



8 Ways to Boost Your Q4 Pipeline at **NAB Show New York**

Unlock Fresh Leads, Big Visibility and New Buyer Connections in the Media Capital of the World

NAB Show New York lands at exactly the right time — just as Q4 heats up and sales teams are racing to hit revenue goals. The show offers a prime opportunity to fill your pipeline with warm, sales-ready leads before the year ends.

Unveil your solutions and get directly in front of 12,000+ media, tech, and entertainment decision-makers—most seeing your brand for the first time and the majority ready to purchase or recommend what stands out on the show floor.

- 58% first-time attendees
- 72% plan to buy or recommend products they see at the show
- 34% are final decision-makers seeking to modernize workflows and attract new audiences

Why Exhibit at NAB Show New York?

Put your brand at the center of the action—right where media, entertainment, and tech leaders are shaping the future. Leverage premium exhibit space, targeted sponsorships, private meeting rooms, and strategic marketing to connect with decision-makers ready to buy.

- Maximize your visibility and ROI
- Get on buyers' short lists and accelerate your sales pipeline
- Stand out at the heart of content creation, distribution and monetization in the media capital of the world – and close proximity to Brooklyn's surging production market
- Engage a fresh, regional audience—three-quarters don't attend NAB Show Las Vegas



8 Ways to Maximize Your Q4 Pipeline

If your Q4 strategy includes increasing brand exposure, shortening sales cycles, and building relationships that convert, then you should secure your spot as a 2025 exhibitor.

These 8 tactics will help you turn your booth into a performance driver.

1. Stand Out by Showing You Understand What Matters

Today's audiences are under pressure to create standout content—faster, smarter and with more impact. They're racing to keep up with tech, trends, and the nonstop rise of digital platforms. Exhibit here to connect with decision-makers hungry for innovation and real solutions to their toughest production challenges.

2. Build Momentum Now

Secure your spot today and start promoting your presence at least 6–8 weeks in advance. The opportunity to see new products and innovations is cited as a significant draw for attendees.



686,000+ social impressions were driven at the 2024 show!

Don't miss the opportunity to ride that wave.



3. Maximize Proximity to Brooklyn's Surging Production Market

Whether it's a product launch, exclusive giveaway or live demo — place your brand near the epicenter of Brooklyn's rapidly growing production market, where a rising concentration of media, entertainment and technology professionals converge.



20+ new products launched at the 2024 show. Exhibitors who teased something new saw increased floor traffic.

4. Know Your Audience

With attendees spanning **C-suite (21%), tech (22%), creative (26%), and business roles (22%)**, tailor your booth messaging and outreach to hit multiple touchpoints. Industries represented include corporate enterprise, production & post (film/tv), advertising & marketing and broadcast (tv/radio).



Use LinkedIn Ads or email segmentation to target specific roles leading up to the show.

5. Leverage New Attendees for Net New Pipeline

58% of NAB Show New York attendees are new, meaning they may be unfamiliar with your brand.



Approach your booth strategy with first impressions in mind: clear branding, approachable staff, and discovery-friendly activations.



6. Create an Interactive Experience

From hands-on product demos to virtual production walk-throughs, immersive elements keep people engaged and on your floor longer.



The average attendee spends 5.3 hours on the floor — make yours the booth they stay in.

7. Extend Your Message Far Beyond the Show Floor

NAB Show New York offers powerful media and creator amplification. With 199 media and creator outlets covering the event in 2024—including 97 first-timers—your brand has a unique opportunity to generate buzz, secure press coverage, and reach entirely new audiences.

