

NAB SHOW NEWYORK

October 22-23, 2025
Javits Center

Exhibitor Prospectus



What is NAB Show New York?

NAB Show New York is the East Coast's essential marketplace for content and creation, taking place October 22–23, 2025, at the Jacob K. Javits Convention Center. Set in the media capital of the world, this event unites broadcasters, brands, creators, sports organizations, and financial giants to explore the trends, tech, and talent shaping the future of storytelling—from TikTok to TV to the big screen.

Date: October 22–23, 2025

Location: Javits Center

429 11th Avenue

New York, NY 10001

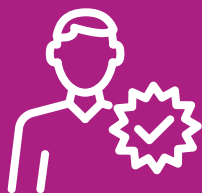
The 2024 NAB Show New York By the Numbers



12,275
Total Registrants



10,269
Buyers



58%
First-Time
Attendees



199 Press
(over half
first-timers)

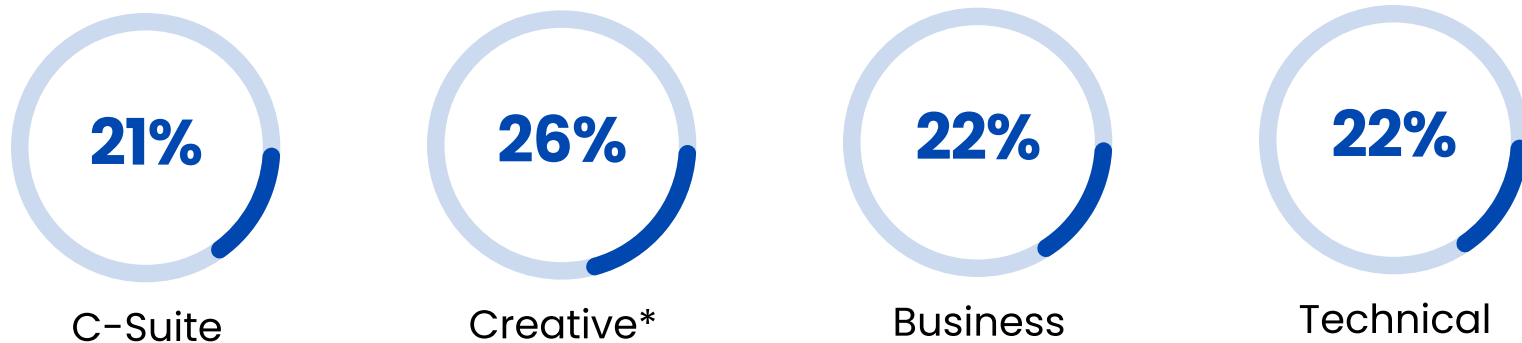
Why New York?

New York City is where stories break, brands scale, and media gets made. As the global hub for advertising, production, and content innovation, exhibiting at NAB Show New York puts your company at the center of the industry's most influential marketplace—right where decisions are made and the future is shaped.



The 2024 NAB Show New York Buyer Profile

Roles: Business/Creative/Technical Professionals



*Creative attracted highest group of first-timers (29%)



Why Exhibit?



Connect with Decision-Makers:

Meet a fresh, regional audience—three-quarters of whom don't attend NAB Show Las Vegas—ready to invest and make deals before year's end.

Access the Media Epicenter:

Leverage New York's status as a global hub for media, advertising, and production, with close proximity to Brooklyn's surging production market.



Showcase Innovation:

Present your latest solutions to a diverse crowd of content creators, broadcasters, and media professionals seeking hands-on experiences and cutting-edge technology.

Drive Q4 Results:

Influence budgets and planning for 2026 with buyers and brand teams focused on immediate and future investments.



Your Competitors are Here:

Don't let them capture your audience and market share. Secure your spot to stand out, win new business, and stay ahead.

