



NABSHOW[®] PREVIEW

BUILD SOME BUZZ AHEAD OF THE SHOW

NAB Show Preview kicks off in February.

This event will feature curated content offering a glimpse of the latest products and solutions set to be on full display at the 2022 NAB Show in April.

This is your chance to build brand awareness, tout fresh innovations and generate new leads with the growing NAB Show community.



<u>Opportunities</u>	<u>Page</u>	<u>Price</u>
“NAB Show Amplified: 5 Minutes with ...” Video Interview	Page 4	\$1,500
“From the Desk of...” Written Interview	Page 5	\$950
In-Person at NAB Show Interview/Booth Tour	Page 6	\$2,500
Live HDR Production Panel Discussion – Panelist	Page 7	\$2,000
Live Cloud Production Panel Discussion – Panelist	Page 8	\$2,000
NAB Show Preview Panel Discussion – Panelist	Page 9	\$3,000
NAB Show in Review Panel Discussion – Panelist	Page 10	\$3,000

“NAB Show Amplified: 5 Minutes with...”

\$1,500 | Video Interview

Ramp up visibility and drive excitement as attendees and Amplify readers get to hear from one of your M&E executives or product specialists in a one-on-one interview with a NAB Amplify editor. Questions will cover news, products/initiatives and what people can expect to see on site in Vegas and in the year ahead.

Benefits

- Inclusion within the NAB Show Preview overview page on NAB Amplify
- Dedicated page on NAB Amplify listing interviewee and supplemental details (linked from overview page)
- Inclusion on the partner’s NAB Amplify Company Profile page
- Interview production managed by NAB Amplify, to include; Zoom platform, discussion guide, scheduled rehearsals, supporting technology, recording and editing of interview
- Use of the 5-minute video asset for corporate purposes

Promotional marketing to include but not limited to:

- Dedicated “NAB Show Preview” call out in Amplify newsletters (generic but will link to all interviews)
- General NAB Show Preview posts on social media channels

Lead Generation Details:

- NAB Amplify will be able to share number of total registrations and views, along with list of viewers who opt-in to receive communications from sponsoring partner.

“From the Desk of...”

\$950 | Written Interview

Crunched for time but still want to get the word out about your NAB Show plans? Be part of our “From the Desk of...” Series that will give attendees and Amplify readers a sneak peek on what to expect from you at the show and year ahead.

This 3-question interview will be promoted as part of our overall NAB Show Preview content. Take this opportunity to elevate your visibility and get attendees excited about what you have in store for them in April.

Benefits

- Inclusion within the NAB Show Preview overview page on NAB Amplify
- Dedicated page on NAB Amplify listing interviewee and supplemental details (linked from overview page)
- Inclusion on the partner’s NAB Amplify Company Profile page

Promotional marketing to include but not limited to:

- Dedicated “NAB Show Preview” call out in Amplify newsletters (generic but will link to all interviews)
- General NAB Show Preview posts on social media channels

Lead Generation Details:

- NAB Amplify will be able to share number of total views to the dedicated page on which the written interview is posted.

Interview/Booth Tour Live from NAB Show

\$2,500 | In-Person Video Interview

The NAB Amplify team will visit you on the show floor during pre-show setup or on a date of your choice during NAB Show. Feature an executive or product specialist in this interview/tour to showcase your products and services.

Leverage this turnkey solution to highlight innovation and share with clients/prospects to drive more engagement post show.

Benefits

- Interview length: 7-10 minutes
- Collaborate with NAB Amplify Content Team on interview questions and release date of the interview
 - Footage to be ready to share within 48 hours of interview.
- Inclusion within the NAB Show Preview overview page on NAB Amplify once interview is complete
- Dedicated page on NAB Amplify listing interviewee and supplemental details (linked from overview page)
- Inclusion on the partner's NAB Amplify Company Profile page
- Use of the final video asset for corporate purposes

Promotional marketing to include but not limited to:

- Dedicated "NAB Show Preview" call out in Amplify newsletters (generic but will link to all interviews)
- General NAB Show Preview/Review posts on social media channels

Lead Generation Details:

- NAB Amplify will be able to share number of total registrations and views, along with list of viewers who opt-in to receive communications from sponsoring partner.

Live HDR Production Panel Discussion

\$2,000 | Video Interview

If you play in the Live HDR Production space, this panel is for you. Feature an executive or product specialist as a panelist during this 35-minute curated discussion on the latest developments in Live HDR Production with fellow industry experts. This is an exclusive opportunity to showcase how your innovations are impacting growth and answering to real-time challenges.

