

NAB SHOW **Creator Lab**

Mastering the Building Blocks of the Creator
Economy



APRIL 18-22, 2026
LAS VEGAS, NV



About

NAB SHOW
Creator Lab

Broadcasting is now a dynamic, multi-platform ecosystem where content is created and monetized across all screens. As creators and traditional broadcasters converge, every company is a media company—and every screen is a chance to engage audiences. The Creator Lab at NAB Show is at the heart of this shift, bringing creators, brands, broadcasters, and platforms together to innovate and shape storytelling's future.

Why NAB Show

NAB Show is the premier event for creators and industry pros to gain practical skills, discover cutting-edge tools, and connect with top brands, broadcasters, and studios. It brings together a diverse community from media, entertainment, and technology to learn, network, and drive innovation in content creation.



The Growing Market for Creator Content

The global creator economy is valued at over \$191 billion in 2025 and is projected to surpass \$525 billion by 2030, growing at a compound annual growth rate (CAGR) of 22.5%

 **EXPLODING TOPICS**

Creator-generated ad content will exceed 50% of global ad revenue for the first time in 2025, with creators earning about \$185 billion directly in creator earnings—a 20% increase over 2024.

theguardian

A global market report estimates \$119B in content creation spend in 2024, projected to nearly double (\approx \$275B) by 2033—indicating strong ongoing investment in gear and infrastructure.

 **Business Research**
INSIGHTS

91% of content creators now integrate AI tools into their creation workflow, up from 84% in 2024.

 **Epidemic Sound**

AAV SHOW Creator Lab



Who Should Exhibit?

- 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



AAAB SHOW
Creator Lab

Brands Represented



The logo for AAB SHOW, featuring the letters 'AAB' in a stylized, bold, white font with a slight shadow effect, followed by the word 'SHOW' in a smaller, white, sans-serif font.

AAB SHOW

**PODS
AND
BOOTHs**

Creator Lab

Broadcasting is now a dynamic, multi-platform ecosystem where content is created and monetized across all screens. As creators and traditional broadcasters converge, every company is a media company—and every screen is a chance to engage audiences. The Creator Lab at NAB Show is at the heart of this shift, bringing creators, brands, broadcasters, and platforms together to innovate and shape storytelling's future.

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

Pod - \$6,995

- (1) 1Mx8'H PVC Wall with single-sided graphics
- (1) Counter Height Cabinet
- (2) Stools
- (1) Wastebasket
- (1) 500-Watt Outlet
- (1) 32" Monitor
- (1) 3mbps Internet Connection
- (1) Badge Scanning Device
- Carpeting
- Nightly Booth Cleaning
- Four (4) Exhibitor Staff Badges per 10x10 space
- Company Name and Booth Number in the Exhibitor Directory
- Ability to sell products directly from booth through the Show & Sell Program *

Additional Notes for Pods

- Pod packages must be contracted by March 20, 2026
- Price includes exhibit space and turnkey package
- Additional furnishings and amenities can be ordered through the appropriate vendor.
- Upon purchasing a turnkey package, the exhibitor will receive a confirmation email with details for ordering additional furnishings, if desired. However, note that there can be no substitutions to furniture included with the turnkey packages.
- The client will be charged \$1.84 per pound for any shipments sent to the meeting space and will be weighed before delivering to your room. The client will receive an additional bill directly from Freeman on site based on the total weight of your shipment.



Creator Lab

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

10x10 - \$8,495

- (1) 10'H x 10'W space within the Creator Lab
- (1) 32" Monitor that sits on the table
- (1) 3mbps Internet Connection
- (1) Badge Scanning Device
- (1) Company Name ID Sign
- (1) 500-Watt Electrical Drop
- (1) 6ft Skirted Table
- (2) Chairs
- (1) Wastebasket
- Carpeting
- Nightly Booth Cleaning
- Four (4) Exhibitor Staff Badges
- Company Name and Booth Number in the Exhibitor Directory
- Ability to sell products directly from booth through the Show & Sell Program*



Raw Space - \$56 per sq. ft.



Additional Notes for Turnkeys + Raw Space

- Turnkey packages must be contracted by March 20, 2026
- Price includes exhibit space and turnkey package
- **At time of contracting, a charge of \$4.10 per sq. ft. will be added to your contract to cover Unlimited Material Handling for your booth.** Details about UMH are included in the Exhibit Manual.
- Additional furnishings and amenities can be ordered through the appropriate vendor.
- Upon purchasing a turnkey package, the exhibitor will receive a confirmation email with details for ordering additional furnishings, if desired. However, note that there can be no substitutions to furniture included with the turnkey packages.









**THEATER
+
CLASSROOM**

Creator Lab – Presenting Partner \$30,000

Presenting-level partners are the backbone to the Creator Lab. We work hand in hand to design a solution that delivers based on strategy and goals including exposure pre-show and onsite. Further customization available.

Thought Leadership Benefits

(1) Pre-Show Webinar (Co-Hosted by Virtual Events Group)

- **Add your subject matter expert to this engaging discussion showcasing the presenting partners to discuss major disruptions and opportunities within the creator economy**

(1) 30-minute session in the Creator Lab Theater within Central Hall

- **Sponsor will work with NAB content team to ensure session topic, description and speakers are unique to the overall program and highlight the sponsor and/or its partners to showcase expertise**

(1) 30-minute “Workshop” or “Ask Me Anything” (AMA) Session in the Creator Lab Classroom

- **These sessions are a popular communication tool used to build relationships and foster engagement between individuals and groups. Usually, AMA will follow your session, but timing can be discussed.**
- **Sponsor will work with NAB content team to ensure session topic, description and speakers are unique to the overall program and highlight the sponsor and/or its partners to showcase expertise**

(1) 10-minute Interview Studio Recording

- **Elevate your subject matter experts or customer success. The process takes approximately 15 minutes from start to finish. The edited interview along with the raw file will be shared within 3 working days post show. The result is a 4 to 5-minute video that NAB will also promote as part of our Interview Studio coverage online, socially and through post-event communications.**

Creator Lab – Presenting Partner cont.

