

April 18-22, 2026
Exhibits April 19-22
Las Vegas, NV, USA

NAB
SHOW



EXHIBITOR PROSPECTUS



NAB Show: Where What's Next Gets Made

NAB Show is where media, tech and creativity collide – and the future gets built in real time. It's more than AI, streaming, sports or the creator economy. It's where bold ideas meet big opportunities, where innovators and disruptors team up to turn sparks into full-blown revolutions. If you're shaping how the world creates, connects or consumes content, this is your arena.

Date: April 18–22, 2026 (Exhibits April 19–22)

Location: Las Vegas Convention Center
Las Vegas, NV

The World Meets Here

Every corner of the globe shows up at NAB Show – literally. In 2025, creators, innovators and media power players from over 152 countries took over Las Vegas to share ideas, spark connections and show of what's next in content and tech.

It's a mashup of perspectives, cultures and game-changing innovation – where Tokyo meets Toronto, London meets LA and everyone speaks the same language: creativity. Whether you're building the next platform, telling stories that move people or engineering the tools that make it all possible, **the world's media community is here – and you should be, too.**

2025 NAB Show **By the Numbers**

Sure, the stats are impressive – but what they really show is momentum.

NAB Show is where creators, innovators and decision-makers come together to make big moves (and even bigger deals). Want in?

Here's what you're missing if you're not on the floor.

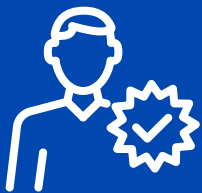


54K+

Total Registrants

The crowd that counts.

That's not just traffic – that's traction. 54K pros, creators and decision-makers filling the halls, making deals and looking for what's next. If you've got something worth showing, they're the ones who'll see it.



53%

First-Time Attendees

New faces. New budgets. New Opportunities.

More than half of attendees are here for the first time – curious, eager and ready to discover new brands and solutions. Spoiler: they're not loyal to your competitors. **Yet.**



1,000+

Press

When the media covers the media.

With over a thousand journalists, creators and influencers onsite, your product launch or booth buzz could turn into tomorrow's headlines – or at least a few viral posts.



69%

Buyers

This is where deals get done.

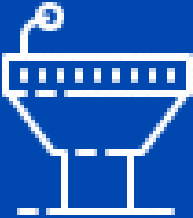
Nearly seven out of 10 attendees come to buy – not browse. They've got real budgets, real needs and zero time for fluff. Bring your A-game (and your sales team).



26%
International
Attendees

Global Reach. Local Impact.

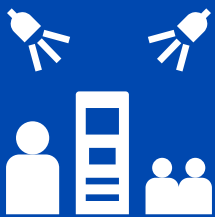
From Tokyo to Toronto and beyond (152 countries, in fact!), the world's media community meets here. Exhibiting at NAB Show means your ideas and tech cross borders before you even pack up your booth.



550
Sessions
1,000+
Speakers

The smartest room in media.

Where visionaries talk shop, challenge norms and share what's next. Align your brand with the thinkers and doers redefining the future of content and tech.



1,100
Exhibitors
125
New Companies

Your Competition – and your next collaborator.

From powerhouse brands to bold newcomers, the show floor is a mix of innovation and ambition. Join the lineup and stand out in the only place where the entire industry shows up.

The Ultimate Sign of Commitment

Over 40% of exhibitors have been part of NAB Show for six years or more as compared to the Freeman industry benchmark of 43% four-year retention rate.

It's not just loyalty – it's proof that this show delivers. Once you're here, you'll want to be here every year.

Why Exhibit at NAB Show?

Because Sitting Out Isn't an Option.

1. The Entire Industry Shows Up.

From powerhouse brands and global media networks to fresh startups and fearless creators – this is where everyone who's shaping what's next comes to play. If you're not here, you're missing the conversations (and the deals) that define the year.

2. Buyers Come Ready to Spend.

Nearly 70% of attendees have purchasing power – and they're not window shopping. They're hunting for solutions, partners and products that make them look like geniuses back at the office. Be the one they find.

