

2026 NAB Show

Online Advertising Packages

→ NEW: Rank Leads by Intent with Sales Accelerator (page 4) ←



Online Directory

Interactive Floor Plan

Show Planner

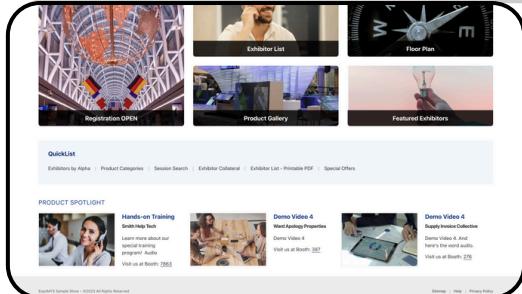
Purchase Contact: Tony Kruessel, tkruessel@mapyourshow.com, 513-527-8894

What Will My Listing Include?

Features	Basic Listing Included	Bronze \$750	Silver \$1,500	Gold \$3,000
Contact Information, Website, Social Media, Booth Number, Product Categories, Company Description	✓	✓	✓	✓
Company Logo		✓	✓	✓
Access to Online Leads		✓	✓	✓
Featured Exhibitor Listing			✓	✓
Premier Placement in Search Results				✓
Highlighted Booth with Corner Peel				✓
Show Specials		2	4	8
In-Booth Training, Demos, and Events		2	4	8
Business Cards		2	4	8
Collateral		2	4	8
Product Gallery with Images and Descriptions		2	4	8
Product Gallery with Video and Descriptions				8
Attendee Invites				500
Sales Accelerator (See pg 5 for details):				
<ul style="list-style-type: none"> Lead Scoring AI Powered Email Messaging Buyer Intent Report Overlapping Areas of Interest Additional Company Leads Detailed Company Information 	NA	+\$150	+\$250	+\$350

Additional Opportunities - Online Directory

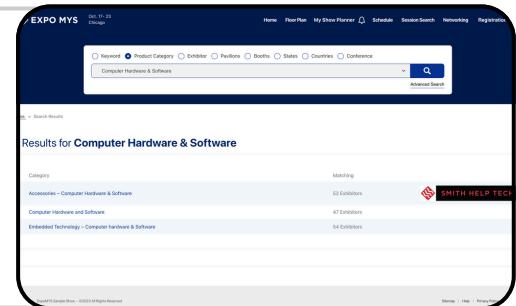
Additional Opportunities Require the Purchase of the Gold Package



PRODUCT SPOTLIGHT + \$500

LIMITED TO FIRST 30 EXHIBITORS

- Showcase your product image or video on the Directory Home Page
- Live link directs attendees to your company's listing



PRODUCT CATEGORY BANNER + \$500

- 320x50 px image
 - 640 x 100 px required for upload
- Guaranteed #1 listing in the category

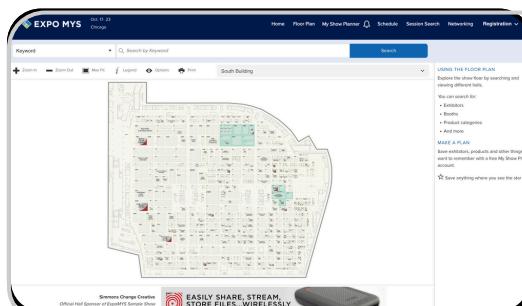
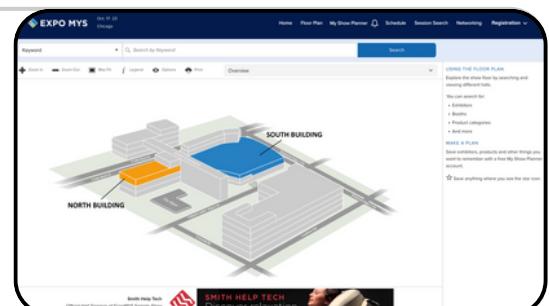


EXHIBIT HALL BANNER + \$2,500

LIMITED TO FIRST THREE EXHIBITORS

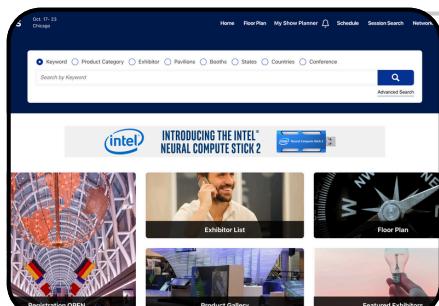
- 728x90 px image
 - 1456 x 180 px image required for upload
- Up to 3 rotating maximum