Promotional Benefits

- **Session descriptions included as part of the online schedule to encourage attendance**
- **Prominent logo recognition on Creator Lab related signage on the show floor and website**
- **Onsite signage listing the sessions as part of the Creator Lab theater schedule**
- **Custom designed marketing assets for sponsors to be able to promote their session and offer complimentary show floor “exhibits passes” across their social channels and in emails to clients and prospects**
- **Sponsors may provide “seat drops” or branded items.**

Additional Benefits

- **Co-sponsor of the Creator Lab “community-wide” Cocktails and Convos Networking Mixer**
- **Ability to provide one or multiple raffle items that can be part of pre-show or onsite promotions to drive engagement**

Post Show Benefits

- **Attendee leads scanned from all Creator Lab sessions and networking events. Delivered within 5 working days post show.**
- **Recorded and edited footage of sponsored sessions with rights to use footage as desired. Delivered within 5 working days post show.**

Creator Lab Theater Session – Central Hall**\$7,500**

Own a 30-minute time slot in the Creator Lab Theater. Whether it's a hands-on demo, focused presentation, or dynamic panel, these sessions put your brand directly in front of 100+ engaged attendees looking to learn, explore, and connect with companies serving the creator economy.

Thought Leadership Benefits**(1) Session in the Creator Lab Theater within Central Hall**

- **Sponsor will work with NAB content team to ensure session topic, description and speakers are unique to the overall program and highlight the sponsor and/or its partners to showcase expertise. Day/time and length of session confirmed at time of booking.**

Promotional Benefits

- **Session descriptions included as part of the online schedule to encourage attendance**
- **Onsite signage listing the sessions as part of the Creator Lab theater schedule**
- **Sponsors may provide “seat drops” or branded items during session**

Post Show Benefits

- **Attendee leads scanned from your Creator Lab session. Delivered within 5 working days post show.**
- **Recorded and edited footage of sponsored sessions with rights to use footage as desired. Sent within 5 working 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 Benefits

(1) 30-minute session on the Creator Lab Theater within Central Hall

- **Sponsor will work with NAB content team to ensure session topic, description and speakers are unique to the overall program and highlight the sponsor and/or its partners to showcase expertise**

Promotional Benefits

- **Session description included as part of the online schedule to encourage attendance**
- **Supporting-level logo recognition on Creator Lab signage on the show floor and website**
- **Onsite signage listing the sessions as part of the Creator Lab theater schedule**
- **Custom designed marketing assets for sponsors to be able to promote their session and offer complimentary show floor “exhibits passes” across their social channels and in emails to clients and prospects**
- **Sponsors may provide “seat drops” or branded items.**

Additional Benefits

- **Co-sponsor of the Creator Lab “community-wide” Cocktails and Convos Networking Mixer**
- **Ability to provide one or multiple raffle items that can be part of pre-show or onsite promotions to drive engagement**

Post Show Benefits

- **Attendee leads scanned from your sponsored session and the networking event. Delivered within 5 working days post show.**
- **Recorded and edited footage of sponsored session with rights to use footage as desired. Delivered within 5 working days post show.**

Creator Lab Classroom “Workshop” or “Ask Me Anything” Session – Central Hall

\$4,500

This is where the real work—and real conversations—happen. Sponsors can lead a 30-minute session designed for 50–60 creators in a more intimate, collaborative setting. Whether you’re running a hands-on workshop or hosting an “Ask Me Anything” session, this is your chance to connect directly with your target audience, share valuable insights, and gather honest feedback in real time. Blocks of time can also be booked to create a longer program.

Thought Leadership Benefits

(1) Session on the Creator Lab Theater within Central Hall

- **Sponsor will work with NAB content team to ensure session topic, description and speakers are unique to the overall program and highlight the sponsor and/or its partners to showcase expertise. Day/time and length of session confirmed at time of booking.**

Promotional Benefits

- **Session descriptions included as part of the online schedule to encourage attendance**
- **Onsite signage listing the sessions as part of the Creator Lab theater schedule**
- **Sponsors may provide “seat drops” or branded items during session**

Post Show Benefits

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

Cocktails & Convos Networking Reception – Available Sunday and Tuesday

\$10,000

Host attendees with this turnkey solution to entertain in the Creator Lab in Central Hall. Invite VIPs for a private event or open it up to all creators on the NAB Show “events” schedule. Reserved on a first come basis.

Sponsor will have the last 60-minute block of the day in the Creator Lab Theater/Networking Lounge that includes a hosted bar with an assortment of non and alcoholic beverages as well as packaged snacks. Sponsor can add to food and beverage at own expense.

Promotional Benefits

- **NAB will promote the reception as part of the online schedule to encourage attendance (unless private)**
- **Onsite signage listing reception as part of the overall show schedule**
- **Marketing assets for sponsors to be able to promote reception and offer complimentary show floor “exhibits passes” across their social channels and in emails to clients and prospects.**

Post Show Benefits

- **Attendee leads scanned during the reception - delivered within 5 working days post show.**



We look forward to
partnering with you!

sales@nab.org