3. It's a Global Stage (Literally).

With attendees from over 150 countries, your booth becomes a passport to new markets and international partnerships. You bring the innovation – we'll bring the world to your doorstep.

4. Media Attention? You'll Have Plenty.

When 1,000+ journalists, influencers and content creators show up, buzz happens fast. Announce, launch, demo or just drop jaws – you'll have the spotlight and the cameras will be rolling.

5. You'll Be in Good Company.

1,100 exhibitors, 470 of them repeat year after year. Why? Because they see results – leads, partnerships, visibility and credibility. Once you're in, you'll wonder why you ever waited.

6. The Energy is Unreal.

This isn't your typical trade show. It's a collision of ideas, tech and creativity – the kind that keeps the show floor buzzing and your team inspired long after the Vegas lights fade.

7. It's Not Just About Showing Up – It's About Standing Out.

You're not just booking booth space; you're claiming your spot in the future of media and tech. And at NAB Show, that future gets built live, loud and center stage.

In Short:

You've got a story to tell, tech to show, or a product that changes the game – NAB Show is where it belongs.

"I always refer to NAB Show as our Super Bowl...this is the big launchpad for us."

–Ken Frommert, President, ENCO Systems
2025 NAB Show Exhibitor

Who Shows Up? Everyone Who's Anyone.

From **Netflix** to **Prime Video** – yes, really – to power players from the NFL, WWE, MLB and NASCAR, NAB Show attracts the kind of crowd that makes you say, “*Wait, they were here?*”

We’re talking ad giants like **IBM**, **Samsung Ads** and **Hitachi**, curators from icons like **The Met** and **Madison Square Garden**, and innovators from **PepsiCo**, **Dell**, **Pfizer**, **Ford** and **Best Buy**. Even **Harvard** and **NYU** show up to learn what’s next.

Oh, and the finance world’s not missing out, either – **Citigroup**, **Bank of America**, **Capital One** and the **NYSE** all make appearances.

If influence had a zip code, it’d be **NAB Show**.



NETFLIX

Paramount
A SKYDANCE CORPORATION



The *WALT DISNEY* Studios



SINCLAIR




COMCAST

 **iHeart**
Radio

AMAZON
MGM STUDIOS

Who's Running the Show – Literally

The titles on the badges say it all. Creators, marketers, COOs, and decision-makers fill the halls – the people rewriting the rules of how content is created, distributed, and monetized.

Advertising, Marketing & PR pros grew 4% in 2025 – and they're not just here to network. They're hunting for fresh ideas, new tech, and the next big creative advantage. If your brand helps drive engagement or revenue, they're looking for you.

Creators, Streamers and Digital Publishers jumped nearly 15% – the fastest-growing segment at the show. They're the new power players of media, and they're showing up to find tools, partners, and platforms that help them grow audiences and monetize content.

COOs, GMs and Operations Leaders climbed almost 3%, proving that decision-makers are on the floor – not in the boardroom. They're here to make deals, evaluate solutions, and move business forward in real time.

So what does this mean?

The NAB Show attendee base isn't just expanding – it's diversifying. It's a smarter, more connected, and more future-focused mix of people who make things happen. And if your solution helps them do it faster, better, or bolder – you'll fit right in.



What They're Creating. And Why You Should Care.

The people walking the NAB Show floor aren't just part of the industry – they are the industry. They're the ones behind the cameras, the campaigns, and the content the world can't stop watching.

From commercials to live events, NAB Show attendees are hands-on creators searching for better ways to bring their ideas to life – and exhibitors like you help them do it. A sample of what they're producing:

- **Commercials (14.8%)** that shape brands and drive billions in revenue.
- **Corporate videos (12.8%)** that inspire teams and tell business stories with style.
- **Episodic series (6.8%)** that fuel the streaming boom and keep audiences hooked.
- **Sports content/Live events (18.4%)** that capture every moment, live and in motion – and demanding flawless production and instant engagement.
- **Social content (10.9%)** that defines culture in real time – scroll by scroll.