FACILITY OVERVIEW BANNER + \$3,500

LIMITED TO FIRST THREE EXHIBITORS

- 728x90 px image
 - 1456 x 180 px image required for upload
- Up to 3 rotating maximum

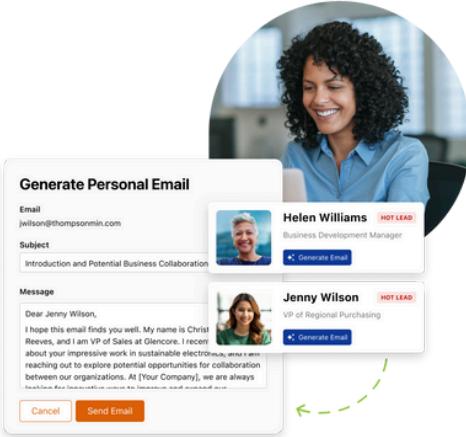


DIRECTORY HOME PAGE BANNER + \$5,000

LIMITED TO FIRST THREE EXHIBITORS

- 1940x180 pixel image on the online directory home page or 600x500 pixel image for mobile/tablet
 - 1940x180 & 600x500 pixel image required for upload
- Up to 3 rotating maximum

NEW: Increase ROI with Sales Accelerator



The screenshot shows a user interface for generating personalized emails. At the top, there's a circular profile picture of a woman. Below it, a section for 'Generate Personal Email' shows fields for 'Email' (jwilson@thompsonmin.com), 'Subject' (Introduction and Potential Business Collaboration), and a message body. The message body is a template for reaching out about sustainable work. To the right, there are two examples of generated emails: one to 'Helen Williams' (Business Development Manager) and another to 'Jenny Wilson' (VP of Regional Purchasing). Each example shows a preview of the email content and a 'Generate Email' button.

SALES ACCELERATOR

Analyzes attendee behavioral data including booths visited, online activity, favorited items, engagement with the mobile app, and more from your event.

The tool features the following:

- Lead Ranking and Scoring** - Identifies the most promising prospects and ranks them by purchasing intent. Leads are ranked either "Hot," "Warm," or "Cold," indicating most to least buying potential.
- Additional Contacts** - Identify similar connections within a lead's company, creating a list of expanded contacts, as well as provides additional information about each lead.
- Personalized Emails** - Generate tailored messages unique to each lead, allowing exhibitors to fast-track follow-up and engage prospects with precise and high-impact emails.

SELECT YOUR LEVEL (PAGE 2)

BRONZE

SILVER

GOLD

GOLD +

+\$150

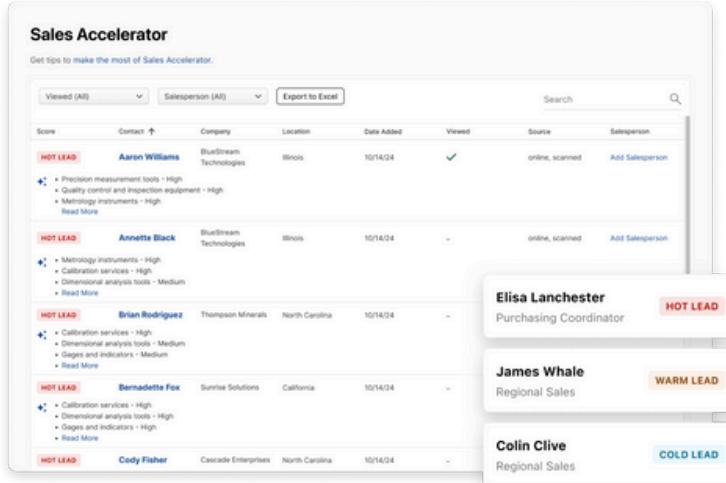
+\$250

+\$350

+\$450

GAIN ACCESS TO PRIORITIZED LEADS AND PERSONALIZED OUTREACH

LEARN MORE:



The screenshot shows a list of leads in the Sales Accelerator tool. The columns include Score, Contact, Company, Location, Date Added, Viewed, Source, and Salesperson. The leads are categorized by color-coded status: HOT LEAD (red), WARM LEAD (orange), and COLD LEAD (light blue). Each lead entry includes a 'Read More' link. The leads listed are:

- Aaron Williams** (Bluestream Technologies, Illinois, 10/14/24, Viewed, online, scanned, Add Salesperson)
- Annette Black** (Bluestream Technologies, Illinois, 10/14/24, -)
- Brian Rodriguez** (Thompson Minerals, North Carolina, 10/14/24, -)
- Bernadette Fox** (Sunrise Solutions, California, 10/14/24, -)
- Cody Fisher** (Cascade Enterprises, North Carolina, 10/14/24, -)
- Elisa Lanchester** (Purchasing Coordinator, HOT LEAD)
- James Whale** (Regional Sales, WARM LEAD)
- Colin Clive** (Regional Sales, COLD LEAD)

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ORDER FORM For NAB SHOW 2026

Packages:

Basic	<input type="checkbox"/>	\$0
Bronze	<input type="checkbox"/>	\$750
Silver	<input type="checkbox"/>	\$1,500
Gold	<input type="checkbox"/>	\$3,000

* Requires the Purchase of the Gold Package

- *Product Spotlight + \$500
- *Product Category Banner + \$500
- *Exhibit Hall Banner + \$2,500
- *Facility Overview Banner + \$3,500
- *Directory Home Page Banner + \$5,000

Sales Accelerator:

Bronze	<input type="checkbox"/>	+ \$150
Silver	<input type="checkbox"/>	+ \$250
Gold	<input type="checkbox"/>	+ \$350
Gold +	<input type="checkbox"/>	+ \$450



ORDER TOTAL

For Payment

Confirmation (including remittance information) will be sent upon receipt of Order Form.
All signed agreements will be considered firm, and no cancellations are accepted.

For PCI Compliance reasons, credit card numbers may only be accepted by phone. Upon receipt of this order, our sales team will contact you directly for credit card specifics. Please indicate your card of choice: VISA MasterCard AMEX

Name _____

Company Name _____ Booth Number _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Authorized Signature _____ Date _____

This insertion order serves as your commitment to purchase a digital sponsorship provided by Map Your Show (MYS) for The NAB SHOW 2026. Upon receipt of this signed contract, MYS will, if necessary, issue an invoice for these services and provide the opportunity to immediately activate your online advertising content. Once your package has been activated, your sponsorship CANNOT be canceled and you are due the amount indicated on this insertion order. The payment terms on all MYS invoices are Net 30 Days. If an invoice becomes past due to the point that it becomes necessary to pursue collection efforts, all active web-related content will be suspended and the gross invoice amount is due & payable.

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MYS Upgrades Glossary

Each element below helps your company stand out, attract attendees, and engage with potential leads during and after the event.

Contact Information *(Included in the basic listing)*

Your 'Contact Us' information, which includes the company name, address, phone number, email, and social media links

Website *(Included in the basic listing)*

A hyperlink that directs users from the company profile to their website

Social Media *(Included in the basic listing)*

Hyperlinks that direct users from the company profile to their social media pages. Included within the 'Contact Us' information.

Booth Number *(Included in the basic listing)*

A clickable link that takes users to your booth location on the floor plan

Product Categories *(Included in the basic listing)*

Exhibitors choose and assign product or service categories to their company profiles, with the categories and their quantity predetermined by the event.

Company Description *(Included in the basic listing)*

Company Logo

The company logo can appear in search results, on the company profile page, or in both locations.

Access to Online Leads

Receive contact details from attendees who share their information with you via the official directory or mobile app. This typically includes their name, title, email, and company, which you can access through the Exhibitor Resource Center.

