



**CINECENTRAL
THEATER + CLASSROOM**

CineCentral – Central Hall

The hub for hands-on learning, CineCentral brings attendees together with leading industry professionals to learn the latest techniques and technologies shaping today's most notable Hollywood productions.

As a sponsor, you'll be integrated directly into this experience through our immersive Craft Clinics interactive sessions, and in the production-style workshops where your technology is showcased in real-world scenarios.

CineCentral also hosts industry gatherings, technology open houses, and collaborative learning sessions, giving sponsors meaningful opportunities to engage with creators, demonstrate innovation, and build lasting industry relationships.

NEW for 2026

Technology “Open House”

CineCentral will open its doors to all attendees in a more causal unstructured time, where attendees get to ask questions and try gear. 90-minute block each day.

Workshop bundles

CineCentral is presenting theme driven workshops that can be bundled together for attendees giving them a more comprehensive educational experience.

CineCentral – Headliner Sponsor

\$29,500

Thought Leadership Benefits

(2) 45-minute Craft Clinics within the CineCentral Theater/Workshop

(1) Interview Studio recording that results in a fully produced 4-minute video, available within 5 business days post show.

- Recognition of staff/trainers within schedule
- Products/Technology included within the curriculum of the Workshops
- Ability to provide trained staff to support as instructors for lab activities

Additional Benefits

- Headliner-level branding within marketing communications promoting CineCentral across email, social and web and onsite signage.
- Co-sponsor of CineCentral networking reception for entire community
- Session descriptions included as part of the online schedule to encourage attendance
- Onsite signage listing the sessions as part of the CineCentral theater schedule
- Sponsor may provide “seat drops” or branded items during session and Reception table

Post Show Benefits

- Attendee leads scanned from your CineCentral session/s, all other CineCentral education and networking events. Delivered within 5 working days post show.
- Dedicated post-show email to the NAB 3rd party opt-in list – client to supply artwork and NAB to deploy. Date confirmed upon contract confirmation.

CineCentral – Presenting Sponsor

\$12,500

Thought Leadership Benefits

- (1) 45-minute Craft Clinic within the CineCentral Theater/Workshop
- (1) Interview Studio recording that results in a fully produced 4-minute video, available within 5 business days post show.
- Products/Technology included within the curriculum of the Workshops

Additional Benefits

- Presenting-level branding within marketing communications promoting CineCentral across email, social and web and onsite signage.
- Co-sponsor of CineCentral networking reception for entire community
- Session descriptions included as part of the online schedule to encourage attendance
- Onsite signage listing the sessions as part of the CineCentral theater schedule
- Sponsor may provide “seat drops” or branded items during session and at the Reception Table

Post Show Benefits

- Attendee leads scanned from your CineCentral Craft Clinic and networking reception. Delivered within 5 working days post show.

CineCentral – Craft Clinic Sponsor \$4,500

Craft Clinics offer a unique style of presenting and teaching in a production/on-set environment allowing attendees to gather for workshops and industry networking. CineCentral will host 45-minute demonstration/teaching sessions called Craft Clinics, in either a Theater or Lab environment.

Thought Leadership Benefits

(1) 45-minute Craft Clinic within the CineCentral Theater/Lab area

Additional Benefits

- Branding within marketing communications promoting CineCentral across email, social and web and onsite signage.
- Clinic descriptions included as part of the online schedule to encourage attendance
- Onsite signage listing the sessions as part of the CineCentral theater schedule
- Sponsor may provide “seat drops” or branded items during session and at the Reception Table

Post Show Benefits

- Attendee leads scanned from your CineCentral Craft Clinic. Delivered within 5 working days post show.

CineCentral – Open House Sponsor \$7,500 (Sunday, Monday, Tuesday)

NEW THIS YEAR - The CineCentral “Open House” provides a relaxed, hands-on environment where sponsors can connect directly with customers in a turnkey production-ready space. Marketed as featured event within CineCentral the first three days of the show, the Open House offers 90 minutes of dedicated engagement time.

CineCentral staff will be on hand to support your team and assist with all technical and logistical needs, ensuring a seamless and impactful experience for attendees and any special guests of the sponsors.

Open House Schedule: (subject to change)

- Sunday 10:30 - 12noon
- Monday 4:30pm - 6pm
- Tuesday 2:30pm - 4pm

Additional Benefits

- Sponsor may bring in equipment, solutions, subject matter experts to demonstrate
- Branding within marketing communications promoting CineCentral across email, social and web and onsite signage.
- Onsite signage listing the “Open House” as part of the CineCentral theater schedule
- Sponsor may provide branded items during “Open House” at the Reception Table

Post Show Benefits

- Attendee leads scanned from during the Open House each day. Delivered within 5 working days post show.

CineCentral – Technology Sponsor

\$2,500

Thought Leadership Benefits

- Products/Technology included within the curriculum of the Workshops
- Ability to provide trained staff to support activities with equipment

Additional Benefits

- Technology-level branding within marketing communications promoting CineCentral across email, social and web and onsite signage.

****NAB Show will customize if sponsor wants additional involvement.**



We look forward to
partnering with you!

sales@nab.org