



This is where the
GLOBAL CONTENT ECONOMY
thrives.



NABSHOW[®]
Where Content Comes to Life

Join industry professionals from 160+ countries to explore the trends and technologies driving the future of media and entertainment.

April 7–12, 2018
Exhibits April 9–12

April 13–18, 2019
Exhibits April 15–18

April 18–23, 2020
Exhibits April 20–23

NABShow.com

Join the conversation #NABShow



THE M.E.T. EFFECT™

MEDIA. ENTERTAINMENT. TECHNOLOGY.

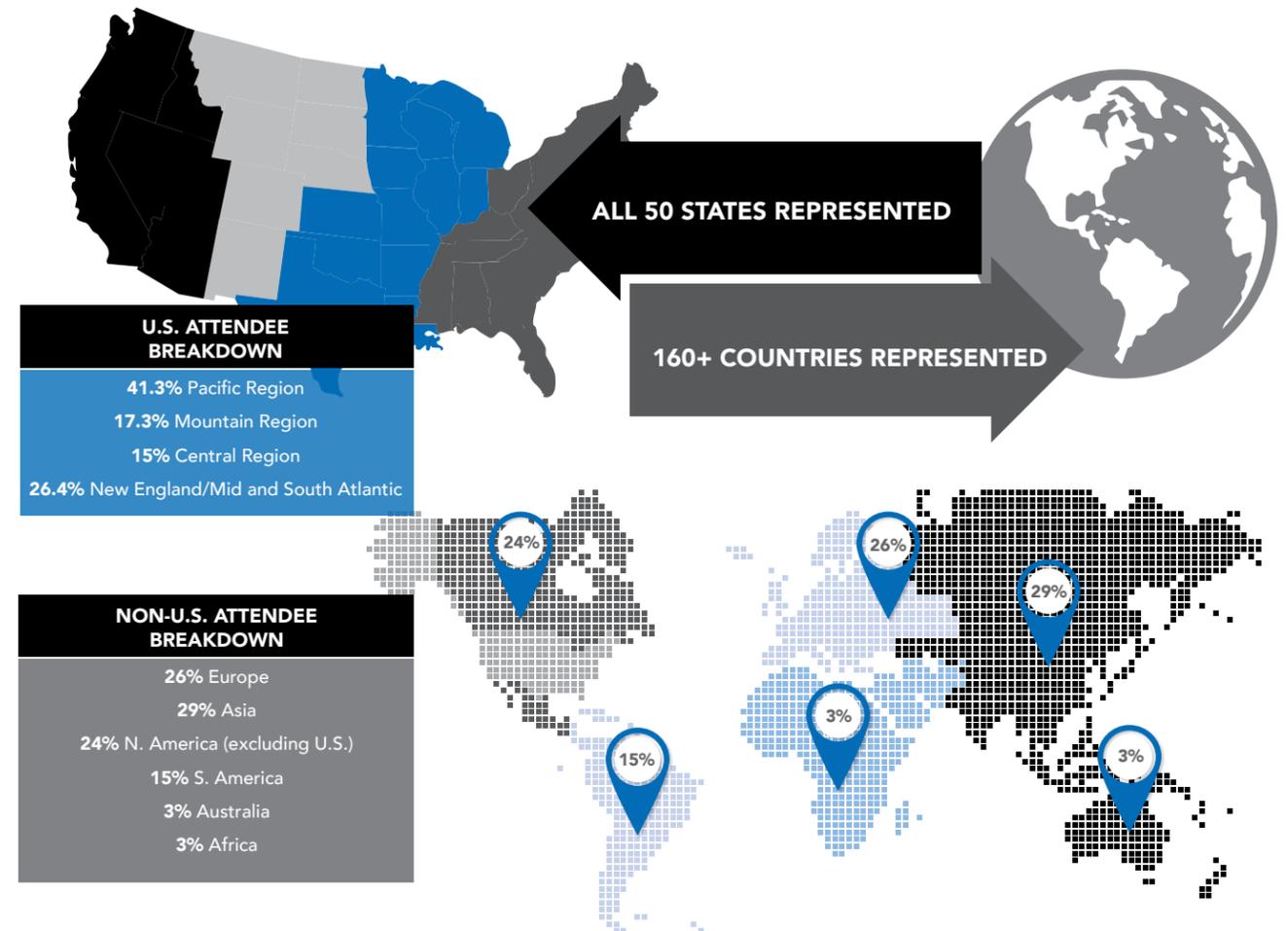
The convergence of media, entertainment and technology has forever changed the world as we know it. Once very distinct industries are converging in unprecedented ways — creating new opportunities for previously less relevant industries. That's The M.E.T. Effect™.

