



NAB SHOW
Creator
Lab

Creator Lab
April 4–7, 2027 | Las Vegas, NV

About NAB Show Creator Lab

Broadcasting is now a dynamic, multi-platform ecosystem where content is created, distributed and monetized across every screen. As creators and traditional media continue to converge, the lines between media, technology and entertainment are increasingly blurred. Creator Lab at NAB Show brings creators, brands, broadcasters and platforms together to explore what's next, share new ideas and shape the future of storytelling.

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About NAB Show

Every company needs a creator strategy as creators become an essential part of how audiences are built, stories are told and businesses grow. Major agencies are investing in the creator economy, journalists are leaving traditional outlets to build independent platforms and leading creators are building studios of their own. NAB Show brings together the technology, talent, brands, broadcasters and platforms driving this evolution, with Creator Lab at the center of the conversation around what's next.

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Why Creator Lab

Now in it's 5th year, NAB Show was the first B2B trade show to recognize the trajectory of the creator economy.

43%

GROWTH OF CONTENT
CREATORS & STORYTELLERS.

Creator Lab

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

Creator Lab

The Growing Market For Creator Content

80% of enterprise organizations reported an increase in their influencer marketing investment YoY.



75% of creators say AI is now integrated or essential to their workflow.

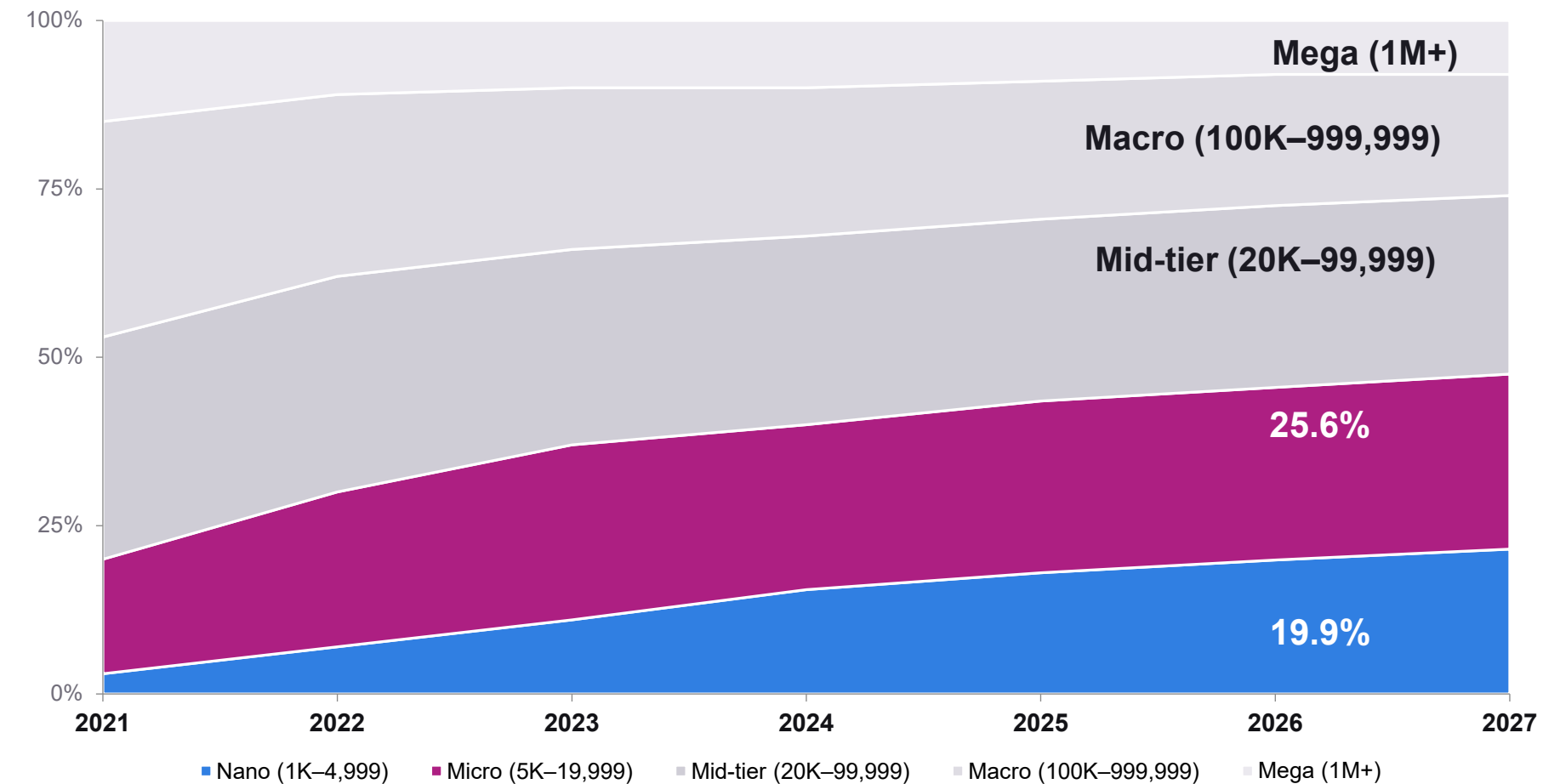


Creator content now represents 44% of brands' paid-media creative assets on average.



Micro- and Nano-Influencers Will Claim Almost Half of Influencer Marketing Budgets in 2026

% of total US influencer marketing spending, by follower count, 2021–2027



