

NAB SHOW

**NAB SHOW
NEW YORK**

ADVERTISING
Email Campaigns
Digital Guides
Website Inventory

Dedicated Email – Total Opt-In

Exclusive (1 Per Week)

- \$5,500 per deployment
- \$4,500 when booking 3+ emails (calendar year)

Designed by your company, NAB will send an email on your behalf to 83,000+ third-party opt-in readers from NAB Show and NAB Show New York.

Week confirmed at time of contracting.

Dedicated Email Blast

January – April 2026



Average Emails
Delivered

78,527



Average
Open Rate

37.66%



Average
Click-through Rate

2.13%



Shure at NAB Show

Shure is proud to be a Platinum Partner at NAB Show. Join us on the show floor to explore how our solutions and expert-led discussions are shaping the future of broadcast, live production and immersive audio.

Booth C4916

FEATURED SHURE SESSIONS

Join Shure Live at NAB Show

Stadiums of the Future: Tech-Driven Venue Experiences

Panelist: Scott Sullivan

Date: Sunday, April 19 · 11:30 AM – 12:15 PM PT

Explore how today's stadiums are evolving into connected live production hubs that deliver immersive, low-latency fan experiences.

Register

|

**The best seat in the house is
wherever you're watching**



Join us in Las Vegas April 19 – 22

Slow-motion highlights in stunning detail. A last-second bucket you can practically hear the net rip on.

Dedicated Email – Regional (NY)

Dedicated Email (1 Per Week)

\$2,500 per deployment

Available June-November

Want to hit a more geo-targeted audience promoting your presence for NAB Show New York? Designed by your company, NAB will send an email on your behalf to 20,000+ third-party opt-in readers from NAB Show and NAB Show New York. Scheduled at time of contracting.

List Demographics:

- Alabama
- Connecticut
- Delaware
- Florida
- Georgia
- Illinois
- Indiana
- Kentucky
- Maine
- Maryland
- Massachusetts
- Michigan
- Mississippi
- New Hampshire
- New Jersey
- New York
- North Carolina
- Ohio
- Pennsylvania
- Rhode Island
- South Carolina
- Tennessee
- Vermont
- Virginia
- West Virginia
- Wisconsin



ROSS David Ross Chief Executive Officer

From advanced graphics and switchers to audio systems, hyperconverged infrastructure, newsroom tools and experiential technologies, these solutions are designed to help you move faster, simplify your workflows and deliver unforgettable live experiences.

Whether you're in Vegas or tuning in from anywhere in the world, don't miss it.

[Sign up for the livestream](#)



Because
broadcast
doesn't get
a second take.

FIBERFOX Single-Mode
Continuous performance
in tough environments.



NAB
SHOW
Booth #C4735

Digital Guide

Featured Categories: AI, Cloud and Streaming

\$3,500 per month

- NAB Show and NAB Show New York Digital Guides: Category takeover (NABShow.com)
- Inclusion on weekly emails, bi-weekly social media promotions from NAB Show handles (FB, LI, IG, TikTok, X, Threads, YouTube)*
- Position #1 and special graphical treatment within “Exhibitor Highlights” section of the Show Planner
- 3 banner ad placements on page going to URL to promote your presence at the NAB Show.

Weekly Email Reach: 300K unique readers
NAB Social Media Reach: 194K
NABShow.com Unique Visitors (Jan-Apr): 1.4M+

* We cannot guarantee that a weekly email and/or bi-weekly promotion will include a promotion of this curated guide, but we will be heavily promoting these areas of the NAB Show (Jan–April) and NAB Show New York (Sept–October).