This cultural phenomenon is fueled by internet connectivity and integrated systems. Behavior and business are merging to redefine workflows and revenue streams. Corporate alliances are forming development teams to meet an insatiable demand for more digital content and immersive experiences.

From content creation to content consumption, NAB Show® is where the global visionaries convene and where The M.E.T. Effect comes to life. It's a new digital ecosystem — and the possibilities are infinite. Feel the impact!



GEOGRAPHIC BREAKDOWN OVERVIEW



102,604
MEDIA, ENTERTAINMENT AND
TECHNOLOGY PROFESSIONALS

\$20.5 BILLION
IN PURCHASING POWER



1,786
EXHIBITING
COMPANIES



100,354 net sq.m.
1,080,202 net sq.ft.



1,490
PRESS

55 **53**

DELEGATIONS ENROLLED

COUNTRIES REPRESENTED BY A DELEGATION

NEW COUNTRIES REPRESENTED

Mozambique, Romania, Serbia, Tanzania

- | | | | | | | |
|------------|----------------------------------|-------------|-------------|-------------|--------------------|----------------------|
| Angola | Côte d'Ivoire | Ecuador | Israel | New Zealand | Singapore | Thailand |
| Argentina | Croatia | Egypt | Japan* | Nigeria | South Africa | Turkey |
| Benin | Czech Republic | El Salvador | Kenya | Pakistan | South Korea* | Ukraine |
| Brazil* | Democratic Republic of the Congo | France* | Kuwait | Peru | Spain | United Arab Emirates |
| Cape Verde | Congo | Germany | Malaysia | Poland | Sri Lanka/Maldives | United Kingdom |
| Chile | Dominican Republic | Ghana | Mexico* | Romania | Taiwan | Vietnam |
| China* | Indonesia | India* | Mozambique | Russia* | Tanzania | Zimbabwe |
| Colombia* | | Indonesia | Netherlands | Serbia | | |

*Indicates more than one delegation

THE NAB SHOW® COMMUNITY

INDUSTRY	HOTTEST TOPICS COVERED AT NAB SHOW	
Advertising/Public Relations/Marketing	4K/8K 360° video Advanced advertising AI/machine learning Augmented/mixed/virtual realities Big data Branded storytelling Connected cars	Digital platforms HDR/UHD Martech Monetization OTT Programmatic Remote production Video on demand Voice recognition
Audio/Production/Post-Production	3D sound 4K/8K 360° video AI/machine learning Centralized operations Cloud solutions	Cybersecurity HDR/UHD IP workflows Multi-platform content delivery On-set post-production Transitioning to HDTV operations
Television (Broadcast)	4K/8K 5G Advanced advertising AI/machine learning Appification ATSC 3.0 Centralized operations Cybersecurity	eSports HDR/UHD IP workflows Multi-platform content delivery Remote production Streaming Universal broadband
Radio (Broadcast)	3D sound Advanced advertising AI/machine learning Automated workflows Centralized operations Cybersecurity	Digital strategies In-car experience IP workflows Monetization Podcasting
Cable/MSO & Internet/Social Media & Satellite (Radio or Television)	4K/8K 5G Advanced advertising ATSC 3.0 Cloud solutions Connected content Cybersecurity File-based/tapeless workflows	IP workflows Multi-platform content delivery Streaming Universal broadband Video compression
Film/TV Studio	4K/8K AI/machine learning AR/MR/VR Cloud solutions Cybersecurity File-based/tapeless workflows HDR/UHD	Immersive sound IP workflows Monetization Multi-platform content delivery Video on demand Volumetric capture
Independent Filmmaker	4K/8K 360° video Asset management AR/MR/VR Cloud solutions Cybersecurity	Drones HDR/UHD Immersive audio Multi-platform content delivery Volumetric capture