Source: EMARKETER Forecast, Feb 2026. 2026 Nano (19.9%) and Micro (25.6%) match the supplied reference; redacted annual values are visually estimated for recreation.

Voices from Our Community



"I've always loved coming to NAB Show because of my work at the intersection of traditional and digital media and always trying to bridge that gap. And I really found I was able to do that here."

Shira Lazar

Founder & CEO
What's Trending



"There's so much value for creators coming to NAB Show because this is where you will build your community and also talk directly to the folks who are building the products."

Nicki Sun

CEO of Nicki Sun Media & Head of Media
Production at Puget Systems



"NAB Show is a great place to get both sides of the production workflow. It is incredibly strong on the content creation process, and there's several sessions on the business sides of how to manage your content creation business as a general thing."

Jonathan Liu

CEO
Zhong



"I get to come with other creatives and other people that are as passionate as I am about the tools we use, the stories we tell, and get to play with new gear. I mean, that's pretty awesome."

Travis W. Keyes

Photographer and Founder
Travis W Keyes Photography

Who Should Exhibit

- Social Media Platforms
- AI Companies That Empower Content Creators
- Video and Audio Hardware OEMs
- Video and Audio Software Providers
- Video Distribution Platforms
- In-Studio Production Tools
- Live Streaming Platforms
- Social and Influencer Agencies
- Brands Working with Creators

New Creator Outlets Like:

- Social Commerce
- Education
- VR/AR
- Gaming
- Microdramas



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Sampling of Brands Represented

Adobe

AMD

CreatorIQ

Blackmagicdesign

Dhar Mann
STUDIOS

Epidemic
Sound

JESSE CO.

LinkedIn

OpusClip



THE
TEAM

YouTube

zoom



Creator Lab Central Hall



Creator Lab Raw Space

Member rate:\$60 per sq. ft.

Non-member rate: \$66 per sq. ft.

Companies must qualify to serve the Creator Economy to exhibit in this area.

