

AAB

SHOW NEWYORK

October 21-22, 2026
Javits Center
New York, NY



2026 EXHIBITOR PROSPECTUS



Why This Is Your Moment to Join the Most Influential Media Marketplace in the World

NAB Show New York brings together the creators, producers, broadcasters, technologists, and innovators shaping the future of media. Over two days at the Javits Center, industry leaders gather to explore new solutions, emerging technologies, and connect with key partners. **Attendees spend an average of five hours on the show floor** engaging directly with exhibitors.

Did you know **80% of NAB Show New York attendees do not attend NAB Show Las Vegas?**

New York's media ecosystem includes broadcast networks, news organizations, filmmakers, digital publishers, agencies, corporate teams and sports media—employing 130,000+ professionals and contributing roughly \$9 billion annually.

More than a trade show, it's the **East Coast hub for media creation and content innovation**—where exhibitors meet decision-makers shaping the next era of storytelling.

Date: October 21-22, 2026

Location: Javits Center
New York, NY



Impact of NAB Show New York

The 2025 event delivered a strong, fast-growing audience that is highly qualified and eager to learn, test, buy and partner.

Attendance and Buyer Mix

Here is a closer look at who showed up at NAB Show New York in 2025 and why these numbers matter for anyone considering exhibiting in 2026.



11,500+ Registered Attendees

This is a strong and growing audience that brings serious foot traffic to the show floor. Large attendance means more conversations, more demos and more chances to get your product in front of buyers who are actively searching for new solutions. Exhibitors consistently tell us they value shows where they can stay busy all day and this crowd delivers that.



10% Global Attendees

International attendees bring new markets to your doorstep. Many are looking to expand partnerships in North America or introduce fresh technology into their home regions. If you want global visibility or are exploring international sales channels, a diverse audience like this helps you reach beyond the US without added travel or investment.



95 Countries Represented

This shows how truly global the show has become. With buyers coming from nearly every major media market, exhibitors gain exposure to a wide range of business models, tech challenges and creative approaches. That kind of global mix increases the chance that your solution resonates across several industries at once.



62% First-Time Attendees

Fresh audiences are essential for growth. First timers are excited, curious, and ready to discover new companies. They come in with open minds and are more likely to walk the floor looking for solutions they have never tried. For exhibitors, that means you are not just speaking to the same people every year. You are gaining access to new pipelines and new relationships.



37% Returning Alumni

Alumni matter because they tell us the show works. People return when they see value. Returning attendees also tend to be buyers who are further along in their workflow evolution or purchasing cycles. They know what they are looking for and they come ready to compare options. This is a prime group for product upgrades and deeper demonstrations.



80% Buyers

Four out of five attendees have influence over purchases. That is a powerful ratio because it means you are spending your time with people who can actually say yes. Whether they are evaluating new tech, planning next year's budget, or preparing a shortlist of vendors, these buyers are the decision makers exhibitors want to reach.



64% First-Time Buyers

New buyers equal new business opportunities. These are professionals who have never purchased from an exhibitor at the show before and are now in the market for tools and solutions. This group is often exploring new workflows or expanding capacity. Exhibitors who meet them early in their journey have a major advantage in shaping buying decisions.

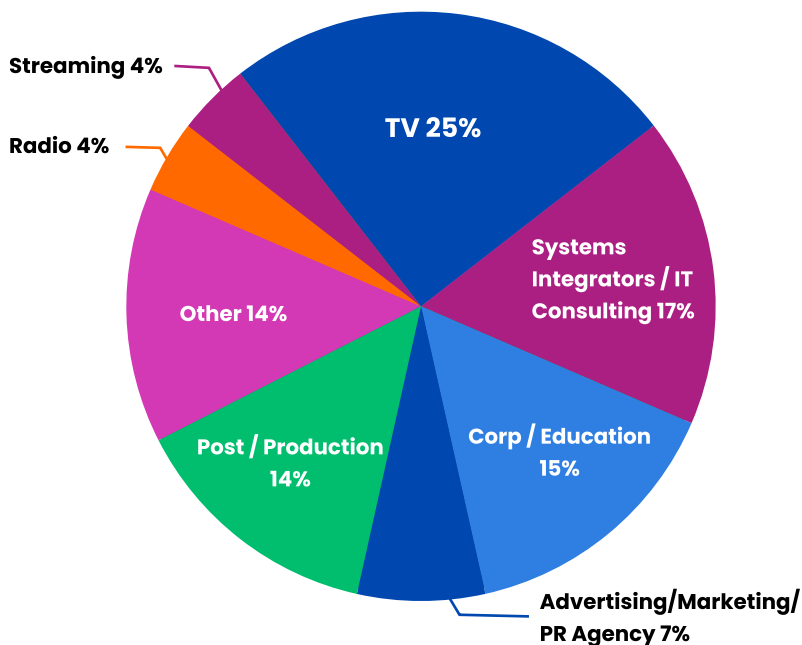
That combination gives exhibitors the best of both worlds. You get thousands of new faces who are actively evaluating technology and you also get experienced buyers who return because they trust the show to help them make smart decisions.

