



**NAB**  
SHOW

## NAB Show Evolution: Broadcast and Beyond

*Where creators, technologists,  
brands, broadcasters, streamers  
and storytellers shape what's  
next.*

## Exhibitor Prospectus

April 4-7, 2027  
Las Vegas Convention Center  
Las Vegas, NV, USA



# The Industry Isn't Standing Still. Neither Are We.

The industry is evolving fast, and NAB Show is evolving with it.

What began as the global destination for broadcasters has become the premier marketplace for the entire media and entertainment ecosystem.

Today's content is created everywhere, from studios and stadiums to creator channels, corporate brands and live experiences. The audiences shaping what's next are here.

Broadcast remains at the core, now joined by streaming, sports, AI, cloud, creators, enterprise media and immersive technology.

New audiences. New buyers. New opportunities.

This is where the future of media comes together.

# One Week in Vegas. One Year of Pipeline.

NAB Show isn't just well attended. It's deeply influential.

The audience spans buyers, operators, creators, engineers, executives and decision-makers actively shaping how content is produced and delivered across the globe.

And with nearly half of attendees attending for the first time, the room keeps getting bigger — not recycled.





**58K+**

Registered Attendees



**146**

Countries  
Represented



**22%**

International  
Attendees



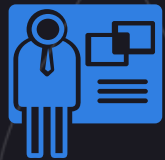
**48%**

First-time  
Attendees



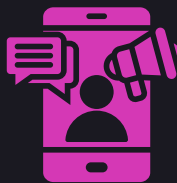
**1,100+**

Exhibitors



**132**

New Exhibitors



**947**

Media Attendees



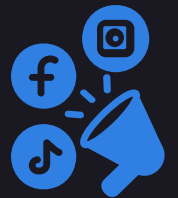
**51K+**

Media Stories



**28B+**

Media Reach



**140M**

Social Reach

# Your Audience Is Already Here.

Not hypothetical buyers. Actual ones.

From broadcasters and streamers to enterprise brands, universities, professional sports leagues and creator-led media companies, NAB Show attracts professionals with budgets, influence and urgent technology needs.



**NETFLIX**

 YouTube



**Disney**

**pwc**



**Walmart**



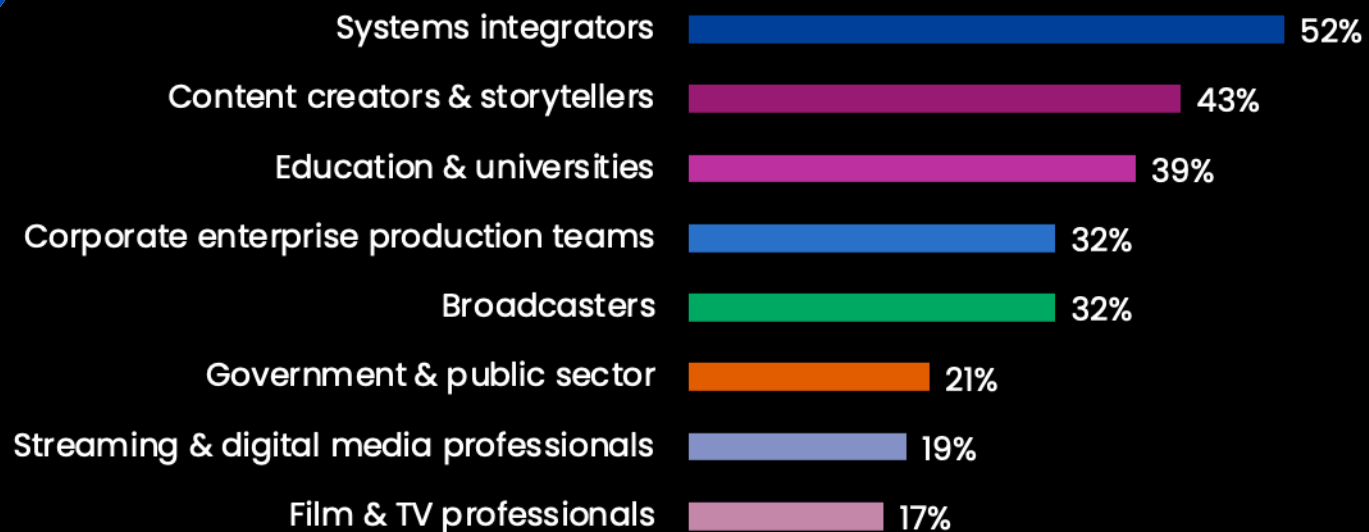
**ROKU**

**CNN**



LIGHT  
HOUSE  
STUDIOS

## 2026 Growth % By Audience:



Year-over-year growth across every major audience segment reflects NAB Show's expanding influence across the evolving media ecosystem.