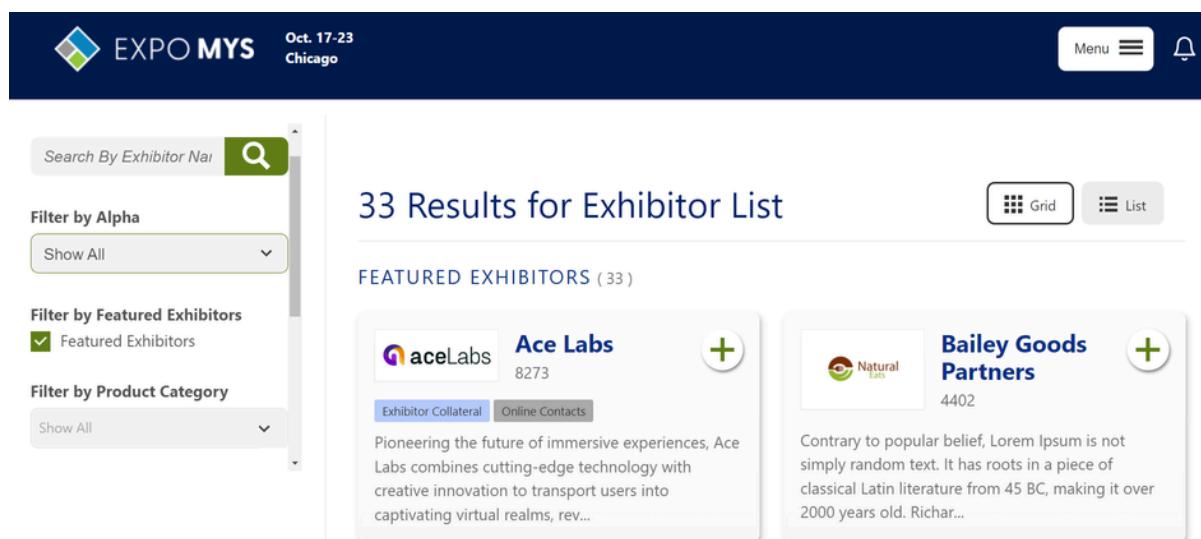
Showroom Performance



[See Performance Insights →](#)

Featured Exhibitor Listing

Your company will be highlighted in an exclusive list of exhibitors marked as 'featured.' The full exhibitor list will also include a filter, allowing users to view only the featured companies.



The screenshot shows the EXPO MYS website interface. At the top, there is a dark header with the EXPO MYS logo, the date 'Oct. 17-23 Chicago', a 'Menu' button, and a bell icon. Below the header, a search bar is labeled 'Search By Exhibitor Name' with a magnifying glass icon. To the left, there are three filter dropdowns: 'Filter by Alpha' (set to 'Show All'), 'Filter by Featured Exhibitors' (with a checked 'Featured Exhibitors' option), and 'Filter by Product Category' (set to 'Show All'). The main content area is titled '33 Results for Exhibitor List' and shows a 'FEATURED EXHIBITORS (33)' section. It displays two cards for 'Ace Labs' and 'Bailey Goods Partners'. Each card includes the company name, a small image, a plus sign icon, a 'Grid' or 'List' switch, and a brief description. The 'Ace Labs' card describes them as 'Pioneering the future of immersive experiences, Ace Labs combines cutting-edge technology with creative innovation to transport users into captivating virtual realms, rev...'. The 'Bailey Goods Partners' card describes them as 'Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richar...'. Both cards have a '4402' value next to them.

Premier Placement in Search Results

Premier placement ensures your exhibitor listing displays at the top of search results and filtered lists relevant to your company's profile. The premier lists are organized alphabetically.

Highlighted Booth with Corner Peel

The interactive floor plan enhances your booth with a distinctive red highlight featuring a peeled corner. This eye-catching addition ensures that your booth stands out and appears on desktop and mobile devices.



Product Spotlight

The first image or video in the exhibitor's gallery is featured on the Directory Home Page and links to their company profile. These spotlights are displayed randomly and change upon page refresh.

PRODUCT SPOTLIGHT

Show All



Our Latest Audio/Visual Release

Veridian Dynamics Plus

Join our 15-minute live demonstration on the official online directory. Click the 'plus' icon to add it to your agenda. On the event day, visit the directory to view your scheduled events.