These are creators, producers, and innovators who live by one question: ***What's next?***

For exhibitors, that means opportunity. They're not here for buzzwords – they're here for what works. Show them gear that saves time, workflows that scale, and tech that turns creative ambition into production reality.

Ditch the pitch decks and demo what delivers. Because at NAB Show, your audience already speaks the language of content – they just need the tools to make it louder, faster, and better.

"There is no other place that would bring together the customer base and industry like NAB Show. This is why we put so much attention and really organize some of our product release announcements around the Show."

–Michelle Munson, CEO and co-founder, Eluvio
2025 NAB Show Exhibitor

Booth/Meeting Space

Raw Space

\$50/sq. ft. Member
\$56/sq. ft. Non-Member

Turnkey Booth Options

10x10 to 10x20
\$6,500 to \$16,600

Meeting Rooms

10x10 and 10x20
\$6,500 to \$16,600

Cabanas

Casual, open-air meeting spaces on show floor

\$6,750

On-Floor Hospitality

Rooms: West Hall

\$23,500

Off-Floor Meeting Rooms

\$17/sq. ft. Exhibitor
\$34/sq. ft. Non-Exhibitor

Off-Site Hotel Suites

Several properties for your private meeting needs

\$7,000+



Thought Leadership

Show Floor Theaters

\$1,500+ Open to All theaters where attendees learn how to improve their craft and stay relevant in today's evolving market. Curate a session that highlights expertise and opens dialog for more business. Ranging from 25 - 600 seats.

In addition to general education theaters, the 2026 NAB Show will also feature a few topic-specific platforms that will focus on pain points and opportunities for those key communities.

Main Stage

The largest stage at NAB Show where the visionaries in broadcast, media and entertainment are celebrated alongside insightful data and captivating stories that power our industry forward. 500+ seats.

Tech Chat Theater

Quick 20-minute conversations that get into the weeds on how the sausage is actually made. 40+ seats.

Business of Media and Entertainment Theater

The returning Business of Media and Entertainment program, produced in partnership with The Ankler, is where Hollywood's top dealmakers, executives and creatives come together to break down the forces shaping media and entertainment today.

CineCentral Theater

This interactive space offers live demonstrations, expert-led training and immersive learning experiences designed for cinematographers, directors, camera operators and content creators.

Creator Lab Theater

The hub for influencers, content creators, and digital storytellers aiming to elevate their craft and grow their brands. Featuring hands-on demos, expert-led workshops, and networking meetups, it offers the latest tools, insights, and connections to thrive in the ever-evolving creator economy.

Sports Summit Theater

Home of the Sports Summit, this theater explores cutting-edge trends in sports media, technology, business, and venues. Leagues, broadcasters and equipment manufacturers share the stage to shape the industry's future. It's a premier gathering for innovators driving the evolution of sports entertainment, from content and fan engagement to infrastructure and monetization.

Startup Theater

Dedicated destination to highlight the startup community and to educate and connect vendors with investors and new partners to take their business to the next level.

Additional Conferences Supporting Media and Entertainment Ecosystem

#GALSNGEAR CONNECT Women's Leadership Summit

The #GALSNGEAR CONNECT Women's Leadership Summit is a half-day program designed to equip women in media and entertainment with tools for career resilience, leadership growth, financial empowerment, and burnout prevention.

NAB Show Premium Conference (BEIT, SMMRF, Radio and TV Programming)

The Premium Conference delivers focused education across tracks for broadcast engineers, radio and TV managers, and small-to-medium market operators. A dedicated track for motion picture and television engineers rounds out this essential event for today's evolving media landscape.

Post|Production World

Post|Production World (PPW) is a five-day immersive experience bringing together industry-leading experts, certified trainers, and creative professionals to explore the latest in post-production workflows, cutting-edge editing techniques, AI-powered tools, and emerging technologies shaping the future of storytelling.

Programming Everywhere

Programming Everywhere conference gathers linear, streaming and social media programming and operations leaders to talk about the evolving business of content creation, distribution and acquisition at a time of transformational change.