For companies booking 400+ sq.ft. or more, they will also receive a 30-minute Workshop or “Ask Me Anything” Session in the Creator Lab Classroom (\$4,500 value)

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Creator Lab

Pod
\$6,995



Who should be there:

- Social Media Platforms
- AI Companies that Empower Content Creators
- Video and Audio Hardware OEM
- Video and Audio Software Providers

Video Distribution Platforms

- In-studio Production Tools
- Live Streaming Platforms
- Social and Influencer Agencies
- Brands Working with Creators

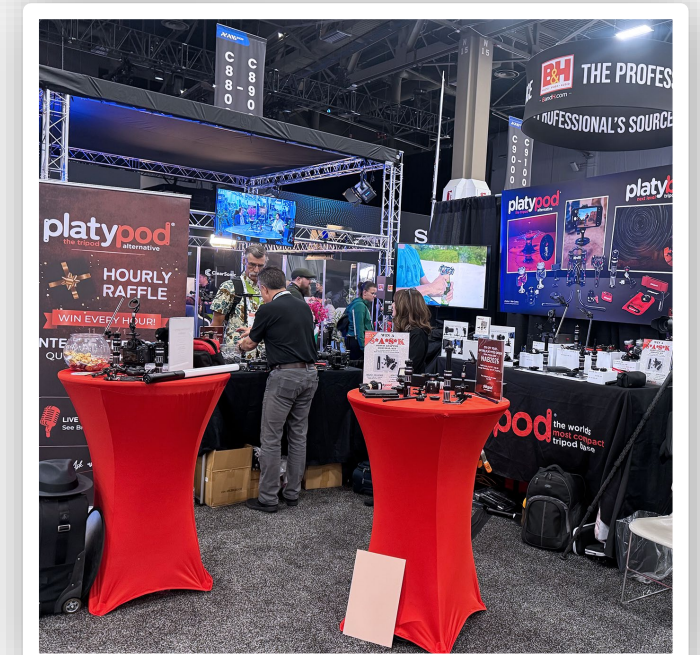
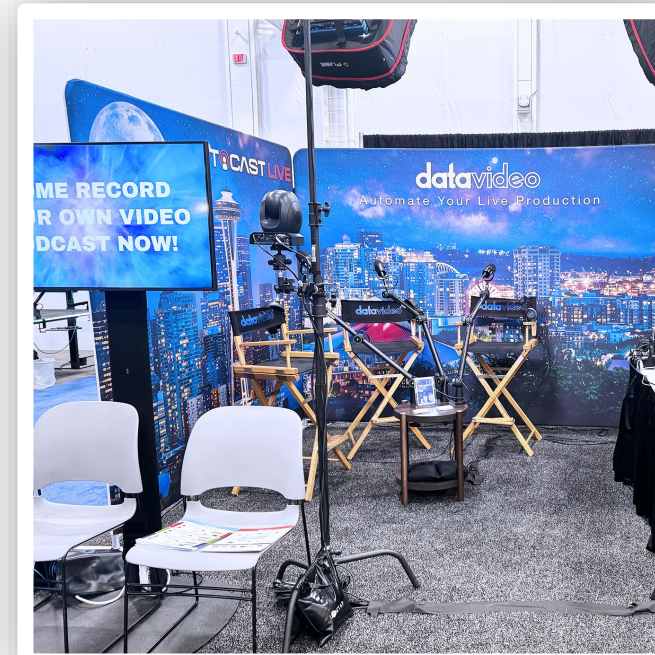


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10'x10' Turnkey Booth \$7,995

Want a bigger presence within Creator Lab?
Consider a 10x10 Turnkey or booking raw space to
design your own activation.



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A man in a blue polo shirt with 'CHEW CREW', 'SAMSUNG', and '@JoelPhenomenal' logos, a blue cap, and glasses is speaking into a microphone. He is wearing a lanyard with a badge that says 'JOEL LINDER' and 'JOEL'S PHENOMENAL'. He is surrounded by a crowd of people at what appears to be a conference or event. The image has a blue diagonal overlay.

Creator Lab

**Sponsorship
Packages**

Creator Lab

Presenting Partner

\$30,000

The Creator Lab is the premier hub for influencers, content creators, and digital storytellers, featuring hands-on demos, expert-led programming, and networking. Open-to-all programming in Central Hall.

Presenting partners work with NAB to develop a customized solution aligned with strategic goals, with opportunities for pre-show and onsite exposure.