THE NAB SHOW® COMMUNITY

INDUSTRY	HOTTEST TOPICS COVERED AT NAB SHOW	
Programming Network	4K/8K AI/machine learning Asset management Automated workflows Big data Centralized operations	Cybersecurity HDR/UHD IP workflows Multi-platform content delivery Remote production
Distributor/Dealer/Reseller	4K/8K 5K AI/machine learning ATSC 3.0 Big data Blockchain	Centralized operations Cloud solutions HDR/UHD IP workflows Monetization Video compression
Educational Organization	4K/8K AR/MR/VR Cybersecurity Drones HDR/UHD IP workflows Live streaming	Multi-platform content delivery Systems integration Transitioning to HDTV operations Video display Video on demand Volumetric capture
Non-Broadcast (includes Faith-Based Organizations, Healthcare/Medical, Sports: Team/League/Venue, and Government/Non-Profit)	4K/8K 360° video Appification AR/MR/VR Centralized operations Drones Immersive audio	IP workflows Lighting and stage design Live streaming Multi-platform content delivery Systems integration Video display
Manufacturer/Supplier (Hardware)	4K/8K 360° video Advanced advertising Analog switch-off AR/MR/VR ATSC 3.0 Automated workflows Big data	Cloud solutions Drones HDR/UHD IP workflows Monetization Remote production Video compression
Systems Integration	4K/8K Asset management Cybersecurity HDR/UHD Immersive audio	IP workflows Lighting and stage design Live streaming Multi-platform content delivery Systems integration
Video Production Services/Facility	4K/8K Drones HDR/UHD Lighting	Multi-platform content delivery Sound Video compression Volumetric capture



ATTRACTIONS AND PAVILIONS



A collection of the leading companies showcasing the latest innovative tech and tactics to reach your audiences at the right place at the right time on all the latest platforms. From automation and AI to optimization and monetization, you'll find it all here!



This is the solutions destination for creating the ultimate multiscreen viewing experience. With exhibits and a full education program, expect to emerge with enhanced workflows and the knowledge to deliver the best viewing experience for your audience.



A display of the most advanced companies paving the way for creation and commercialization of immersive content – whether virtual, mixed or augmented, the innovators are here to help take your content to the next level.



A manifest of companies providing podcasters with the tools to create and commercialize audio content. Whether you have an established podcast and are looking to improve audio quality or listenership, or you are looking to start your own podcast, you'll find everything you need here.

INNOVATION PIPELINE: This dedicated area in North Hall is home to three destinations spotlighting future-focused technologies and solutions — from concept to prototype. Discover new products, services and strategic partnerships.



A showcase of advanced projects presented by NAB and powered by PILOT featuring demos of high-tech media developments in progress, prototypes, and products not yet available for sale from academic, government and commercial research laboratories in the United States and around the world.



A new company launchpad where you can get the first look at product and service offerings that have recently hit the market.



A collection of "By Invitation Only" startups with proven products, customers and services that are ready to scale. The industry's leading companies trust SPROCKIT® to help them find the right startups to bring the right products, services and revenue models to the market at the right time.

ON-FLOOR EXPERIENCES: *Open-to-all education sessions on the show floor.*



From broadcast engineers and IT, to CEOs, TV producers and beyond, this destination is designed to guide industry professionals on the advantages of switching to IP, how to implement new infrastructure and how to make the shift as securely as possible.



Dedicated theaters on the show floor providing 30-minute education sessions on the topics, tech and trends being showcased in that hall.



This immersive learning and networking area features 30-minute training sessions with certified instructors and notable editors focusing on everything from production to post.

Refer to NABShow.com for updates.

EDUCATION

Make your trip even more valuable by participating in the NAB Show® conference program.

NAB Show is committed to bringing elite education to its attendees. Join today's industry icons to solve your toughest business challenges or to simply be inspired for your next project.

M MEDIA

NEW! Ad Innovations: Dive deep into shifting models and opportunities for monetization.

Business of Broadcast: See new tools, info and ideas to help your station thrive.

Digital Futures Exchange: Explore digital trends and strategies for local markets.

Media Finance: An investor's point of view of the changing financial media landscape.

Online Video: Gain insight and data to capitalize on the latest streaming opportunities.

E ENTERTAINMENT

NEW! Business of Sports Entertainment: Explore strategies for engaging and monetizing fan experiences.

NEW! Content Strategies for Podcasting: Explore this expanding medium fueling new revenue streams.

Creative Master Series: Go behind the scenes with the creatives and crew.

eSports: Get practical and actionable information to play in this expanding industry.

Future of Cinema: Examine the future of movie-making.

T TECHNOLOGY

Broadcast Engineering and Information Technology: Dissect next-generation systems and today's pressing issues.

Global UHD Conference: A deep dive into the latest in this critical, evolving tech sector of UHD.