# Fewer Tire Kickers. More Decision Makers.

This isn't a "just looking" crowd.

Attendees arrive with projects, timelines, budgets and purchasing authority.

Whether they make the final call, recommend suppliers or influence technical specifications, NAB Show puts exhibitors in front of the people moving deals forward.



# 70% of NAB Show Attendees Are **Buyers**

**35.1%**

ALUMNI BUYERS

**34.7%**

FIRST-TIME BUYERS

**40% \*EXECUTIVE BUYERS**

**70% Total Buyers (of all registrants)**

**i** Executive Buyers span across both segments with high-level purchasing power.

## Direct Purchasing Access

NAB Show delivers direct access to decision-makers. The buyer pool is split almost evenly between consistent alumni and fresh first-time participants.

*Note: Decimals are utilized to accurately reflect the 70% total buyer composition.*

# Professional Profile & Purchasing Power

## ATTENDEE JOB ROLES

Management

28%

Technical / Operations

29%

Production / Creative

29%

Other Cross-Sector Professionals

14%

# 82%

Direct Buying Authority or Influence

40% Final Say

36% Recommend

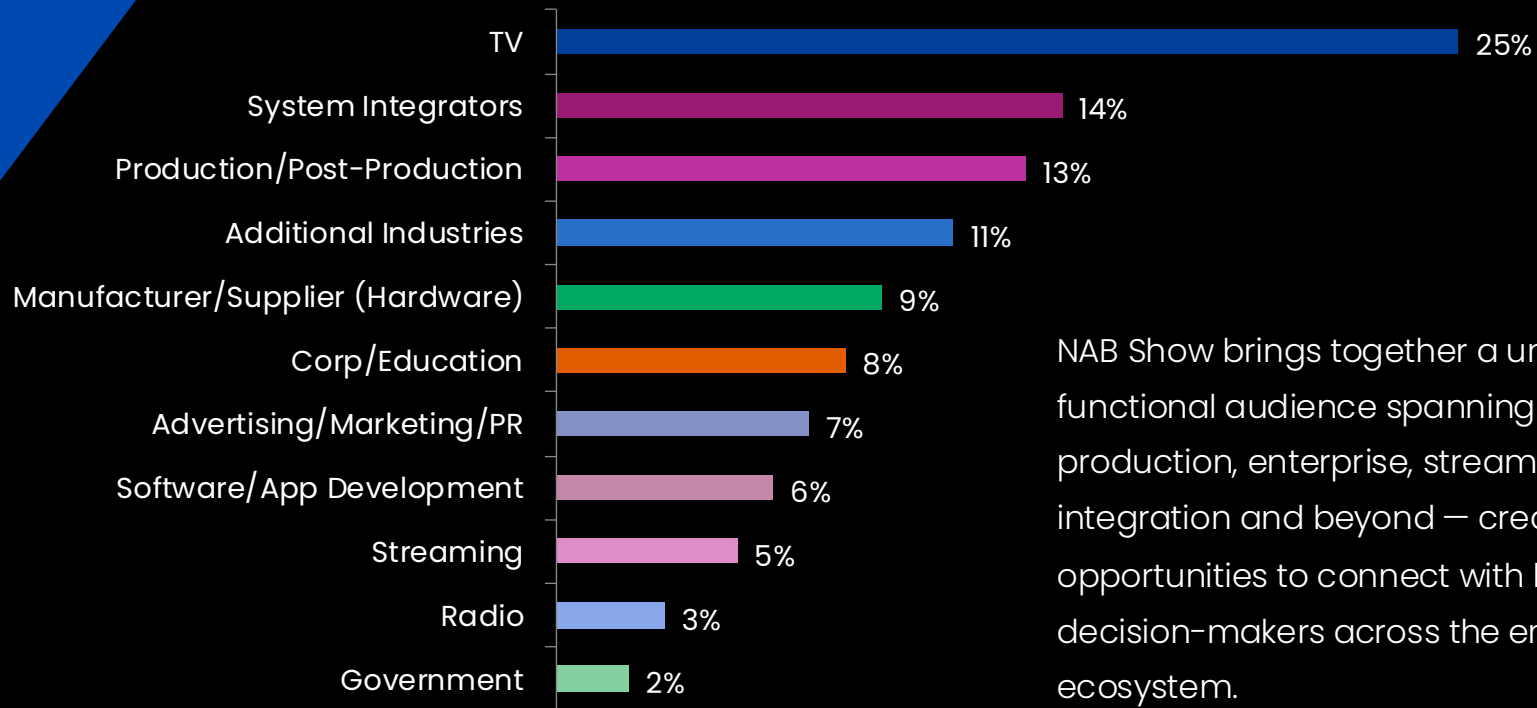
6% Specify Supplier

16% No Authority

2% Unspecified

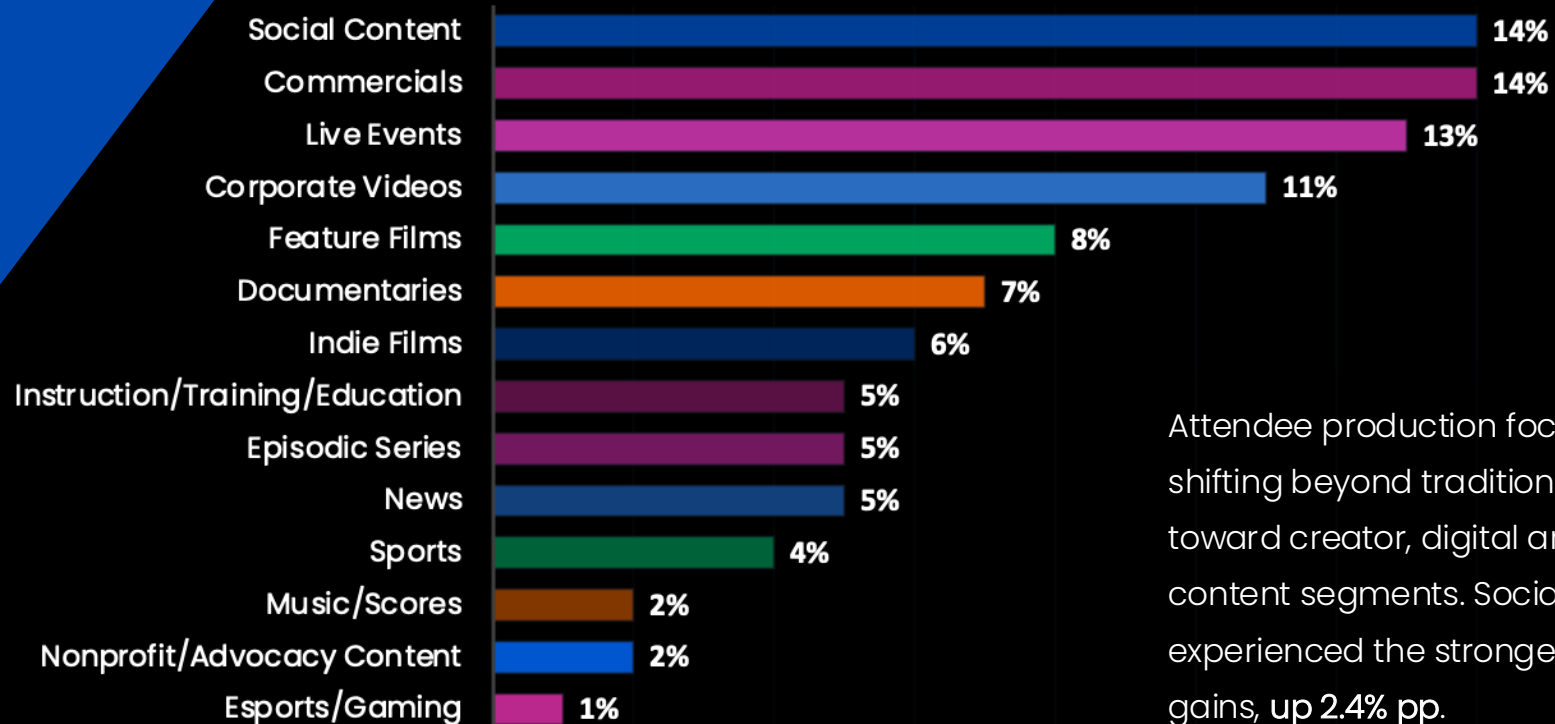
*\*Data represents NAB Show attendee survey results. Job roles are evenly distributed across key industry functions.*

# Industries Represented



NAB Show brings together a uniquely cross-functional audience spanning broadcast, production, enterprise, streaming, systems integration and beyond – creating opportunities to connect with buyers and decision-makers across the entire content ecosystem.