Notable 2024 Attendee Companies

- A+E Networks
- ABC
- Accenture
- Amazon Live
- Apple
- Associated Press
- AT&T
- Bank of America
- BBC Studios
- Beasley Media Group
- Best Buy
- BET Media Group
- BlackRock
- Bloomberg
- Boston Red Sox
- Canadian Broadcasting Corp.
- CBS/Paramount, Sports, News
- CNN
- Citigroup
- Comcast
- Conde Nast
- Deloitte
- Dentsu
- DIRECTV
- Disguise
- Disney
- E.W. Scripps
- Ernst & Young LLP
- ESPN
- FanDuel
- Ford Motor Company
- Fox
- Gartner
- Ghana Broadcasting Corp.
- Goldman Sachs
- Google
- Hallmark Media
- Hearst Television
- IHeartMedia
- Johns Hopkins University
- Johnson & Johnson
- Jomboy Media
- JP Morgan Chase
- KPMG
- Late Night with Seth Meyers
- LinkedIn
- LIV Golf
- Lockheed Martin
- L'Oreal
- Lotus Films
- Madison Square Garden
- Major League Baseball
- Major League Soccer
- Mars
- MassMutual
- Men In Blazers
- Meta
- MetLife
- Microsoft
- Ministry of Communications and Informatics
- Major League Wrestling
- Morning Brew
- Monumental Sports
- MSG Networks
- NASCAR
- Nasdaq
- National Hockey League
- National Basketball Association
- NBC/Universal – News/Sports/Olympics
- Netflix
- New York Festivals
- New York Life Insurance
- New York Post
- New York Public Radio
- New York University
- New York Yankees
- Newsmax
- Nexstar Media Group
- National Football League – Films
- Nielsen
- Nike
- NPR
- NVIDIA
- NYSE
- NYU
- Omnicon Group
- PBS
- Peleton
- PepsiCo
- Pfizer
- Publicis
- PwC
- QVC
- Radio City Music Hall
- Rock Star Games
- SAP
- Sesame Workshop
- Sinclair Broadcast Group
- SiriusXM
- Sony – Pictures/Music
- Sundance
- Taiba Food Company
- The Walt Disney Company
- Thompson Reuters
- Tubi
- TUMI
- U.S. Senate
- United Nations
- Univision
- Verizon
- Vox Media
- Warner Bros Discovery/HBO
- WebMD
- WWE – World Wrestling Entertainment
- Yahoo
- YouTube

Why Attendees Love NAB Show New York?

- **Hands-On Tech and Training:** Experience the latest in video, film, broadcast, and digital media through interactive demos and expert-led sessions right on the show floor.
- **Premier Networking:** Engage with industry leaders, innovators, and peers at curated networking events, happy hours, and career fairs designed to spark collaboration and opportunity.
- **Regional Relevance:** For many, this is the must-attend event of the year—bringing together a unique, creative audience not found in Las Vegas, with a distinct East Coast energy and focus.



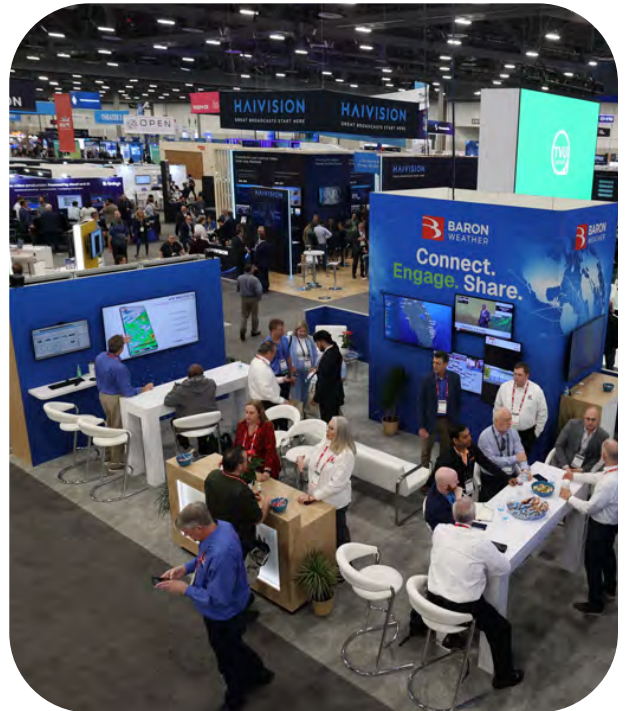
Opportunities to Exhibit, Advertise, Sponsor + More