Next-Gen Media Technologies: Get an insider's look into disruptive tech.

Refer to NABShow.com for updates.



WHY A CONFERENCE FLEX PASS?

Get access to every conference that NAB Show has to offer with the exception of Post|Production World.



Or try a Session 6-Pack or 3-Pack!



In-person, peer-to-peer learning and networking experience designed exclusively for Conference Flex Pass attendees.



Celebrating 15 years of training for content creators and designers.

Produced in partnership with FMC

INTERNATIONAL TRADE CENTER (ITC)

Exclusive Destination for International Attendees

Make the ITC your headquarters for conducting business meetings, catching up on emails, planning your day, networking with other international attendees or just taking a break from all the action.

The ITC is here to maximize the international attendee experience and provide a place of comfort while at NAB Show®. Below are just a few of the services provided:



Multilingual staff to assist with your onsite experience



WiFi access



Complimentary refreshments



Power outlets to charge your devices



Reservable meeting rooms



Computer workstations

JOIN A DELEGATION from your country

Attending NAB Show® as part of a delegation will make your experience easier and more productive. Participants benefit from convenient group registration and hotel reservations. You will also receive a complimentary Exhibits Pass Registration, a savings of \$185 (USD), by joining a delegation.

For information on forming a delegation or to find out how you can participate in an existing group from your country, visit NABShow.com/International or email delegations@nab.org.



As part of the prestigious International Buyer Program (IBP) of the U.S. Department of Commerce, NAB Show is supported by a worldwide network of in-country partners and delegation leaders.

All NAB Show registrants receive access to:

- EXHIBITS
- PAVILIONS
- MAIN STAGE KEYNOTES
- SHOW FLOOR EDUCATION

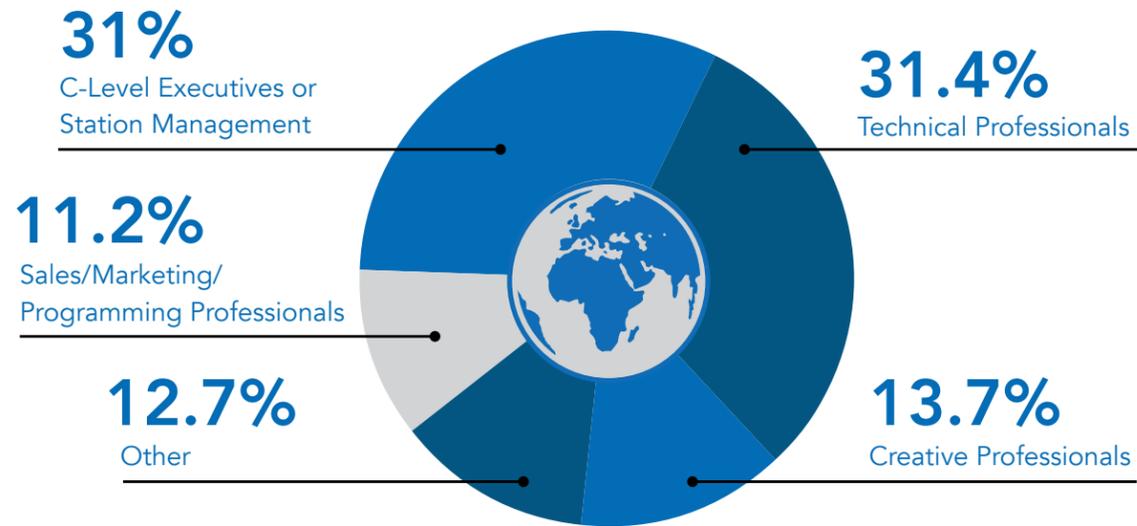
FREE Exhibits Pass Offer

Join a delegation and receive a free Exhibits Pass Registration to NAB Show. Delegates are also eligible for a \$100 (USD) discount on the Conference Flex Pass Registration. To view a list of delegation leaders, visit NABShow.com/International.

SECURE YOUR VISA EARLY

We are committed to helping you plan a successful trip to NAB Show. It is very important to **apply for your visa at least 90 days prior to your departure**. However, with today's increasing travel security measures, NAB Show recommends planning to apply sooner than 90 days in advance. Important and helpful instructions are available at NABShow.com/International, including an online form to request a Letter of Invitation to include with your U.S. visa application.