The People Who Can Actually Say Yes

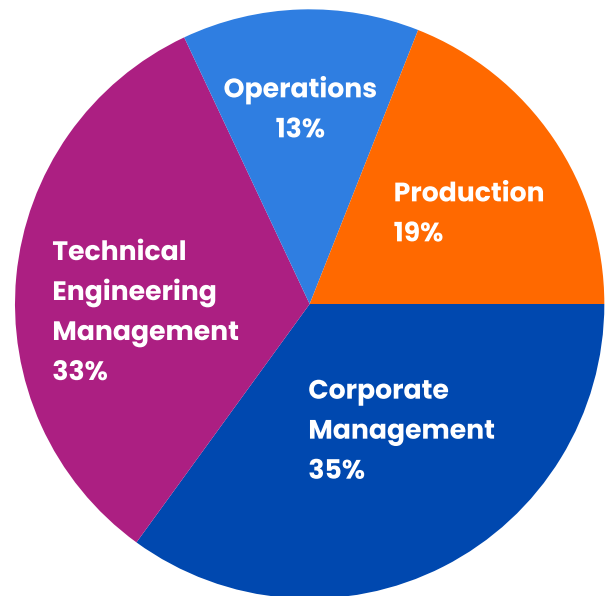
NAB Show New York pulls in the people who guide strategy, approve budgets and shape the future of their organizations. When you exhibit, you are not just meeting users. You are meeting the leaders who can make things happen.

If closing higher quality deals is part of your 2026 strategy, this is the audience you want in front of your team.

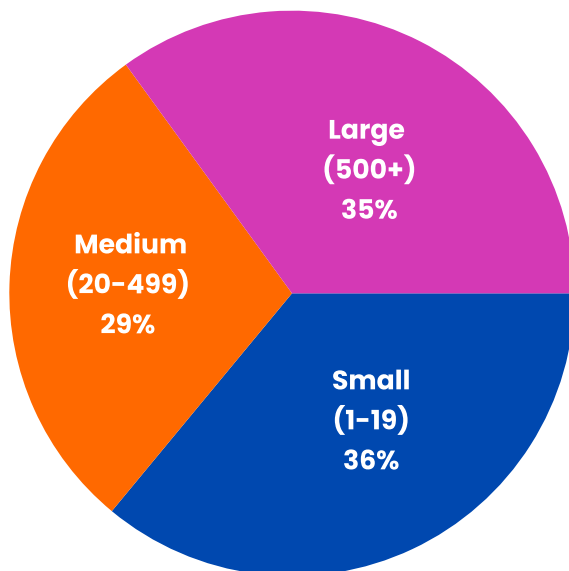
Industries



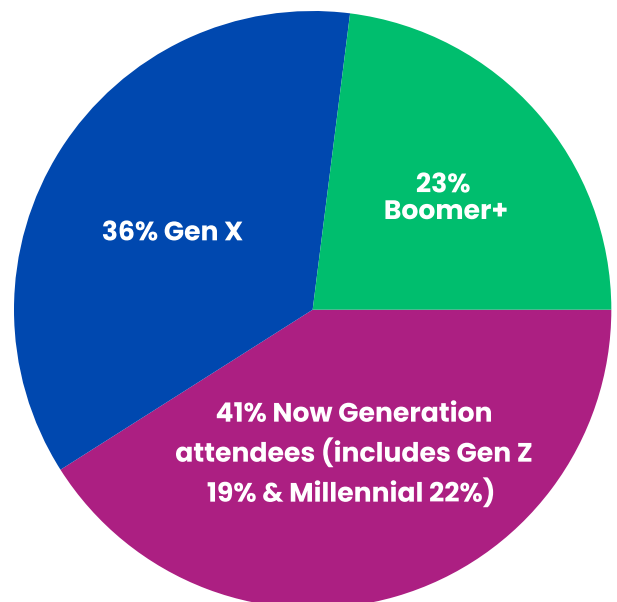
Job Roles



Company Size



Generation



What Exhibitors Say



"New York is the largest media market in the world. The audience here is everybody you want to speak to."
-Alex Keighley, Senior Vice President, Sales, Grass Valley Group