THOUGHT LEADERSHIP

- **Pre-Show Webinar :** Executive to join the Creator Lab Webinar Hosted by Virtual Events Group
- **30-Min. Theater Session:** Custom topic, speakers & content
- **30-Min. Workshop or AMA:** Interactive audience engagement
- **10-Min. Interview Studio Recording:** Edited 4–5 min. video + raw footage; post-show promotion

PROMOTIONAL BENEFITS

- Online schedule & session promotion
- Prominent logo recognition on Creator Lab signage & website
- Onsite Theater schedule signage
- Custom sponsor marketing assets & complimentary exhibit passes
- Logo/name inclusion in Digital Guide for Creators

ADDITIONAL BENEFITS

- Co-sponsor of Creator Lab Cocktails & Convos networking mixer
- Raffle/giveaway opportunities for pre-show & onsite engagement

POST-SHOW

- Attendee leads from Creator Lab sessions & community networking reception (Monday)
- Recorded/edited Theater session footage with usage rights
- Deliverables provided within 5 business days post-show

Creator Lab Supporting Partner \$15,000

Supporting-level partners elevate visibility and expertise to the creator community. Let us help curate your story that aligns with your strategy and goals. Further customization available.

THOUGHT LEADERSHIP

- **30-Min. Theater Session**
Custom topic, speakers & content
- **10-Min. Onsite Interview**
Studio Recording: Edited 4-5 min. video + raw footage; post-show promotion

PROMOTIONAL BENEFITS

- Online schedule & session promotion
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ADDITIONAL BENEFITS

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Creator Lab Theater Session \$7,500

Own a 30-minute session in the Creator Lab Theater, putting your brand in front of 100+ engaged creator-economy attendees through a demo, presentation, or panel.

PROMOTIONAL BENEFITS

- Session listing in online schedule
- Onsite Classroom schedule signage

THOUGHT LEADERSHIP

- 30-Min. Theater Session in Central Hall
- Custom topic, speakers & content developed with NAB

POST-SHOW

- Attendee leads from Creator Lab session
- Recorded/edited Theater session footage with usage rights
- Deliverables provided within 5 business days post-show



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Creator Lab Classroom \$5,000

Lead a 30-minute interactive session for 50–60 creators in an intimate, collaborative setting. Choose a hands-on workshop or AMA to share insights, engage your audience, and gather real-time feedback.

*Extended time blocks available.