THE NAB SHOW® NON-U.S. PROFILE



26,000+ REGISTRANTS FROM 160+ COUNTRIES

NAB Show is honored to host more than 26,000 attendees each year from outside the U.S. — nearly 30% of total attendance.

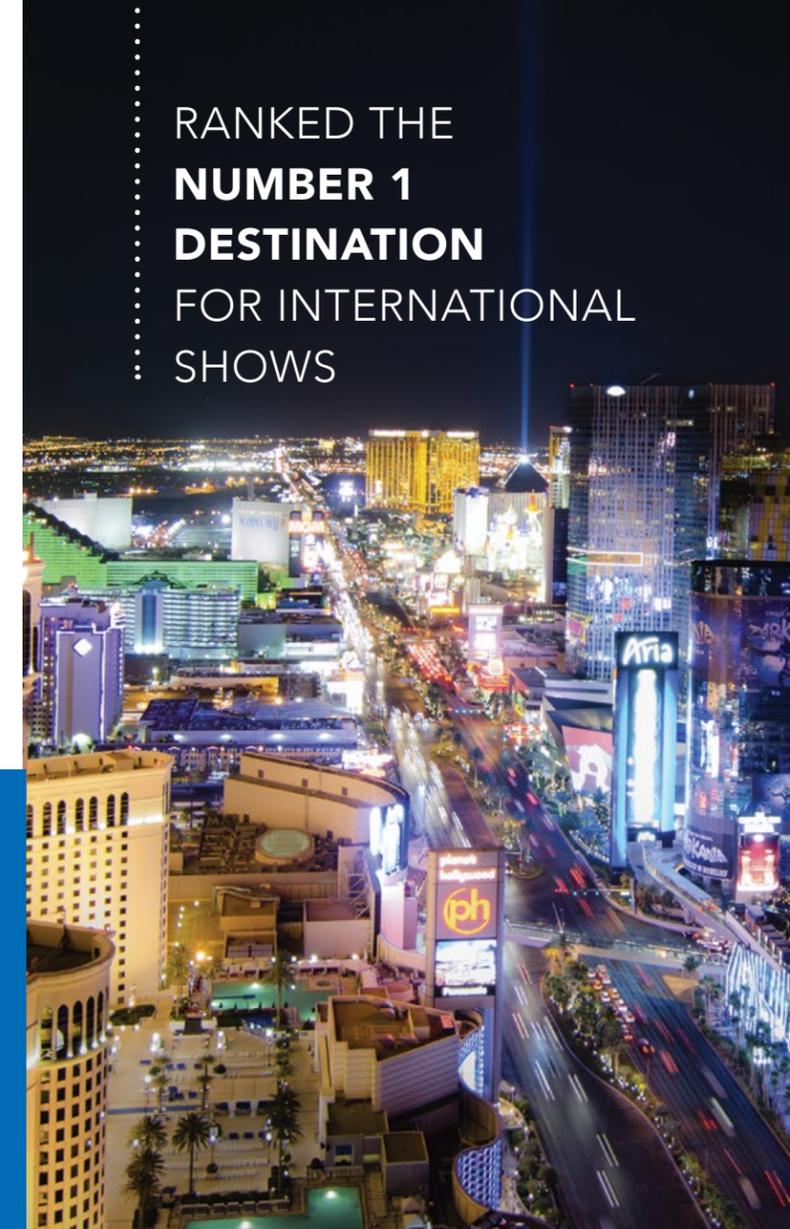
LAS VEGAS

The ultimate destination for business and fun

Attend NAB Show® and visit the city that attracts more than 41 million visitors a year by offering the most glamorous and unique hotels, the biggest stars in entertainment, award-winning restaurants and shows, and, of course, the brightest lights!

Visitors can also enjoy around-the-clock gaming at some of the world's grandest casinos, lounging by the pool, decompressing at the spa or playing a few rounds at surrounding golf courses.

RANKED THE **NUMBER 1 DESTINATION** FOR INTERNATIONAL SHOWS



GETTING THERE AND STAYING THERE

- Convenient air travel — more than 900 flights every day
- Affordable hotels — more than 148,000 hotel rooms to match your budget
- Best rates guaranteed through NABShow.com

EXHIBITORS ARE LOOKING FOR YOU.

72% of exhibitors find it important to reach non-U.S. attendees.

NEARBY PLACES OF INTEREST



REGISTER
and reserve hotel
rooms online

NABShow.com



“There is nothing else like it — in size, scope and opportunity.”

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Where Content Comes to Life

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