# What They are Producing



Attendee production focus continues shifting beyond traditional formats toward creator, digital and emerging content segments. Social content experienced the strongest year-over-year gains, up 2.4% pp.

# What Exhibitors Are Saying



NAB Show is the place where we know those enterprise customers as well as the up-and-coming entities that want to look like the enterprise broadcasters, they're all here

[↘ SEE STORY](#)

**Carol Bettencourt**  
VP of Marketing  




It's one stop shop and hitting all the major corporate players, all the major sports teams, all the major truck companies, all the broadcasters, house of worship, entertainment and more

[↘ SEE STORY](#)

**Joyce Bente**  
President-CEO  




Our partnership with NAB Show is longstanding and we see a lot of value from it in terms of like capturing new customers and meeting new people, understanding customer needs as the industry evolves

[↘ SEE STORY](#)

**Gaby Ferreres**  
Head of Industry Marketing  




Whether we're trying to go to television, go to social or make a movie, having the vendors and equipment that we need all together in one place here at NAB Show, I don't think there's another show like it out there.

[↘ SEE STORY](#)

**Lisa Watts**  
CEO  


# From Broadcasters to Billion-View Creators

The lines between creator, broadcaster and media company are officially blurry. Creators are building studios. Streamers are building networks. Brands are becoming publishers. NAB Show sits at the center of that convergence connecting exhibitors with the tools buyers of tomorrow are already searching for today.

## Streaming

**\$225B market | 7% spend growth through 2029** | emerging job roles: head of strategy, head of content, SVP digital video platform



## Creator Economy

**\$35B market | 20% spend growth through 2029** | emerging job roles: short-form content creator, influencer, global brand strategy lead



## Attendees want to learn about

- AI workflows
- Virtual production
- Cloud infrastructure
- Live streaming
- Monetization
- Sports production
- Creator tools
- Immersive experiences.

# The New Power Players in Media

## Sports

**\$175B market | 5% spend growth through 2029 |**  
 emerging job roles: head of analytics, head of video production, VP media technology Leagues, teams and sportsbooks are investing heavily in next-gen production and fan engagement experiences.



## Enterprise

**\$300B market | 2% spend growth through 2029 |**  
 emerging job roles: head of communications, VP-brand and content, chief tech officers. Brands are building in-house studios faster than you can say “quarterly earnings webcast.”



## Education

**\$5B market | 5% spend growth through 2029 |**  
 emerging job roles: head of marketing, chair- film & media production department, program director-film/video/media tech Universities are investing in professional-grade production environments to train the next generation workforce.





## The Industry Watches What Happens Here.

If your company launches at NAB Show, the industry notices. From mainstream business press to highly specialized trade media, NAB Show generates global conversation across every corner of media, entertainment and technology.



**51K+**  
Media  
Stories



**28B+**  
Media  
Reach



**140M**  
Social  
Reach



**947**  
Registered  
Press

# Booth & Meeting Space

Raw Space	\$50/sq. ft. Member \$56/sq. ft. Non-Member
Starter Turnkey Booth Options	10x10 to 10x20 \$6,550 to \$13,100
On-Floor Meeting Rooms (exhibitors' rate)	10x10 and 10x20 \$6,600 to \$13,150
Cabanas Casual, open-air meeting spaces on show floor	\$6,750
On-Floor Hospitality Rooms: West Hall	\$23,500
Off-Floor Meeting Rooms	\$17/sq. ft. Exhibitor \$34/sq. ft. Non-Exhibitor
Off-Site Hotel Suites Several properties for your private meeting needs	\$7,000+



# Thought Leadership

## ➤ **Show Floor Theaters**

Lead conversations and showcase your expertise through educational sessions designed to engage attendees across today's evolving media and entertainment landscape.

## ➤ **Main Stage**

Align your brand with the industry's biggest ideas and most influential voices on NAB Show's premier thought leadership stage.

## ➤ **Tech Chat Theater**

Deliver practical, technical insights through fast-paced sessions focused on real-world workflows, tools and innovation.

## ➤ **Media & Entertainment Theater**

Connect with executive-level audiences through conversations focused on the trends, deals and strategies shaping the future of media and entertainment.