PROMOTIONAL BENEFITS

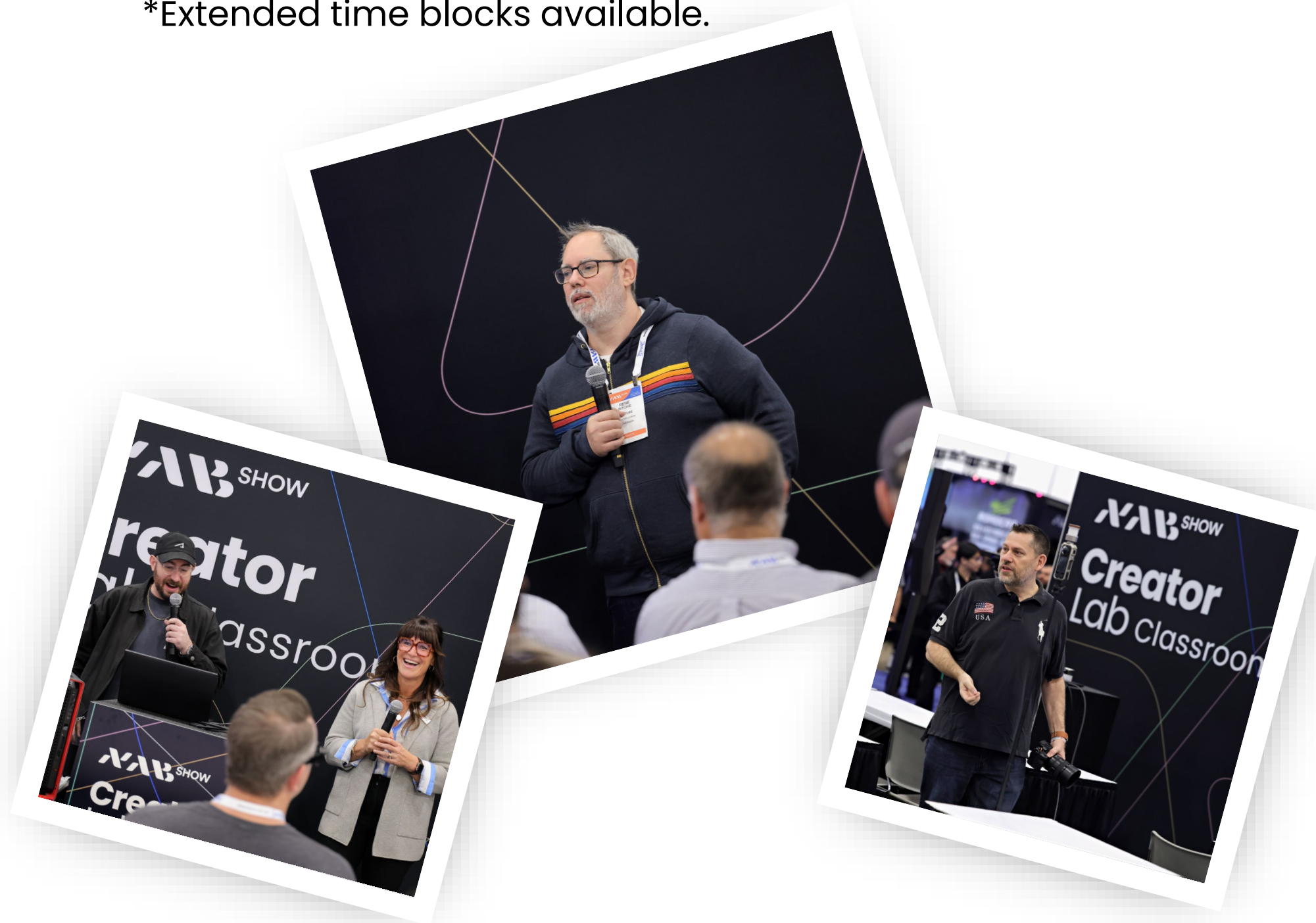
- Session listing in online schedule
- Onsite Classroom schedule signage

THOUGHT LEADERSHIP

- **30-Min. Workshop or Ask Me Anything Session** in Creator Lab Classroom
- Custom topic, speakers & content developed with NAB

POST-SHOW

- Attendee leads from Creator Lab Classroom session
- Recorded/edited Theater session footage with usage rights
- Deliverables provided within 5 business days post-show



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Creator Lab

Cocktails & Convo

Networking Reception

\$10,000

Host a turnkey reception in the Creator Lab Theater/Networking Lounge. Invite VIP guests for a private event or open it to the broader creator community. Reserved on a first-come, first-served basis.

*Available Sunday and Tuesday

EXPERIENCE

- 60-Min. Reception during the final hour of the day
- Creator Lab Theater/Networking Lounge
- Hosted bar with non-alcoholic & alcoholic beverages
- Packaged snacks included
- Additional F&B available at sponsor's expense