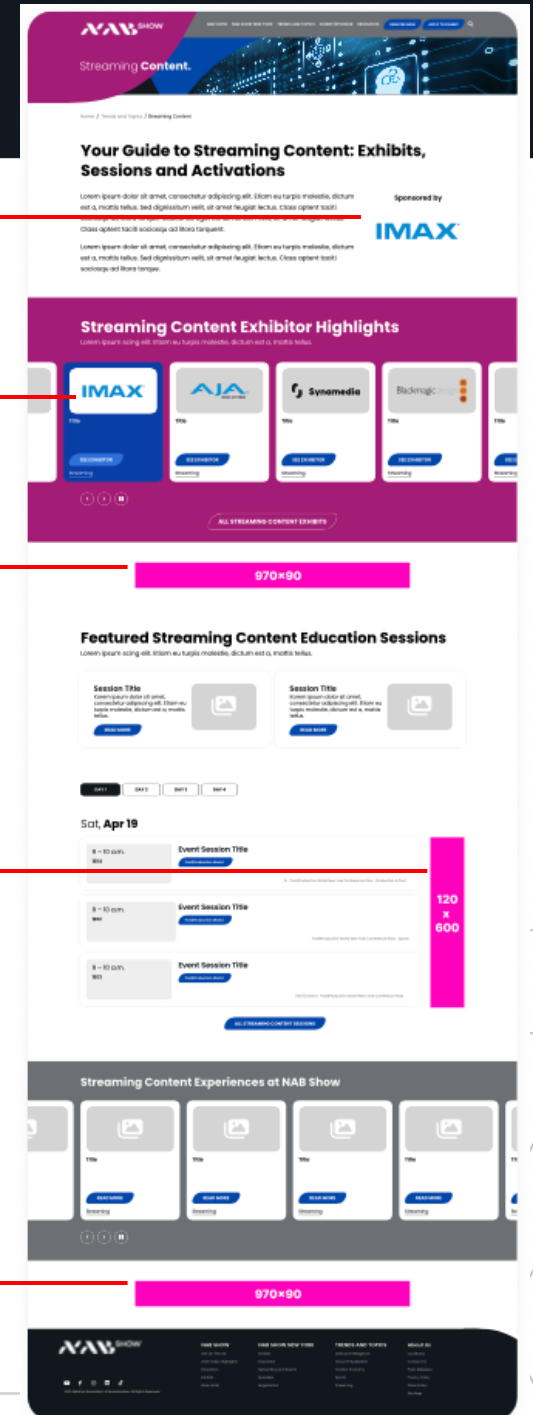
Lead sponsor branding

First position placement on exhibitor highlights

Prominent banner advertising (970X90)

Prominent banner advertising (120X600)

Prominent banner advertising (970X90)



Sponsored Content Industry Newsletter

Exclusive (1 per week)

\$7,500/month

Exclusive opportunity to reach NAB's 270,000+ third-party opt-in readers from NAB Show and NAB Show New York with our Industry Newsletter that covers important trends, relative insight from our industry and pertinent details around upcoming events.

Use this vehicle to maximize reach on one or multiple topics aligned with your strategy over a period of a month.

- Available year-round
- Exclusive opportunity to reach 270K+ NAB community with 4-5 messages within a month.
- Drive traffic to your site and generate additional pipeline activity.
- Sponsor supplies a 25-word promo and link with logo to appear in each weekly email during the sponsored month, linking to dedicated URL. Message can be changed weekly.

Sponsored Newsletter Content

Weekly Averages (March - April)



Average Emails
Delivered
273,649



Average
Total Clicks
553



Average
Click-to-Open Rate
.20%

AI. Cloud. Action.

This week, the spotlight is on intelligent media — and how AI, immersive workflows and cloud tools are changing the way we create and consume content.

At NAB Show, industry leaders took the stage to reveal what's next.



Redefining Entertainment – Dell, NVIDIA and Blueroom AI walk through the hardware, software and AI advances transforming production at scale.



Building Breakthroughs – Samira Bokhar and leaders from sports, streaming and gaming dive into real-world use cases for generative AI, fan engagement and cloud-first workflows.



Harnessing AI & Agents – Microsoft explores the future of media operations, where intelligent systems fuel creativity, automate tasks and unlock personalization at scale.

These aren't future concepts — they're working realities. Watch these sessions and more at nabshow.com. Want to see these workflows live and in action? Pre-register for NAB Show New York and be the first to know when registration opens!

[PRE-REGISTER NOW](#)

ITV Studios Netherlands Uses Wasabi to Lower Storage Costs Without Sacrificing Performance

As a content creation factory, ITV Studios Netherlands requires a lot of storage capacity. While they had previously considered cloud storage, the ingress and egress fees were always a deterrent. ITV needed a large volume of premium hot storage that would be too expensive with hyperscale providers. Enter Wasabi.



[LEARN MORE](#)



Sponsored Content

Exclusive Placement

\$6,000/month

- NABShow.com homepage placement positioned contextually alongside industry news, thought leaders' insight or pertinent NAB event information.
- Logo placement on promotions including homepage and within article.
- Sponsor supplies a 300-word article linking to dedicated page.

NAB Show Website - Traffic by Month

Month / Year	Sessions	Active Users
January 2026	27,018	19,763
February 2026	41,043	26,358
March 2026	56,675	33,233
April 2026	109,963	64,551

NAB Show Website Active Visitors (Jan - Apr): 143k

Home Page Banner

SPONSORED CONTENT

Switching from a live feed to an instant highlight replay reel with sponsored logos and back to the stadium over the same network cable to display on the video scoreboard in real time with no latency was a game changer!

[READ MORE](#)

PRESENTED BY

Linked Sponsored Article

JVC Expected Quality at an Unexpected Price Brings Sports and Education to a New Level

Presented by

Maple Heights was looking to upgrade the existing streaming infrastructure in both their local high school's Athletic Center and the Board of Education facility. Working with Sam Avellone, from NPI Audio Visual Solutions, they were able to do exactly that.

JVC PTZ camera in action at the Maple Heights Athletic Center

First, the goal for the Maple Heights Board of Education was to provide a live streaming platform that was available to members who were unable to attend and wished to watch live online and the ability to archive their meetings to view them later.