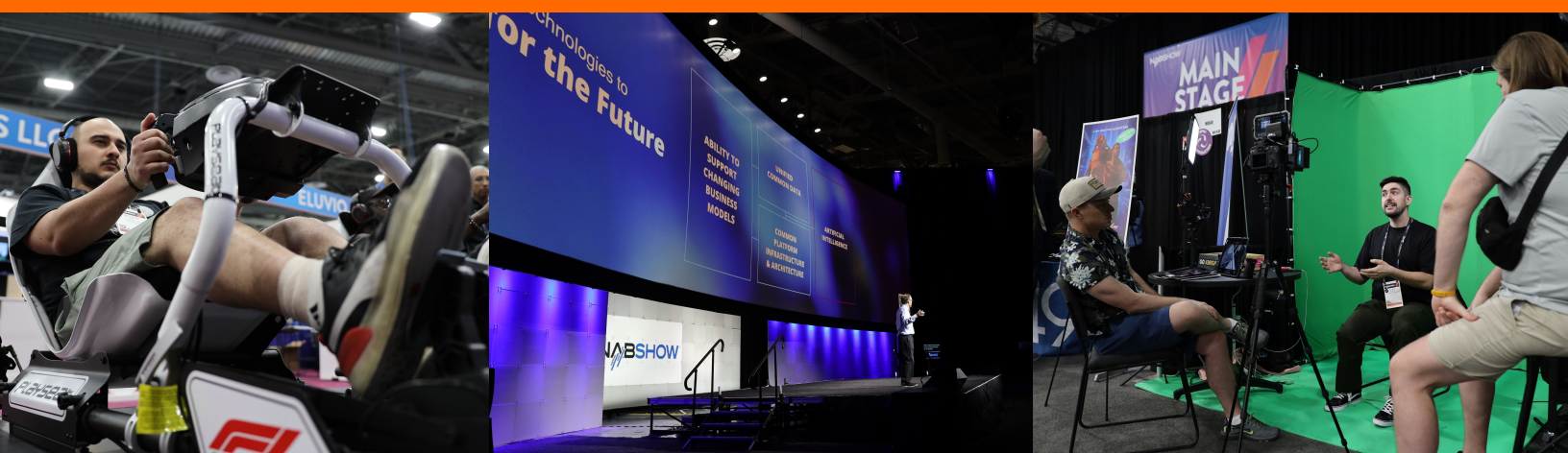


Reach out in advance with a press kit or invite them to visit your booth.

8. Use NAB Show New York as a Launchpad into 2025

Even if your Q4 goals are top of mind, remember: pipeline-building now can pay off in Q1. Don't forget that 72% of the show's audience is looking to buy or recommend purchases. This is your prime opportunity.

Position meetings at NAB Show New York as the beginning of a new partnership and set post-show nurture plans in motion.

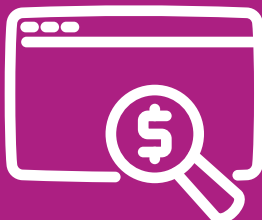


Bonus: Why It Works?

The Power of This Audience*



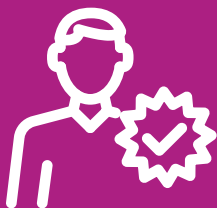
12,275 attendees
10,269 buyers
250+ exhibitors



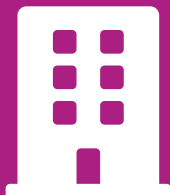
86%
have buying
influence



72%
intend to buy or
recommend in 12
months



58%
are first-timers, and
likely new to your
brand



6,566
companies
represented



5.3
avg. hours on the
show floor

* Based on the 2024 NAB Show New York Audience Profile



Let NAB Show New York Work for You

With the right strategies, your booth can become a magnet for the right buyers, creators, and decision-makers. Use these tips as your guide to standing out and selling more at the October 22-23, 2025 event at Javits Center.

sales@nabshow.com | nabshowny.com



The Future Event-Goer is **Gen Z**

As Gen Z overtakes Boomers in the workforce, their influence on events is only growing. They currently represent 46% of attendees at NAB Show New York. By 2030, Gen Z and Millennials will comprise the majority of the workforce, and their expectations are already reshaping live events.

What do they value?