Booth Space

Showcase your brand on the show floor and connect decision-makers actively seeking the latest solutions in media, entertainment and technology.

Choose from:

- Raw Exhibit Space – starting at \$4,100
- Turnkey Packages – starting at \$5,700



Meeting Space

Secure a space to build partnerships and close deals in a focused, professional environment.

- 2nd Floor – Private Room – \$3,000
- 4th Floor – Terrace Room – \$5,750



Thought Leadership

Showcase expertise, demonstrate success and educate attendees as part of the curated content NAB Show New York is presenting. 2025 Themes: Sports, Streaming, AI, Creator Economy, Tech/Engineering, Journalism

Starting at \$3,500

Open To All Floor Sessions

- A la carte session
- Integrated packages that include speaking, networking and branding
 - Sessions are recorded and leads are provided post show

Press Lounge – Briefing

- Exclusive opportunity to get face time and elevate corporate message/executives to NAB Show New York's 200+ media
 - Kick off briefing, access to Lounge and press contacts

Paid Conference Sponsorships

- **Local TV Strategies** – Explore proven strategies and fresh innovations for boosting viewership, revenue, and community impact, as top executives and thought leaders share actionable insights tailored for today's competitive local TV landscape.
- **Post Production World** – Leading training conference for production & post-production professionals, content creators, designers, TV, film & video editors, producers, directors, motion graphics & online video specialists.
- **AI Workshops** – An immersive, hands-on experience—five interactive and in-depth workshops—tailored for participants in film, photography, broadcast, audio, legal, and VFX.
- **NAB Futures** – An exclusive forum designed for decision-makers and innovators from NAB member companies shaping the future of the broadcast industry. Attendees will gain unparalleled access to cutting-edge research, case studies, and applications focused on what lies ahead.
- **Radio + Podcast Interactive Forum** – This future-focused program explores key industry trends and equips attendees with actionable insights to implement innovative strategies, grow audiences, and elevate content.

Pre Show – Executive Spotlight Interview

- Ramp up visibility as viewers get to hear from your SMEs, clients or product specialists in a one-on-one interview with a NAB Show New York moderator.

Advertising

Boost your brand's visibility and drive traffic to your booth, meeting room or website with creative inventory that can reach customers across the NAB portfolio.

Starting at \$2,500

Physical:

- Printed door clings, hanging banners, stacked cubes, aisle signs and floor graphics to drive traffic and stand out from your competition

Digital:

- LED screens to loop static images or video content

Attendee Amenities:

- Reaching customers with exclusive inventory: Registration, Badges, Lanyards, Show Guide, Show Bag, Custom Activations
-

Lead Generation

Year-round connection to NAB's 325k+ community through various channels and formats

Starting at \$2,500

- NAB events website, newsletters, 3rd party emails, social media and online profile upgrades during shows to stay in front of buyers that also complements corporate strategy and grows your customer base
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Networking, Special Events

Create organic and authentic connections with attendees through networking and special events that take place during the show.

Starting at \$5,000

- Exclusive and Co-hosted networking events
- Marconi Awards celebrating Radio's best and brightest
- Custom event – collaborate with NAB to bring vision to life

We look forward to partnering with you to build a solution that maximizes your investment and delivers results!