Streaming Summit

Streaming Summit features the largest OTT platforms, sports leagues, broadcasters and content owners converging to discuss the latest business and technology challenges and opportunities for video monetization across FAST, SVOD and AVOD services. Attendees learn about the latest trends around sports streaming, bundling and packaging of content, advertising measurement, content discovery, scaling video workflows and delivering great user experiences at scale.

Extras

NAB Show Podcast – Monthly series dedicated to stories impacting broadcast, media and entertainment.

Executive Spotlight – Elevating voices, technologies and tools powering the industry.

Branding

Maximize Your Brand Reach and Drive Traffic!

Exterior Banners

\$5,000+

- Building Banners
- Door Clings
- Construction Wall Clings
- Column Wraps

Interior Banners

\$5,000+

- Rotating Kiosks
- Wall Banners
- Aisle Signs
- Free Standing Signs
- Floor Clings

Digital Signage

\$5,000+

- Lobby Spectacular – LVCC Digital Screens
- Dedicated LED Screens

Loop Branding

\$8,000+

- Tesla Car Ads
- Tunnel and Station Activations: LVCC, Resorts World and Wynn/Encore

Custom Activations

Work with NAB to create an “experience”



Online Advertising

NAB's 365 Suite of Offerings to Stay Top of Mind, Inform, Drive Action and Announce Innovation

\$4,500+

3rd Party Email Campaigns

Deployed weekly to 80K+ opt-in readers

Weekly Newsletter

Includes exclusive sponsored content reaching 325K+ readers

Website

Exclusive home page sponsored content plus dedicated landing page

Run of Site Campaigns

High visibility campaigns across the NABShow.com web universe

Countdown Clock

Sponsored countdown clock on NABShow.com

The screenshot shows the NAB Show website with a purple header. Below the header, there's a section titled "Sponsored Content." featuring an article about ITV Studios Netherlands using Wasabi for cloud storage. The article includes the Wasabi logo and a "LEARN MORE" button.

The screenshot shows a promotional banner for "Your Ticket to What's Next." with a "Register Now" button. Below it, there's a section titled "Play It Your Way" with text about single-day and full-day passes, and a small image of a person at a booth.

The screenshot shows a "Trends and Topics" section with a grid of eight articles. Each article has a thumbnail image, a title, a brief description, and a "READ MORE" button. The topics include "Future Unscripted," "Navigating the Future of Hollywood," "Harnessing AI and Agents," "How to Build Entertainment Breakthroughs," "Redefining Entertainment - AI, Advanced Workflows," "ITV Studios Netherlands Uses Wasabi," "The Power of Positivity," and "TwelveLabs and Dyn Media."

The screenshot shows a promotional banner for a programming session titled "Programming Everywhere: Mastering AI as a Creative Tool." It includes a "READ MORE" button and a "Join us at NAB Show New York" banner at the bottom.

Networking + Special Events

\$5,000+

Daily Networking Mixers

Option to host your own or tag onto NAB Show-planned meet-ups supported by YOU. Socially engage with attendees while elevating your brand and messaging.

Official NAB Show Parties

Tap into NAB's schedule of events to extend your touch points and exposure.

Executive Lounge/VIP Lounge

Align your brand with C-suite attendees in an elevated experience off the show floor.

NAB Broadcasting Hall of Fame

Annual celebration to recognize radio and television personalities or programs that have earned a place in broadcasting history.

NAB Show Product of the Year Awards

For companies looking to connect with the movers and shakers in the vendor community.



Go Big. Get Seen. Make Noise.

Your brand deserves more than a booth – it deserves a spotlight. At NAB Show 2026, you can claim your space, own the moment and make sure every attendee knows your name (and your demo). From bold booth builds to can't-miss sponsorships, smart lead gen tools and creative ad placements – this is your chance to turn foot traffic into buzz, buzz into leads, and leads into deals.

“They’ve almost been running to the booth. The orders are going to be coming in pretty thick and fast, which is fantastic – and again, why NAB is such a valuable show for us.”

– **Matt Williams-Neale**, Vice President of Marketing, Appear
(NAB Show 2025 exhibitor)



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