



Thought Leadership and Networking Sponsorship Opportunities

October 21-22, 2026
Javits Convention Center
Hall 3E

Delivering Impactful Education

2025 Snapshot

NAB Show New York delivers content that unpacks AI in newsrooms, the fast-moving creator economy, the reinvention of live sports and the next generation of production tools.

[Link to 2025 Audience Profile](#)

90
Sessions

across

4
Tracks

- Local TV Strategies
- Post | Production World New York
- Radio + Podcast Interactive Forum
- On-Floor Theaters

2025 Snapshot Continued...

230+
Speakers

from

160
Companies

- ABC News
- Adobe Products
- Amazon Web Services
- Axios
- CNN
- Cumulus Media/Westwood One
- DreamWorks Animation
- ESPN
- FanDuel Sports Network
- Fox Corporation, Sports and Television Stations
- Hearst
- LucidLink
- Motorsport Network
- NBA
- NBCUniversal Local
- NFL
- PBS
- Pure Storage
- Ross Video
- Sinclair
- The E.W. Scripps Company
- The New York Times
- U.S. Soccer Federation (USSF)



ON FLOOR PROGRAMMING

On Floor Theater Thought Leadership

With multiple on-floor theaters, each holding up to 50-75 attendees, our theaters have been designed to be the “place to go” to learn, network and discover. These offerings position you with more opportunity to engage with the audience and allows us to customize the right presence to elevate your brand and message. Whether you want to curate your own a-la-carte session or if you’re looking for a bulk package that includes on-site branding, a session and/or networking happy hour, we have the options to best fit your strategic goals.



Program Themes - Thought Leadership

The themes are audience-driven, with AI treated as a throughline across the program rather than a single lane.

1

AI Across the Media Workflow

Integrated where it naturally supports the conversation: newsroom, production, sports, streaming, etc.

2

Sports Media

Rights, production, betting, fan engagement and investment

3

Streaming & Digital Platforms

Live streaming, platform operations and product innovation

4

Creator Economy & Next Gen Media

Creator-led businesses, podcasting, students and digital-first talent

5

Journalism, Business & Trust

Future of journalism, Wall Street and industry affairs innovation

6

Broadcast & Local TV

Day-by-Day Content Plan

Wednesday: Big Media, Big Tech, Big Tools

Target audience

TV/radio broadcasters, sports media leaders, news and journalism professionals, technologists, production professionals and media business leaders.

Programming anchors

Sports Track

Local TV Strategies

PPW

Radio Wayne Awards

Journalism / Wall Street / IAI

Career Fair

Thursday: Next Gen: Creators, Streaming & Sound

Target audience

Creators, students, independent filmmakers, streaming professionals, digital media teams, audio engineers and next-generation content professionals.

