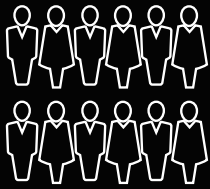


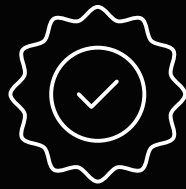
# Storytelling at Scale

NAB Show is the premier destination for leaders in media and entertainment. It's where visionaries and trailblazers come to explore the innovations shaping the future of storytelling and audience engagement. From content creation and distribution to monetization and tech breakthroughs, NAB Show delivers an unmatched platform to connect with industry leaders, discover transformative trends and uncover new opportunities that enable storytelling at scale.



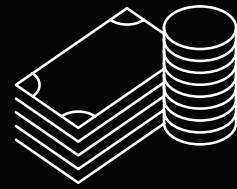
**54,107**

**Total Registrants**



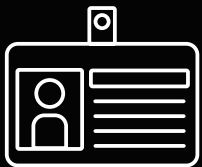
**51.4%**

**First-Time Attendees**



**69%**

**Buyers**



**1,000+**

**Press,  
29% Outside the US**



**26%**

**Registrants from  
139 Countries Outside the US**



**NAB SHOW**

**APRIL 18-22, 2026  
EXHIBITS: APRIL 19-22  
LAS VEGAS, NV**

# Storytelling at Scale: Sports

Sports are uniting broadcasters, streamers, teams, leagues, brands and tech innovators to redefine how fans engage with content. From the rise of streaming and direct-to-consumer models to emerging opportunities like sports betting and NIL, sports are driving massive viewership and revenue growth with personalized, real-time and off-the-field experiences. NAB Show brings the entire sports ecosystem together, making it the ultimate platform for your company to showcase solutions that power fan engagement, cutting-edge production and the future of sports media.

## Job Titles Represented

Artist / Content Creator	Radio Anchor / Broadcaster	Senior Director, Broadcasting Operations	Sports Broadcast Engineer
Senior Multimedia Journalist	Video Production Manager	Director of Broadcast	Senior Sports Media Producer
Senior Producer and Manager, Video Production	Broadcast IT Engineer	Director, Broadcasting and Big Screens	VP Media Technology
Senior Production Manager	Broadcast Network Engineer	Senior Media Specialist	VP Broadcast Services
Multimedia Producer and Editor	Chief Media Officer	Head of Sports and Live Events	VP Video Production
Video Production Lead	Manager, Broadcast Operations	Senior Producer, Live Sports Production	Streaming Media Engineer
Multimedia Production Specialist	Senior Media Engineer	Director, Sports Video Production	Digital Media Production Manager
Senior Director, Broadcast and Audio Visual	Head Broadcast Engineer		Global Head, Customer Growth and Innovation
	Broadcast Operations Manager		

## Companies Include



## ATTENDEE TYPE

**40.42%** Returning  
**59.58%** First-Timer (2024)

**82%** NET BUYING INFLUENCE

## INDUSTRY (TOP 6)

**10%** Television (Broadcast)  
**6%** Streaming Video/OTT  
**6%** Film/TV Studio  
**4%** Advertising/Marketing/PR Agency  
**4%** Consulting  
**3%** Sports and Fitness

## WHAT THEY'RE PRODUCING (TOP 13)

Live Events	Instruction/Training/Education
Corporate Videos	News
Sports	Indie Films
Social Content	Feature Films
Episodic Series	Nonprofit/Advocacy Content
Documentaries	Music/Scores
Commercials	

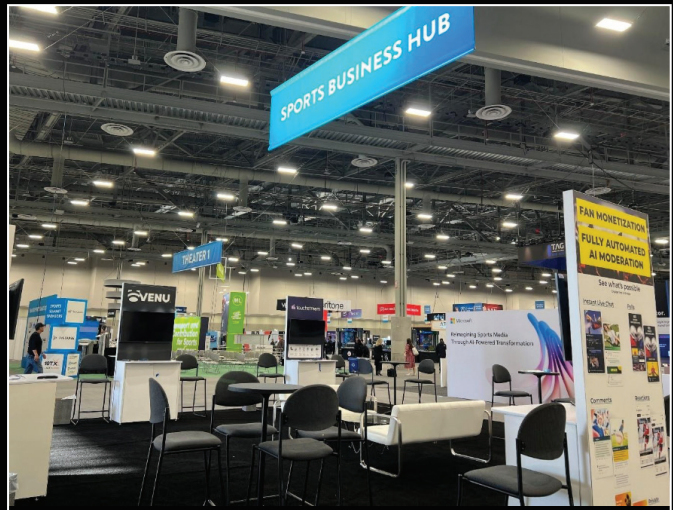
# 2026 Sports Business Hub

Live sports are revolutionizing the media and entertainment industry, driving unprecedented growth, engagement and innovation. For media companies, sports is more than just content – it's a vital pillar, increasingly drawing additional viewership and engagement across streaming platforms, television networks, radio and social media. Put your technology or service in front of media outlets who are searching for the next technology breakthrough to help them unlock new revenue streams.

From AI tools, predictive analytics, fan engagement, wagering apps, and measurement tools, the NAB Show Sports Business Hub is where you can position your company to capitalize on this fast-paced market.

## POD PACKAGE- \$6,995

- 42" Monitor
- Two-sided pod graphics
- 3mbps Internet
- Badge Scanner
- 500 watt electrical drop
- 2 barstools
- 1 wastebasket
- Carpeting
- Nightly booth cleaning



### Additional benefits include:

- Four (4) Exhibitor Staff Badges
- Company Name and Booth Number in the 2026 NAB Show Guide
- Online Listing in the 2026 NAB Show Exhibitor Directory
- Ability to sell products directly from booth through the Show & Sell Program

If you are interested in purchasing a Sports Business Hub Pod or have additional questions, contact:

**NAB Sales | [sales@nab.org](mailto:sales@nab.org) | +1 202 595 1953**

If you've already purchased a Sports Business Hub Pod and have additional questions, contact:

**NAB Services | [exhibitservices@nab.org](mailto:exhibitservices@nab.org) | +1 202 595 2051**