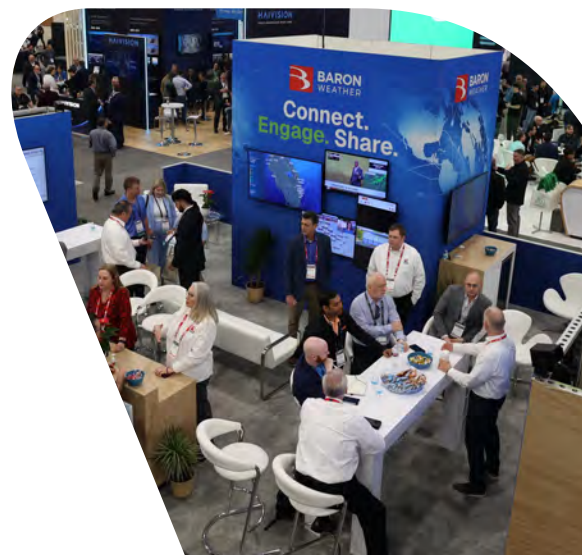
Let's talk today!

sales@nab.org

202-429-5399

All of the Brand Leaders Are Here. You Should Be Too. Exhibit Now.

- ISourceVideo
- A.C. Lighting, a Division of A.C. Americas
- AbelCine
- Adder Technology
- AI MEDIA TECHNOLOGIES LLC
- AJA Video Systems, Inc.
- Amagi Corporation
- Amazon Web Services
- Angelbird Technologies
- Apantac LLC
- Appear AS
- ATC Labs
- Ateliere Creative Technologies
- Aveco Inc.
- Avid Technology Inc.
- B&H Photo, Video, Audio
- Backblaze
- Backlight
- Black Box
- Blackmagic Design
- Broadfield
- Canon U.S.A., Inc.
- CaptionHub
- CHEQROOM
- Chord
- Chyron
- Cinedeck
- Cisco
- Cobalt Digital Inc.
- Comrex
- ComScore
- CueScript
- CuttingRoom
- Dalet
- Dell Technologies
- Eartec
- EditShare
- ENCO Systems, Inc.
- EVS
- Fabric x Xytech
- Flanders Scientific, Inc.
- Forecast Consoles
- Fujifilm/Fujinon
- GatesAir
- Grass Valley
- Haivision
- Harmonic Inc.
- IABM
- Lawo AG
- LucidLink
- Magewell
- Marquis
- Matrox Video
- Maxon
- Media Links
- Moments Lab
- NETGEAR
- Nexsan
- Orban Labs, Inc.
- Panasonic Connect
- Post Magazine
- Prime Focus Technologies
- PTZOptics
- Qualstar Corporation
- Quicklink
- RCS
- Riedel Communications
- Rohde & Schwarz USA
- Ross Video
- SAP
- SDVI Corporation
- Signiant
- Sony (Ci Media Cloud)
- Storj + Valdi.ai
- TAG Video Systems
- Tamron Americas
- Telemetry, Inc.
- Telestream
- Telos Alliance
- The Weather Company
- TitanTV, Inc
- Triveni Digital
- VITEC
- Vizrt
- vMix
- Wasabi
- Western Digital
- WideOrbit
- Wolftech
- Worldpay
- XPERI / HD RADIO / DTS
- Zixi