The Board of Education quickly found JVC's KY-PZ300N PTZ camera's plug-and-play capabilities to be intuitive, the image quality impressive, and the ability to use multiple presets for the PTZ camera a big plus. Individual presets for each of the council's chairs and podium allowed the camera operator to access a variety of angles instantaneously, providing a more dynamic viewing experience.

"The optics are superior with JVC cameras, I will never compromise the quality of the image because of the name on the camera," by Sam Avellone, NPI Audio Visual Solutions

"The optics are superior with JVC cameras, I will never compromise the quality of the image because of the name on the camera," Avellone states. "We have worked with other brands and found with some the image quality is inferior, pixelated, and when you're doing broadcast, especially when streaming, you've got to have a good quality image."

Next on the agenda was Maple Heights' Athletic Center. Choosing JVC's PTZ cameras, controller and JVC's KM-IP854 video switcher allowed them to easily pair the facility's new video boards with the center's video control console and stream to the web.

Customers see the difference between a good stream and a bad stream. There are three things that make a good stream: superior quality video, high quality audio and animated graphics. Avellone finds that the biggest compliment to a customer's satisfaction is repeated business. He has done multiple installations for schools, houses of worship, and sports facilities using JVC Professional Video.

[VIEW JVC'S FULL PRODUCT LINE](#)

Run of Site Ad Campaign

5 Available

\$3,500/month

- Elevate your brand, content as well as products/services year-round and during NAB Show and NAB Show New York event cycles
- Alternate creative monthly to drive leads, announce products and services or special events, or push meeting appointments preshow
- A suite of banner ads that rotate throughout the NABShow.com website
- Placement on homepage (970x90), throughout the site (970x90 and 300x250)

Run of Site Advertising

Monthly Performance (March - April)



Total Impressions

90,653



Total Clicks

32



Click-through Rate

.04%

SPORTS

Home / Trends and Topics / Sports

Powering the Future of Live Sports

From local to global markets, Sports has always been a game-changer for driving viewership and revenue. For media companies, live sports are more than just content - they're a vital pillar, drawing millions of real-time viewers across streaming platforms, television networks, radio, and social media.

NAB Show brings together the entire sports community - broadcasters, streamers, teams, leagues, technology players, policymakers, brands, agencies, venues, athletes and influencers - to learn and see the end-to-end solutions powering the latest trends in live sports content production and delivery.

CLOUD STORAGE

Purpose-built for Media & Entertainment

LEARN MORE

wasabi

for cloud storage

300x250

Explore More Game-Changing Innovations in Live Sports and Media

TwelveLabs and Dyn Media - Revolutionizing Sports Content

Sports Summit Opening Remarks and Keynote: PEAK HUMAN:

Beyond Origin Driving off the

Your Audience Is Here. Let's Get You in Front of Them.

Video is at the center of brand, business and storytelling—and NAB Show and NAB Show New York are where the people shaping its future come to connect, discover and invest.

Whether you're bringing solutions for content creation, distribution, monetization or beyond, our events deliver unmatched access to decision-makers and buyers across the media and entertainment ecosystem.

From engineers and creatives to strategists and C-suites, we connect you with the full buying team—all skills, in one place.

Explore our flagship event in Las Vegas or our high-impact fall gathering in New York. Choose your path below and discover how we can help you drive business forward.

NAB SHOW

NAB SHOW NEW YORK

CLOUD STORAGE

Cut Costs. Not Content.

No fees for agents or A/Ps requesting

LEARN MORE

wasabi

for cloud storage

970x90

Countdown Clock

Exclusive

\$1,000/month

- Stand out on the homepage. Your company will be featured with the countdown clock that appears on the main landing page of the show you are sponsoring: NAB Show, NAB Show New York, or both
- Ad display format: 728x90
- Sponsor should provide 1458x180 for best viewing across multiple devices

NAB Show Homepage Countdown Clock

30-day Performance



Total Impressions

62.321



Total Clicks

113



Click-through Rate

.18%

DON'T LET TIME RUN OUT

Sponsored by:



Time flies. Your **media storage** should too.

[Learn more →](#)

143

Days

5

Hours

10

Minutes

18

Seconds

Don't Let Time Run Out.

30

Days

3

Hours

36

Minutes

53

Seconds

Sponsored by:



Ross Video
Keynote 2026

April 18, 5:30 pm PDT

[Sign up to watch it live online >](#) **ROSS**

The logo for NAB SHOW, featuring the letters 'NAB' in a stylized, bold, white font, followed by the word 'SHOW' in a smaller, white, sans-serif font.

NAB SHOW

The logo for NAB SHOW NEW YORK, featuring the letters 'NAB' in a stylized, bold, white font, followed by the words 'SHOW' and 'NEW YORK' in a smaller, white, sans-serif font, stacked vertically.

NAB SHOW
NEW YORK

We look forward to
partnering with you!

sales@nab.org