## ➤ **CineCentral Theater**

Engage filmmakers and creators through hands-on demonstrations, training and immersive storytelling experiences centered on the craft of content creation.

## ➤ **Creator Lab**

The destination for creators, influencers and digital storytellers to discover new tools, sharpen their skills and connect with the communities shaping the future of the creator economy.

## ➤ **Sports Theater**

Bringing together professional sports leagues, broadcasters, brands and technology leaders to explore the future of sports media, fan engagement and live entertainment innovation.

## ➤ **Startup Theater**

A dedicated space for emerging companies to showcase innovation, connect with investors and partners, and accelerate growth within the media and entertainment ecosystem.



# Additional Conferences Supporting Media and Entertainment Ecosystem

## ➤ **NAB Show Premium Conferences (BEIT, SMMRF, Radio & TV Programming)**

Focused education and technical insights for broadcast engineers, media operators, and station leaders navigating the future of content delivery and broadcast technology.

## ➤ **Post|Production World (PPW)**

A hands-on training and education experience exploring the latest postproduction workflows, editing techniques, AI tools and storytelling technologies.

## ➤ **Programming Everywhere**

A gathering for programming and operations leaders across linear, streaming and social media to explore the future of content strategy, distribution and acquisition.

## ➤ **Streaming Summit**

The premier forum for streaming leaders, broadcasters and content owners driving innovation in OTT, FAST, AVOD, sports streaming and video monetization.

## ➤ **Extras**

**Executive Lounge** – An exclusive retreat for industry executives, VIPs and decision-makers to connect, meet and conduct business away from the pace of the show floor.

**NAB Show Podcast** – Monthly series dedicated to stories impacting broadcast, media and entertainment.

**Executive Spotlight** – Elevating voices, technologies and tools powering the industry.

# Branding

Year-round Offerings to Stay Top of Mind, Inform, Drive and Announce Innovation

## Exterior Banners

\$5,000+

- Building Banners
- Door Cling
- Construction Wall Clings
- Column Wraps

## Interior Banners

\$5,000+

- Rotating Kiosks
- Wall Banners
- Aisle Signs
- Free Standing Signs
- Floor Clings