Representing the Top Industries



Film/TV Studios
27%



Advertising Agency/
Marketing/PR
12%



Television
11%



Production Services &
Facilities (Video)
9%



Post-Production Services
& Facilities (Video)
9%



Photography
11%



Education/Training
8%



Digital Media/OTT/
Streaming Video
7%



Performing Arts/Music/
Live Entertainment
5%



Financial/Investment
3%

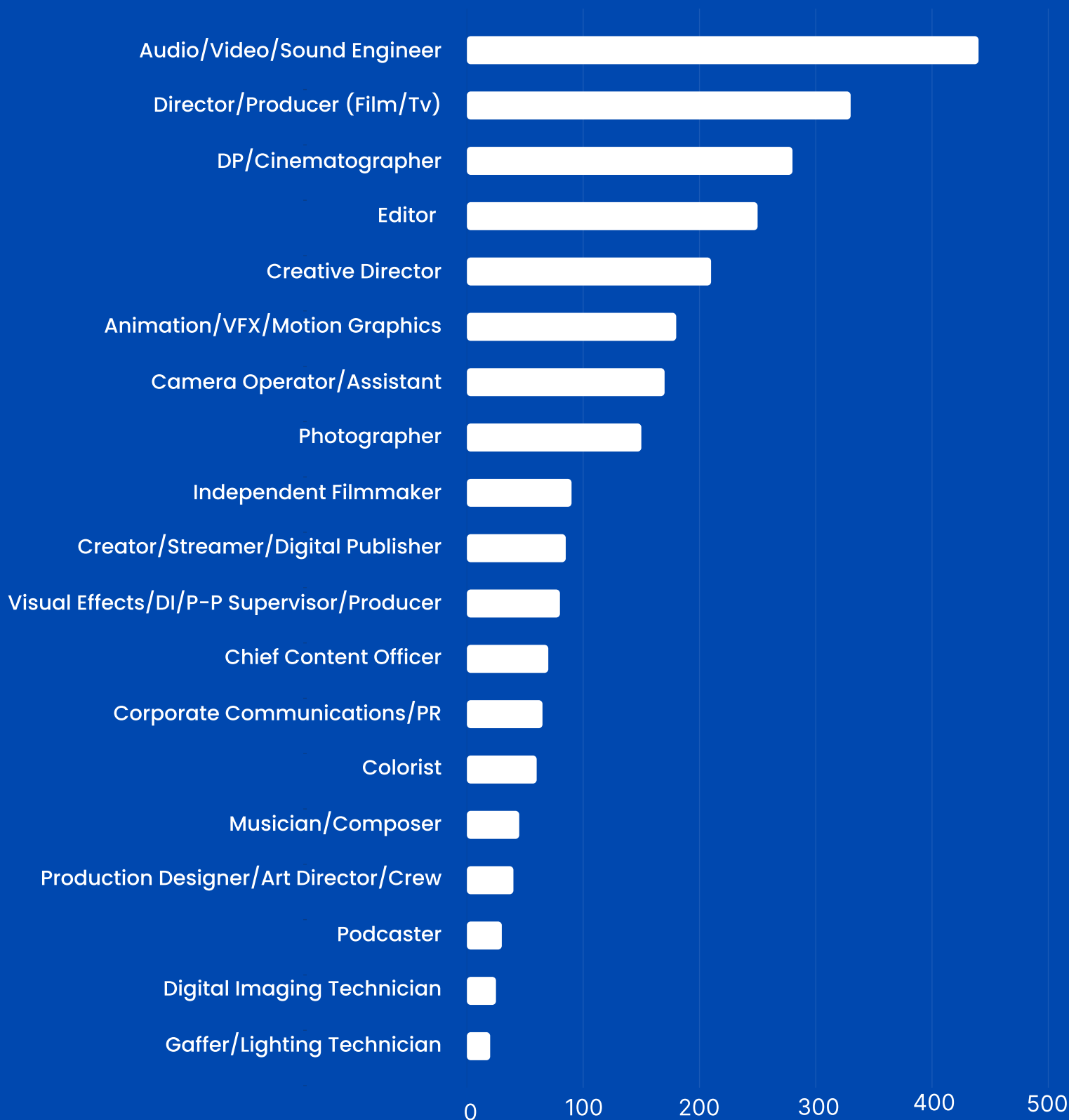


Sports & Fitness
3%