Visit us at Booth: 3744, 5653, 7177

Product Category Banner

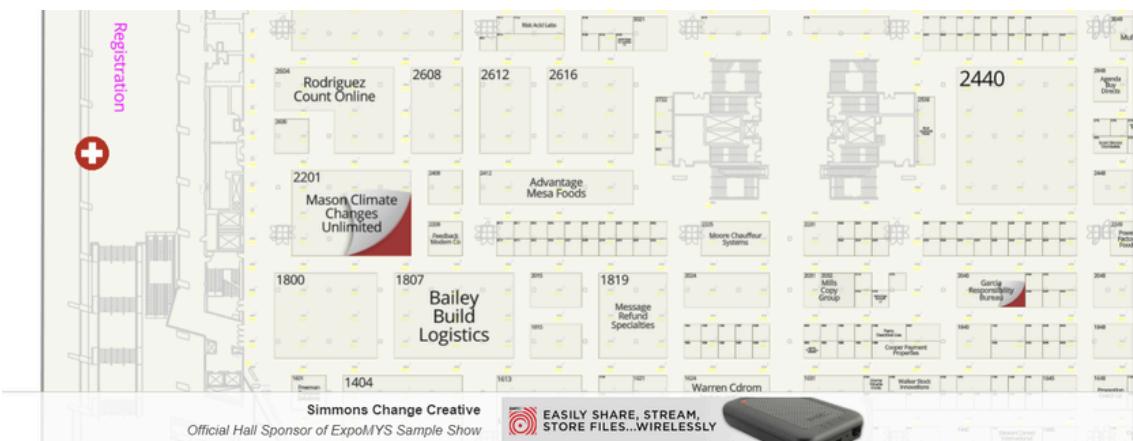
Displayed alongside the product category in search results, ensuring the exhibitor's listing appears at the top

Results for Product Categories

Category	Matching
Accessories – Automotive Electronics	53 Exhibitors
Accessories – Computer Hardware & Software	52 Exhibitors
Accessories – Connected Home	50 Exhibitors

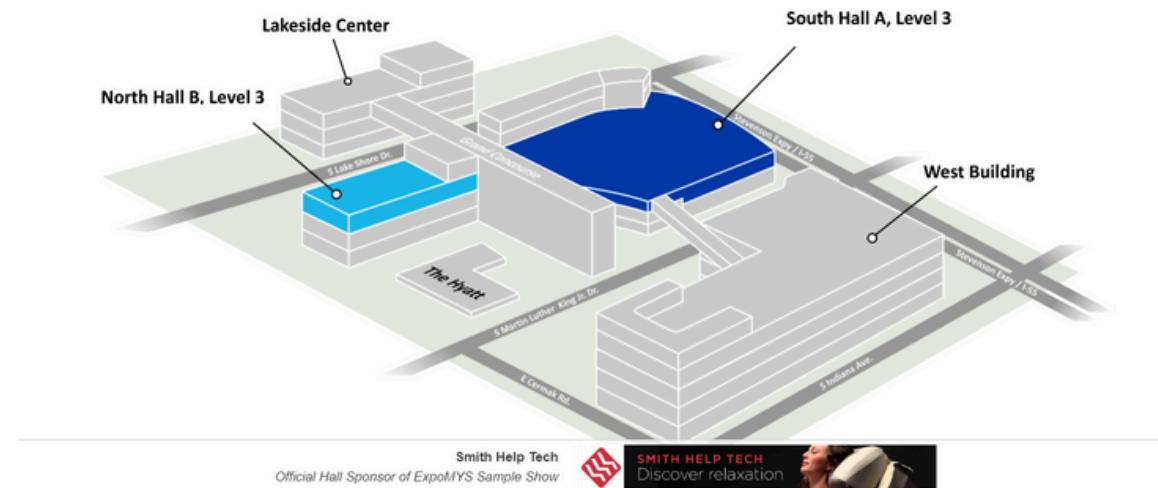
Exhibit Hall Banner

A banner ad anchored to the bottom of the interactive floor plan screen that links directly to the exhibitor's listing. It can be sold exclusively or as part of a rotating series of multiple banners.



Facility Overview Banner

For events with multiple halls, a banner ad anchored to the bottom of the interactive floor plan facility overview that links directly to the exhibitor's listing. It can be sold exclusively or as part of a rotating series of multiple banners.



Directory Home Page Banner

A banner ad that appears on the directory home page. It can be sold exclusively or as part of a rotating series of multiple banners.

A screenshot of the ExpоМYS directory home page. The top navigation bar includes the logo, date (Oct. 17-23 Chicago), and links for Home, Education, Floor Plan, Schedule Summary, Networking, Registration, and My Show Planner. Below the navigation is a search bar with filters for Keyword, Session Speakers, Product Category, Exhibitor, Booths, Pavilions, States, Countries, and Conference. A search button and an 'Advanced Search' link are also present. An advertisement for the Intel Neural Compute Stick 2 is displayed, featuring the Intel logo and the text 'INTRODUCING THE INTEL NEURAL COMPUTE STICK 2'. Below the ad are two images: one of two people networking and another of a smiling man on a phone. To the right is a sidebar with a heading 'Additional Links' and links for 'All Sessions' and 'Exhibitor Scheduled Events'. The ExpоМYS logo is in the bottom right corner.