Programming anchors

AES

Career Fair

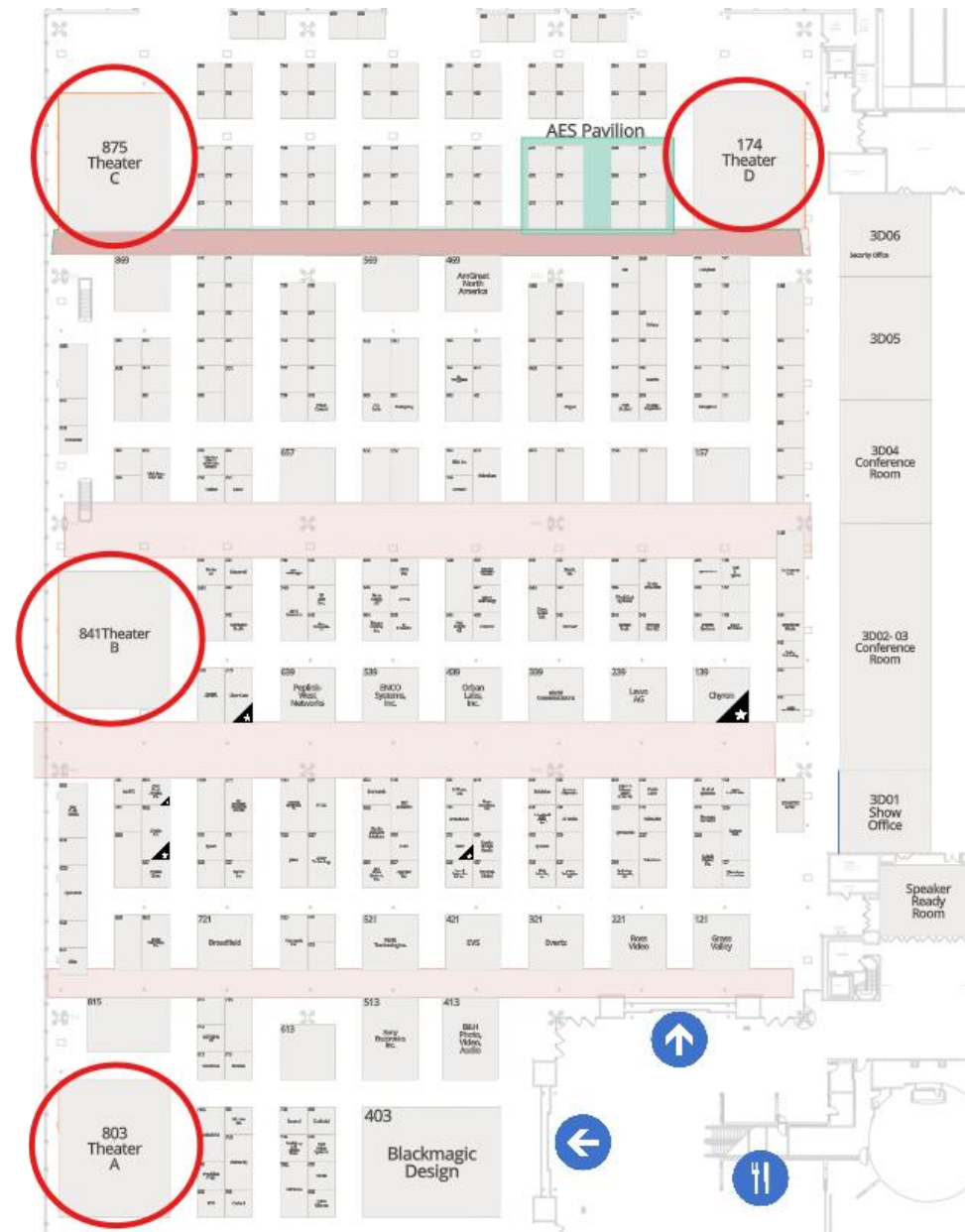
SVTA / Streaming

SMPTE Roadshow

Creator Economy

Hall 3E – Javits Center

Curated and sponsored sessions will take place organically across four theaters at NAB Show New York.



Visionary Sponsor

\$16,000 (3 Available)

Thought Leadership Benefits:

- One (1) NAB Show New York “Executive Viewpoint” Pre-Show Video Interview (recorded in September)
- Two (2) 30-minute Sessions within select Theater on show floor – dates, times and theater confirmed upon contracting.

Promotional Benefits:

- Logo incorporated into appropriate signage within the on-floor theaters
- Logo inclusion within emails promoting the on-floor theaters
- Sponsor provides one (1) social media post on NAB Show social channels
 - Posts can either be a graphic, sizzle video or interview provided by the sponsor
 - Sponsor can opt to post desired content on their social channels, related to their onsite presence, for reposting/sharing across the NAB Show social channels
- NAB will promote the session as part of the online schedule to include title, description, speakers, and headshots
- Inclusion within onsite monitor signage listing the session as part of the theater’s schedule
- Marketing assets for sponsors to be able to promote their session and offer complimentary Exhibits Pass registration across their social channels and in emails to clients and prospects.
- 3-month Run of Site banner ad campaign on the NAB Show New York website (August-October)
- Included as a co-sponsor of the Networking Mixer at the end of Day 1.
 - Includes one hour of beer, wine, and nonalcoholic beverages. Sponsors may provide branded items such as cups, koozies, napkins, etc. and any promotional giveaways during the event.



Post Show Benefits:

- Attendee leads scanned from all sessions taking place across the show floor theaters.
Leads scanned from Wednesday “Community-wide End of Day Mixer” taking place across the show floor. Scans delivered within 5 working days post show.
- Recorded and edited footage of specific sponsored session with rights to use footage as desired.
Sent within 5 working days post show.

Gamechanger Sponsor

\$11,500 (3 Available)

Thought Leadership Benefits:

- One (1) NAB Show New York “Executive Viewpoint” Pre-Show Video Interview (Recorded in September)
- One (1) 30-minute Session within select Theater on show floor – dates, times and theater confirmed upon contracting

Promotional Benefits:

- Logo incorporated into appropriate signage within the on-floor theaters
- Logo inclusion within emails promoting the on-floor theaters
- Sponsor provides one (1) social media post on NAB Show social channels
 - Posts can either be a graphic, sizzle video or interview provided by the sponsor
 - Sponsor can opt to post desired content on their social channels, related to their onsite presence, for reposting/sharing across the NAB Show social channels
- NAB will promote the session as part of the online schedule to include title, description, speakers, and headshots
- Onsite monitor signage listing the session as part of the theater’s schedule
- Marketing assets for sponsors to be able to promote their session and offer complimentary Exhibits Pass registration across their social channels and in emails to clients and prospects.
- Three-month Run of Site banner ad campaign on the NAB Show New York website (Aug-Oct)
- Included as a co-sponsor of the Networking Mixer at the end of Day 1.
 - Includes one hour of beer, wine, and nonalcoholic beverages. Sponsors may provide branded items such as cups, koozies, napkins, etc. and any promotional giveaways during the event.