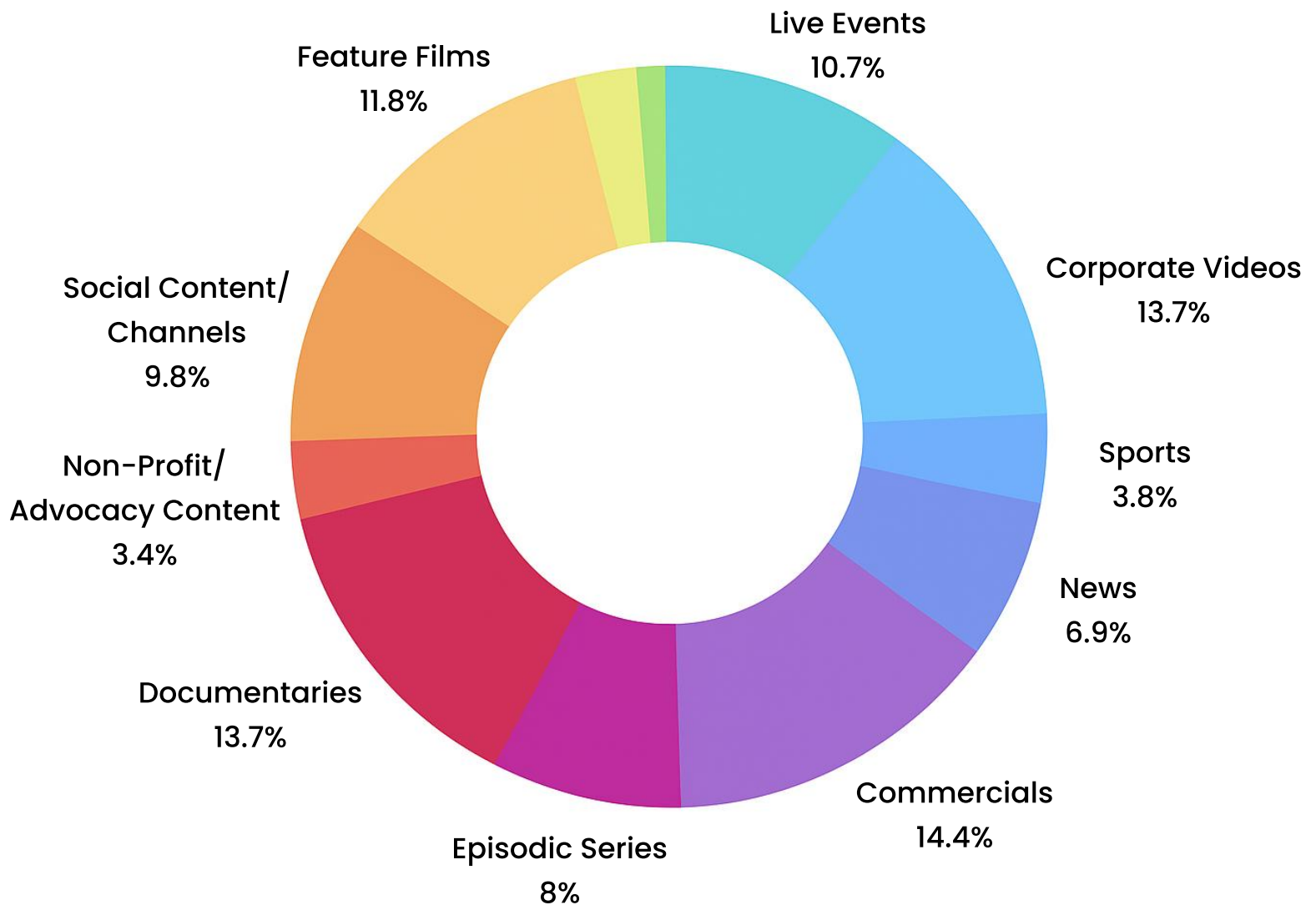


Faith-Based Organization
3%

Diversified Role Set & Expertise



What They're Producing



Let NAB Show New York Work for You

With the right strategies, your booth can become a magnet for the right buyers, creators, and decision-makers. Use these tips as your guide to standing out and selling more at the October 22-23, 2025 event at Javits Center.

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