PROMOTIONAL BENEFITS

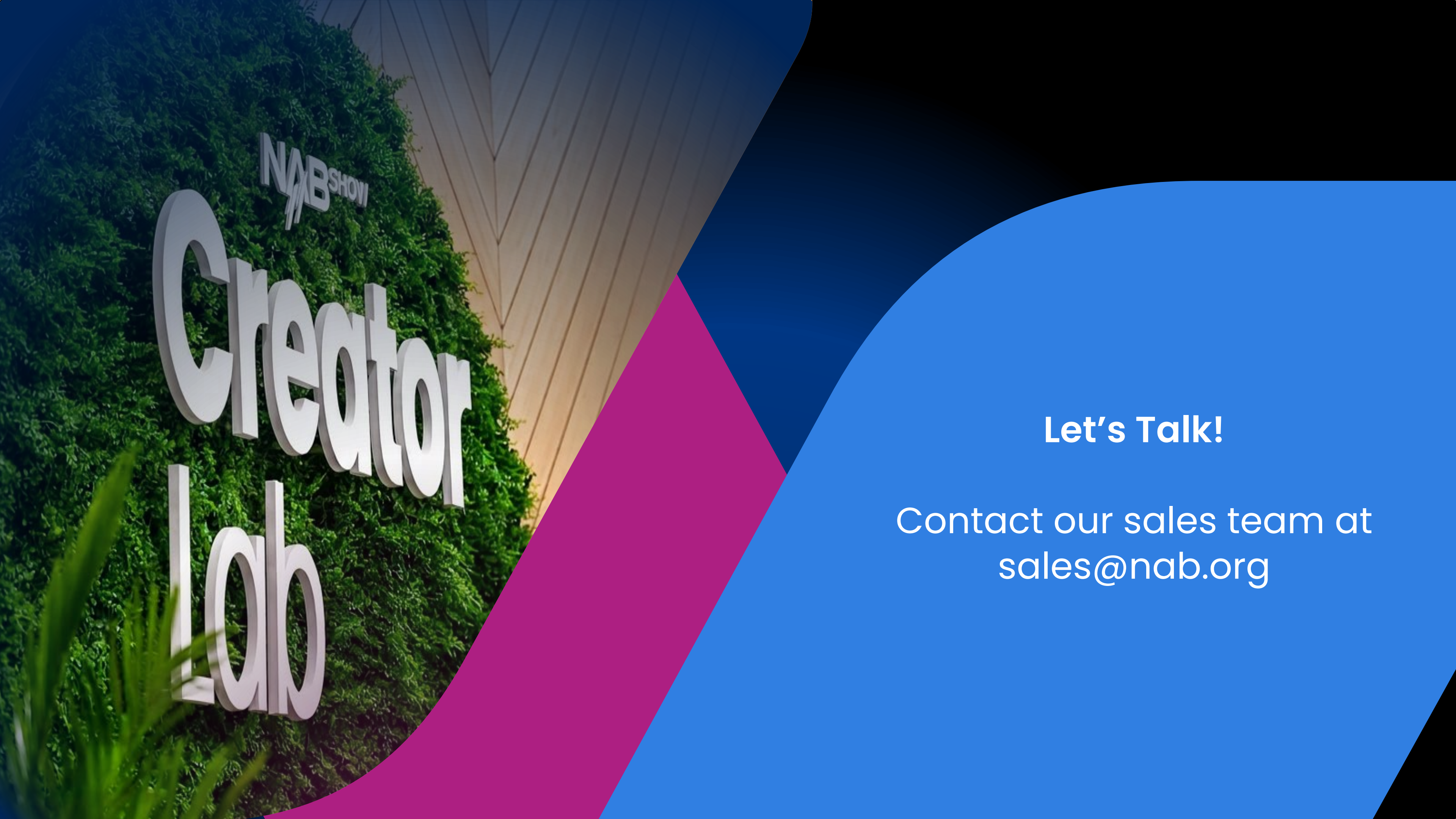
- Reception listing in online show schedule (unless private)
- Onsite schedule signage
- Custom marketing assets & complimentary exhibit passes for promotion

POST-SHOW

- Attendee leads scanned during reception
- Delivered within 5 business days post-show

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A photograph of a green wall with a wooden slat background. On the wall, there is a large white 3D sign that reads "Creator Lab". Above it, in smaller letters, is "NAB SHOW". The image is partially overlaid by a blue and pink geometric design on the right side.

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Let's Talk!

Contact our sales team at
sales@nab.org