Post Show Benefits:

- Attendee leads scanned from all sessions taking place across show floor theaters.
- Leads scanned from Wednesday “Community-wide End of Day Mixer” taking across the show floor. Scans delivered within 5 working days post show.
- Recorded and edited footage of specific sponsored session with rights to use footage as desired. Sent within 5 working days post show.

Trailblazer Sponsor

\$5,550 (6 Available)

Thought Leadership Benefits:

- One (1) 30-minute Session within select Theater on show floor – dates, times and theater confirmed upon contracting

Promotional Benefits:

- NAB will promote the session as part of the online schedule to include title, description, speakers, and headshots
- Onsite monitor signage listing the session as part of the theater's schedule
- Marketing assets for sponsors to be able to promote their session and offer complimentary Exhibits Pass registration across their social channels and in emails to clients and prospects.
- Included as a co-sponsor of the Networking Mixer at the end of Day 1.
 - Includes one hour of beer, wine, and nonalcoholic beverages. Sponsors may provide branded items such as cups, koozies, napkins, etc. and any promotional giveaways during the event.

Post Show Benefits:

- Attendee leads scanned from your sponsored session.
- Recorded and edited footage of specific sponsored session with rights to use footage as desired. Sent within 5 working days post show.



A La Carte 30-Minute Session

Exhibitor Rate: \$3,750

Non-Exhibitor Rate: \$4,250
(12 Available)

Limited inventory across our four floor theaters. Elevate your rockstar execs, specialists, clients on one of our show floor theaters to give attendees 30 minutes of “Wow, I’m glad I made it to this session.” Sponsored sessions are integrated with NAB curated sessions throughout the day.

Thought Leadership Benefits:

- One (1) 30-minute Session within select a select on-floor theater, seating for 50 attendees in each

Promotional Benefits:

- NAB will promote the session as part of the online schedule to include title, description, speakers, and headshots
- Onsite monitor signage listing the session as part of the theater’s schedule
- Marketing assets for sponsors to be able to promote their session and offer complimentary Exhibits Pass registration across their social channels and in emails to clients and prospects.

Post Show Benefits:

- Attendee leads scanned from your sponsored session.
- Recorded and edited footage of specific sponsored session with rights to use footage as desired. Sent within 5 working days post show.





OFF FLOOR
PAID PROGRAMMING

Paid Programs

Post|Production World New York Conference

Tuesday-Wednesday, October 20-21, 2026

Comprised of six different tracks across topics in post, production, artificial intelligence, corporate media, cinematography, and immersive media.

[Link to 2026 Overview and Opportunities](#)

Local TV Strategies Conference

Wednesday October 21, 2026

Industry leaders and futurists will explore their evolving game plans at TVNewsCheck's Local TV Strategies conference, where ideas about finance, revenue and technology converge to reinvent business models.

Commanding the Future in an Omnimedia World

A focus on localism, community and communicating across platforms has multiplied opportunities for broadcasters as they compete in an increasingly crowded media ecosystem. At the year's most important gathering of local media executives, station group leaders and futurists will explore new game plans for breaking through to a fragmented audience and standing out in a cluttered ad environment. Presented by TVNewsCheck and NAB Show New York, Local TV Strategies will feature conversations with leading CFOs, CROs, CTOs, product and content chiefs.

[Link to Overview and Opportunities](#)





PRESS ROOM
SPONSORSHIP

Press Room Sponsor

\$10,000 (Exclusive)

Put your brand in front of the media that shapes the industry. You'll gain visibility with top-tier press, position your executive as a thought leader and build meaningful connections that extend far beyond the show.

Thought Leadership Benefits:

- One (1) 30-minute Session within select a select on-floor theater, seating for 50 attendees
- Verbal recognition during the NAB Show New York Kickoff Press Briefing, featuring an NAB executive sharing show highlights, what's ahead in the industry, and key moments not to miss (15 minutes; time TBD on Wednesday)

Promotional Benefits:

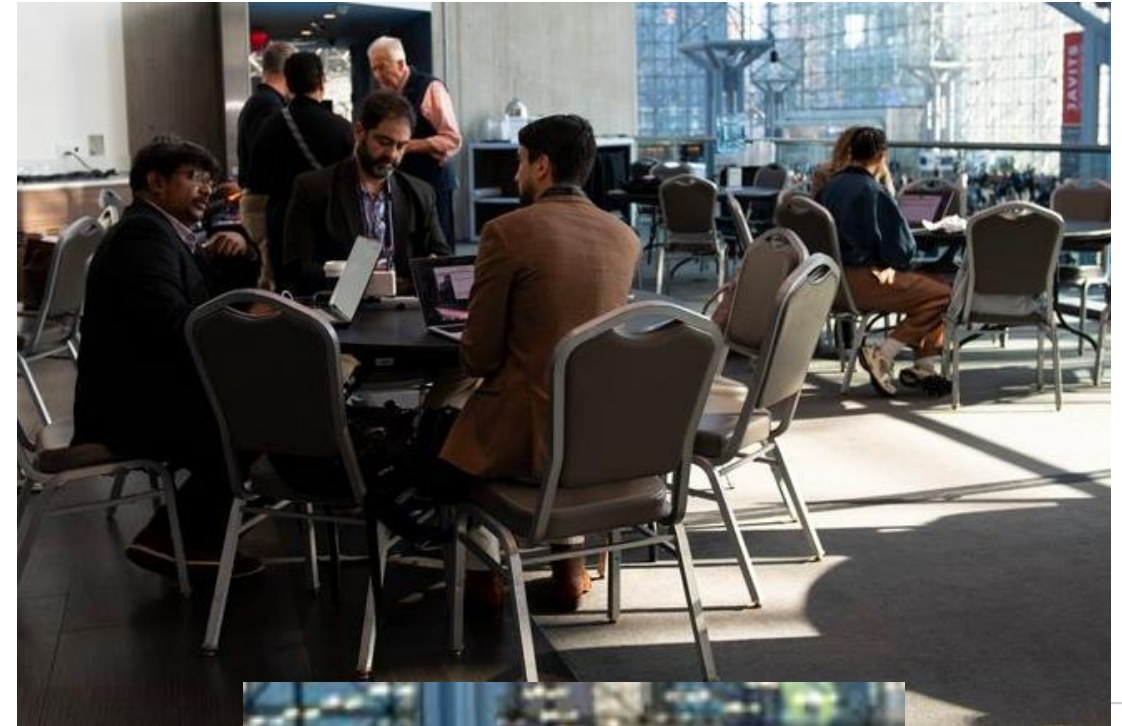
- NAB will promote the session as part of the online schedule to include title, description, speakers, and headshots
- Marketing assets for sponsors to be able to promote their session and offer complimentary Exhibits Pass registration across their social channels and in emails to clients and prospects.
- Branding within the Press Room

Additional Onsite Benefits:

- Dedicated table within Press Room to meet with clients.
- Sponsor can escort guests in and out or provide guest list to NAB staff to welcome them as they arrive and bring to the sponsor's table.

Post Show Benefits:

- Attendee leads scanned from your sponsored session.
- Recorded and edited footage of specific sponsored session with rights to use footage as desired. Sent within 5 working days post show.





PRE SHOW THOUGHT LEADERSHIP

“Executive Viewpoint” Interview

\$2,500 Per Interview

Ramp up visibility and excitement as viewers get to hear from your Media and Entertainment SME’s, clients or product specialists in this one-on-one “Executive Viewpoint” interview with a NAB moderator.

Questions focus on company news, product and services or strategic partnerships that companies want to highlight. Use this turnkey short form piece of content ahead of the event to showcase expertise and give a call to action to drive engagement onsite.

Benefits Include:

- Highlighted as part of the “Executive Viewpoint” Gallery
- Interview production managed by NAB, to include; Zoom platform, discussion guide, supporting technology, recording and editing of interview
- Use of the video asset for corporate purposes

Click [HERE](#) to see an interview from the 2025 NAB Show New York.

Click [HERE](#) to see an example from 2026 NAB Show.

NAB Show New York Viewpoints Interview with Jason Waufle, Shure Inc.





NETWORKING

HAPPY HOUR +
PRESS ROOM

Happy Hour – Supporting Sponsor

\$3,000

New Format!

Wednesday, October 21, 4 – 5 pm

“Open to All” the last hour of Day 1, the hall will morph into a networking event across the show floor to encourage a festive community building atmosphere.

Multiple bars with a non-alcoholic and alcoholic assortment of beverages will be placed throughout the show floor to allow for organic networking – sponsors can help pick the location of a bar (first come basis).

****Included in Visionary, Gamechanger and Trailblazer packages****

Benefits Include:

- Promoted to all attendees as part of the schedule under Networking Events
- Logo signage with all sponsors at Bar areas
- Attendees scanned at each of the bars – leads delivered post show
- Ability to provide branded swag at the bars



THEATER B & D HAPPY HOURS
Wednesday, October 22 | 4-5 p.m. | Theater B & D

Unwind, network and connect with peers while sipping on your favorite beverage of choice.

SPONSORS:

 **ROSS** 

 **Voices** 

 **Waymark** 



We look forward to
partnering with you!

sales@nab.org