
US Department of Agriculture
US Department of Commerce
US Department of Health & Human Services
US Department of Homeland Security
US Department of Justice
US Department of State
US Department of Transportation
US Department of Veterans Affairs
US House of Representatives
US Senate
Virginia House of Delegates
Voice of America
Washington DC Fire and EMS Department
Washington State Department of Health
Wisconsin Educational Communications Board

Global Reach



80+ Million
Social Impressions



12,896
Media Mentions
(Traditional Media)



125 Million
Publicity



25%
of attending press are
influencer/creators with
200+ Million
followers



Outlets include: Tubefilter, Variety, The Washington Post, The Hollywood Reporter, Deadline, Entertainment Tonight, LA Times, TechCrunch, Cynopsis Media, Adweek, Business Wire, CNN, Bloomberg, Forbes, The New York Times, Yahoo!, The Wrap



Vegas locals: Vegas PBS, KSNV, KLAS, KTNV, Nevada Public Radio, Las Vegas Business Journal



International: Canadian Music Week, TechfromtheNet, Upworthy, Street Insider, TechDay UK, Silicon UK, Financial Wire, Bakersfield.com, Business Matters Magazine