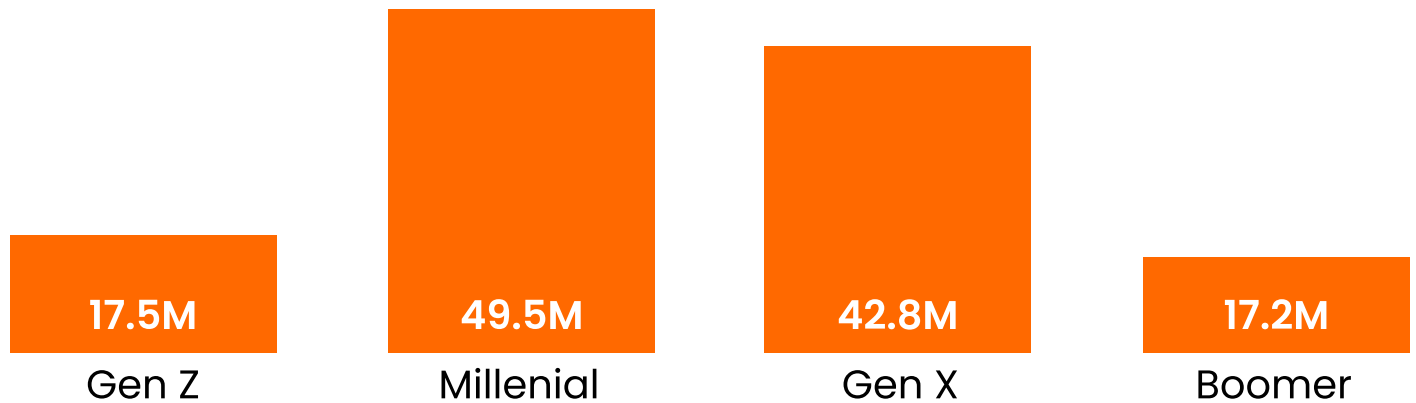
- Discovery of new products
- Hands-on training/workshops
- Interactive learning
- Meaningful networking
- Experiences that inspire

NAB Show New York aligns with all of it and is already drawing the next generation of creators, technologists and buyers. Learn more about their priorities.

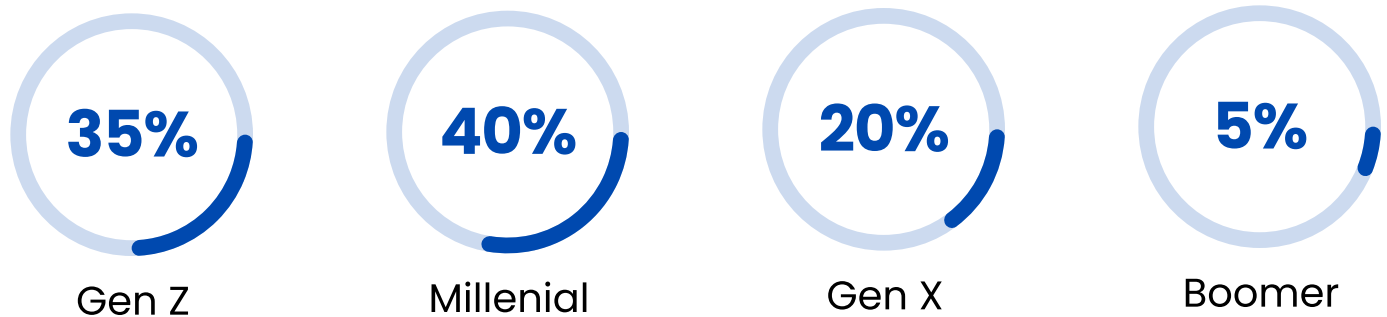
Shifting Demographics

Gen Z is Growing Fast

Gen Z has officially overtaken Boomers in the workforce (U.S. full-time), shaping event values and demands.



And by 2030, Workforce Composition Will Be:



This rapid shift over the next 5 years will fundamentally change the workforce and demand that the Business Events community innovate to reach these emerging generations and design experiences tailored for these audiences.

What the Next Generation Event Goers Want

Attendees prioritize experiences, networking, and product discovery over traditional elements.



Attendee Insights

Impact of Live Events on Brand Trust



72%

of prospective customers



80%

of return customers

report increased trust in a brand after a live event interaction

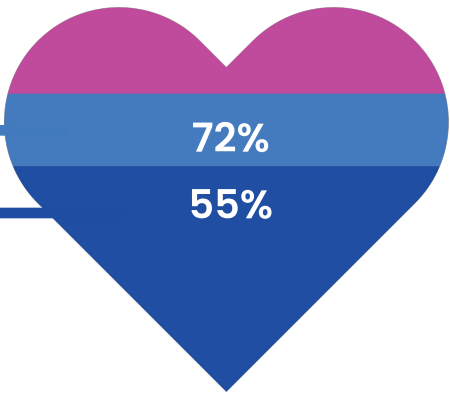
Positive impressions from events can last over six months

Attended events in the past 6 months

72%

Attended events 6 or more months ago

55%



Behavioral Outcomes

Interact with brand online
(e.g. social media engagement,
search keyword increases)



68%

Attendees

Live events foster emotional connections, with attendees
feeling more inspired, knowledgeable, and connected
How attendees feel after attending a live event



70%

More
knowledgeable



63%

Inspired



63%

More connected to
my coworkers/
industry



62%

Excited