"You get the right people here. They ask the right questions, so you are getting the right people here and that is why this has been such a powerful show this year."
-Michael Accardi, President, CueScript



"The NAB Show New York is all encompassing. You are learning here, you are meeting your customers, you are learning about other technology and keeping yourself on the cutting edge."
-Mark Horchler, Marketing Director, Products and Solutions at Haivision

Real feedback. Real outcomes.



Who You Will Meet on the Show Floor

NAB Show New York brings together a concentrated audience of professionals responsible for creating, producing, distributing and monetizing media. These are the teams actively evaluating the tools and technologies that power modern storytelling.

Producers and Content Creators

Producers, filmmakers and digital creators attend NAB Show New York to explore the latest tools for production, editing and distribution. These professionals are responsible for selecting solutions that help their teams create content faster and collaborate more effectively.

Broadcast and Newsroom Leaders

New York is home to the largest concentration of news organizations in the United States. News directors, newsroom technologists and broadcast operations teams attend to evaluate tools that support modern newsroom workflows, live production and content distribution.

Post-Production and Creative Teams

Editors, colorists and post-production supervisors are looking for technologies that streamline workflows across editing, asset management, AI-assisted production and collaboration.

Corporate Media and Brand Studios

With many Fortune 500 headquarters located in New York, corporate media teams and brand studios attend to discover tools that help them produce high-quality video, live events and digital content at scale.

Advertising and Agency Teams

Creative agencies and advertising leaders come to explore technologies that enhance storytelling, branded content production and audience engagement.

Sports and Live Production teams

Sports media organizations, leagues and production companies attend to discover innovations in remote production, streaming workflows and live event coverage.

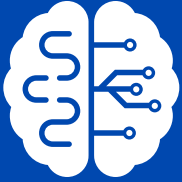
Media Technology Decision-Makers

Technology leaders including CTOs, engineering teams and workflow architects attend to evaluate infrastructure solutions across AI production tools, cloud workflows, streaming platforms and content management systems.

For exhibitors, this audience represents the **full ecosystem of professionals shaping modern media production and distribution.**

The Trends Attendees Want to Dive Into

The buzz on the floor in 2025 centered around a handful of powerful themes. These were not just trending hashtags. They were the topics driving real buyer interest, shaping demo requests and influencing purchasing decisions. Here is what stood out and why it is important for exhibitors.



Artificial Intelligence

AI was everywhere and buyers were hungry for solutions that help them work faster, automate routine tasks, enhance quality and personalize content. If your technology uses AI in any way, attendees are ready to explore it. This is one of the strongest growth areas in the entire industry.



TV and Radio Broadcasting

Traditional broadcast is reinventing itself and attendees were actively searching for cloud-based workflows, IP transition tools and hybrid monetization strategies. Exhibitors with products that modernize or streamline broadcast operations saw strong engagement.



Sports

Sports continues to be one of the fastest moving sectors in media. Teams and networks want better tools for replay, graphics, remote production and live switching. If you support real-time workflows, the sports category brings highly motivated buyers.



Live Production

Demand for tools that support fast turnaround content, multicamera switching, virtualized production and remote collaboration was high. Exhibitors offering live workflow innovations drew consistent booth traffic from broadcasters, creators, and event professionals.



Creator Economy

Creators, podcasters and digital storytellers showed up in record numbers. This group moves quickly, adopts new tech early and influences industry trends. Solutions for content creation, editing, distribution, monetization or community building resonate strongly here.

The Reach Beyond the Booth

If your goals include visibility, industry credibility or broader awareness, NAB Show New York brings serious amplification. The show attracts press, creators, analysts and influencers who are hungry for stories about the tools and companies shaping tomorrow's media landscape.