## Digital Signage

\$5,000+

- Lobby Spectacular - LVCC Digital
- Dedicated LED Screens

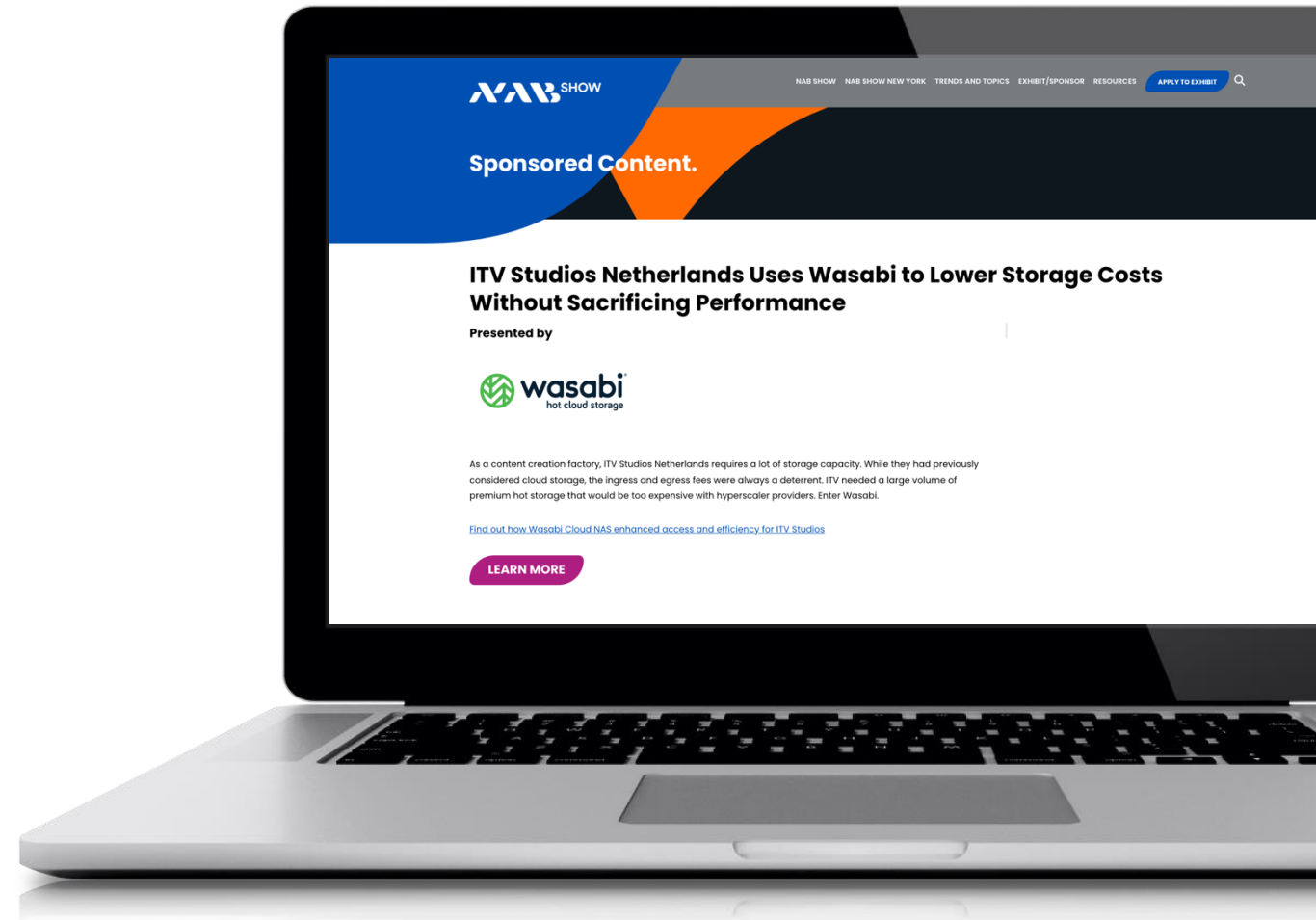
## Loop Branding

\$8,000+

- Tesla Car Ads
- Tunnel and Station Activations: LVCC, Resorts World and Wynn/Encore

**Custom Activations:** Work with NAB Show to create an “experience”

- **3rd Party Email Campaigns**  
Deployed weekly to 80K+ opt-in readers
- **Weekly Newsletter**  
Includes exclusive sponsored content reaching 325K+ readers
- **Website**  
Exclusive home page sponsored content plus dedicated landing page
- **Run of Site Campaigns**  
High visibility campaigns across the NABShow.com web universe
- **Countdown Clock**  
Sponsored countdown clock on NABShow.com



# Networking + Special Events

## ➤ **Daily Networking Mixers**

Sponsor high-energy networking events designed to spark conversations, build relationships and connect your brand with engaged attendees.

## ➤ **Official NAB Show Parties**

Extend your visibility beyond the show floor by aligning your brand with NAB Show's marquee social events and celebrations.

## ➤ **Executive Lounge / VIP Lounge**

Connect with senior executives and key decision-makers in an exclusive hospitality environment designed for high-value networking and business conversations.

## ➤ **NAB Broadcasting Hall of Fame**

Align your brand with a prestigious industry tradition honoring the legendary voices, personalities and programs that shaped broadcasting history.

## ➤ **NAB Show Product of the Year Awards**

Showcase your brand alongside the industry's most innovative technologies and solutions recognized for excellence and impact across media and entertainment.



A man with a beard and short brown hair is speaking into a microphone. He is wearing a dark jacket over a light blue shirt. The microphone has the 'NAB SHOW' logo on it. The background is slightly blurred, showing green plants and a wooden wall. The image is partially obscured by a blue diagonal graphic element.

# One Industry. Two Strategic Moments.

Together, **NAB Show** and **NAB Show New York** cover the full media ecosystem. Las Vegas delivers global scale. New York delivers proximity to major media brands, sports leagues and East Coast decision-makers.

Together, they create a year-round opportunity to stay visible, connected and competitive.

**NAB**  
SHOW

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

**NAB**  
SHOW NEW YORK

**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.



# The Next Era of Media Is Already Here.

They're building it in real time.

NAB Show is where those conversations happen. Where partnerships start. Where products launch. Where buyers compare. Where the future gets practical.

Your audience is here. The question is whether your brand will be.

Interested in exhibitor opportunities? Let's build your NAB Show strategy.

## **CONTACT**

<http://www.nabshow.com/sales>



# Sales Team

**CONTACT US** ↗



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# NAB SHOW



[www.nabshow.com](http://www.nabshow.com)