Benefits

- Kickoff call with NAB Amplify Content Team to confirm topic, release date, moderator and target audience
- Interview production managed by NAB Amplify, to include; Zoom platform, discussion guide, scheduled rehearsals, supporting technology and recording of the event
- Inclusion within the NAB Show Preview overview page on NAB Amplify
- Inclusion on the partner's NAB Amplify Company Profile page
- Dedicated page on NAB Amplify listing interviewee and supplemental details (linked from overview page)
- Use of the session video asset for corporate purposes following the initial release date
- Scheduled to record and release in February 2022

Promotional marketing to include but not limited to:

- Dedicated "NAB Show Preview" call out in Amplify newsletters (generic but will link to all interviews)
- General NAB Show Preview posts on social media channels

Lead Generation Details:

- NAB Amplify will be able to share number of total registrations and views along with along with list of viewers who opt-in to receive communications from sponsoring partner.

Live Cloud Production Panel Discussion

\$2,000 | Video Interview

If you are serving up live video production in the cloud services – join the conversation to highlight your expertise. This panel will feature a moderator, two industry influencers and up to (2) two Partner executives or product specialists (non-competitors) as panelists during this 35-minute curated discussion on the latest developments with fellow industry experts as part of your pre-show strategy to drive awareness and business ahead of April.

Benefits

- Kickoff call with NAB Amplify Content Team to confirm topic, release date, moderator and target audience
- Interview production managed by NAB Amplify, to include; Zoom platform, discussion guide, scheduled rehearsals, supporting technology and recording of the event
- Inclusion within the NAB Show Preview overview page on NAB Amplify
- Inclusion on the partner's NAB Amplify Company Profile page
- Dedicated page on NAB Amplify listing interviewee and supplemental details (linked from overview page)
- Use of the session video asset for corporate purposes following the initial release date
- Scheduled to record and release in March 2022

Promotional marketing to include but not limited to:

- Dedicated “NAB Show Preview” call out in Amplify newsletters (generic but will link to all interviews)
- General NAB Show Preview posts on social media channels

Lead Generation Details:

- NAB Amplify will be able to share number of total registrations and views along with list of viewers who opt-in to receive communications from sponsoring partner.

NAB Show Preview Panel Discussion

\$3,000 | Video Interview

Join the official “pre-show” conversation as this influential panel discusses the significant technology trends we can expect to see heading into the first in-person NAB Show in two and a half years.

This panel will feature a moderator, two industry influencers and up to (2) two Partner executives or product specialists (non-competitors) as panelists during this 35-minute curated discussion.

Benefits

- Kickoff call with NAB Amplify Content Team to confirm topic, release date, moderator and target audience
- Interview production managed by NAB Amplify, to include: Zoom platform; discussion guide, scheduled rehearsals, supporting technology and recording of the event
- Inclusion within the NAB Show Preview overview page on NAB Amplify
- Inclusion on the partner’s NAB Amplify Company Profile page
- Dedicated page on NAB Amplify listing interviewee and supplemental details (linked from overview page)
- Use of the session video asset for corporate purposes following the initial release date
- Scheduled to record and release in early April 2022

Promotional marketing to include but not limited to:

- Dedicated “NAB Show Preview” call out in Amplify newsletters (generic but will link to all interviews)
- General NAB Show Preview posts on social media channels

Lead Generation Details:

- NAB Amplify will be able to share number of total registrations and views along with list of viewers who opt-in to receive communications from sponsoring partner.

NAB Show in Review Panel Discussion

\$3,000 | Video Interview

Join the official “post-show” conversation as this influential panel discusses the good, the great and maybe a couple of misses coming out of the first in-person NAB Show in two and a half years.

This panel will feature a moderator, two industry influencers and up to (2) two Partner executives or product specialists (non-competitors) as panelists during this 35-minute curated discussion. Leverage this opportunity to contribute insight relevant to your area of expertise with fellow industry peers.

Benefits

- Kickoff call with NAB Amplify Content Team to confirm topic, release date, moderator and target audience
- Interview production managed by NAB Amplify, to include: Zoom platform; discussion guide, scheduled rehearsals, supporting technology and recording of the event
- Inclusion within the NAB Show Preview/Review overview page on NAB Amplify
- Inclusion on the partner’s NAB Amplify Company Profile page
- Dedicated page on NAB Amplify listing interviewee and supplemental details (linked from overview page)
- Use of the session video asset for corporate purposes following the initial release date
- Scheduled to record late April or early May and release in early May 2022

Promotional marketing to include but not limited to:

- Dedicated “NAB Show in Review” call out in Amplify newsletters (generic but will link to all interviews)
- General NAB Show in Review posts on social media channels

Lead Generation Details:

- NAB Amplify will be able to share number of total registrations and views along with list of viewers who opt-in to receive communications from sponsoring partner.