248 Registered Press

This is a strong press turnout for a fall industry event. More press equals more opportunities for interviews, product spotlights and editorial mentions. Even if you do not pitch anyone directly, simply being on the floor puts your brand in front of journalists covering the technologies and trends that matter.



98% Neutral to Positive Sentiment

Media sentiment is a great indicator of how the industry sees the show overall. With nearly all coverage falling into the neutral or positive category, the environment is supportive and primed for showcasing innovation. Exhibitors benefit from being associated with a well-regarded event that carries a confident, forward-looking reputation.



60 Million Social Media Outreach

These impressions reflect the buzz created by attendees, exhibitors, influencers and press in real time. When you participate in an event with this kind of social footprint, your brand can ride the wave without needing a massive campaign of your own. A simple demo clip or booth photo can gain traction quickly.



4.3 Billion Traditional Media Audience Reach

This includes coverage from television, radio, online publishers and print outlets. That reach expands your visibility far beyond the Javits Center. If your story is picked up, your brand lands in front of audiences who value innovation across tech, media, broadcast and entertainment.



16,250 Total Media Stories Generated

Volume matters because it shows how much content the event fuels. With thousands of stories published worldwide, the show becomes a hub of industry conversation. Exhibitors benefit because the event coverage naturally opens pathways for new leads, new partnerships and new market awareness.

The Companies Shaping What's Next

From global media brands to digital disruptors, this audience brings together the decision-makers and influencers driving content, technology and distribution forward.



JPMORGAN CHASE & Co.



L'ORÉAL



The New York Times



SINCLAIR

Overview – Booth Space, Sponsorship and Advertising Opportunities

Our sponsorship and advertising options are built to help you stand out, connect with the right people, and make a strong impression during one of the most important moments in the business year. Whether your goal is to launch something new, drive more traffic to your booth or build lasting brand recognition, we make it easy to show up in ways that feel intentional and effective.

From big, bold visibility to more targeted, high touch moments, there are plenty of ways to plug in.

Opportunities include:

- High impact branding throughout the show floor and Javits Center
- Sponsored content, activations, and custom experiences that invite hands on engagement
- Targeted on site and digital advertising to keep your brand top of mind
- VIP moments like private receptions and premium networking experiences

It's all designed to help you get noticed, start conversations, and build momentum that lasts well beyond the show.



Packages – Booth Space, Sponsorship and Advertising Opportunities

Options are flexible and designed to support companies of all sizes and stages.

Booth Space, flat rate per square foot: \$43

Turnkey Packages starting at \$5,700

Get a professionally designed booth, essential services and a ready-to-go presence so you can focus on meeting people, showing your technology and having great conversations.

Thought Leadership programs including executive spotlight interviews and theater presentations starting at \$3,500

Show your leadership by joining the discussions that matter most and sharing ideas that move the industry forward.

Paid Conference Sponsorships starting at \$3,000

Give your brand a seat inside the industry's most important conversations; alongside trusted voices, practical insights and forward-looking discussions across broadcast, post-production, AI and innovation.

Digital and On-Site Branding and Advertising opportunities starting at \$2,500

Show up strong on site and online with visibility that carries through the entire event.

Networking and Special Events starting at \$5,000

Build relationships with industry leaders in settings that spark conversation and opportunity.

Whether you want brand visibility, lead generation, product showcasing or executive thought leadership, there is a package that fits your goals.

The Strategic Advantage: Exhibit at Both Shows

Together, **NAB Show and NAB Show New York cover the full media ecosystem.**



NAB Show is the global marketplace where the industry evaluates and invests in the technology infrastructure powering media.



NAB Show New York is where the creators, producers and media organizations using those technologies come together to refine workflows and discover new tools.

For exhibitors, this creates a powerful opportunity: to connect with both the companies building media technology and the professionals using it every day.



Why You Should Exhibit in 2026

NAB Show New York is growing fast. It brings serious buyers, energized creators, enterprise teams, global press and a massive pool of decision makers to your booth. It is a place where conversations feel natural, where attendees are open to new ideas, and where exhibitors can build real relationships that lead to real business.

If you want to show your technology to the people who are actively shaping the future of content, media, and production, there is no better place to be.

Interested in Exhibitor Opportunities

[CONTACT US](#)



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Javits Center | New York, NY