

ONLINE DIRECTORY

INTERACTIVE FLOOR PLAN

SHOW PLANNER

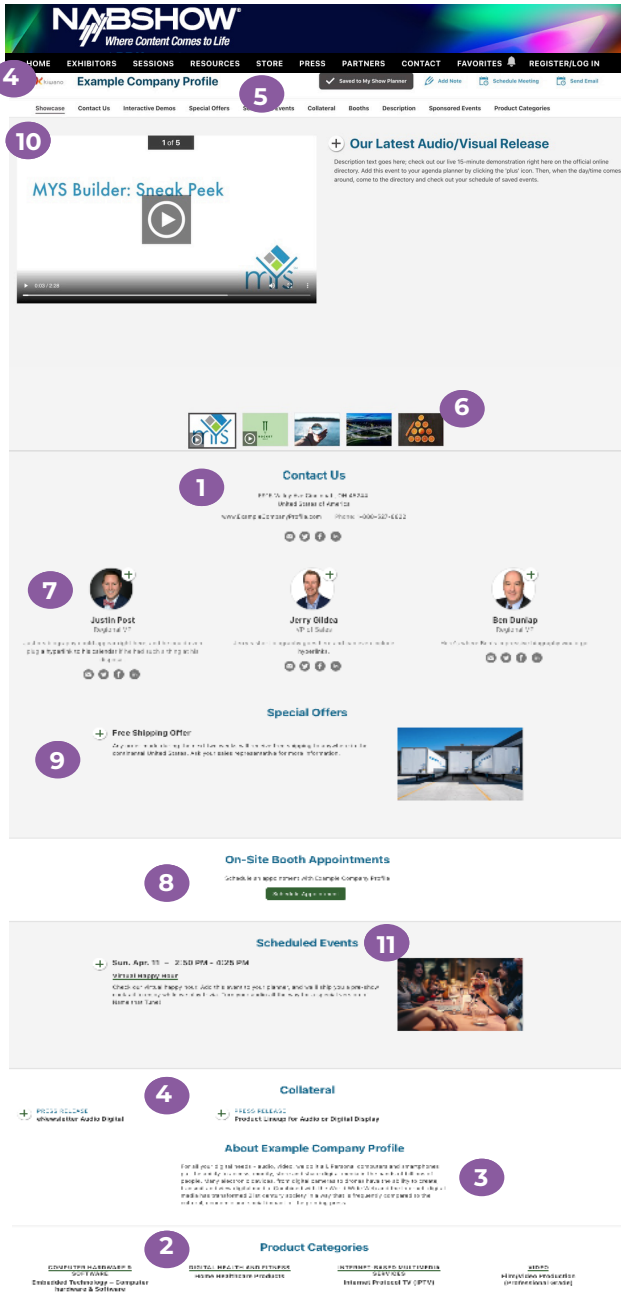
2023 DIGITAL MARKETING OPPORTUNITIES

WHAT DOES MY LISTING INCLUDE?

	Standard Listing (Complimentary)	Silver Package \$995	Gold Package \$1,995
Listing			
Contact Info	x	x	x
URL	x	x	x
Product Categories (10 Max.)	x	x	x
Company Description	x	x	x
Meeting Scheduling		x	x
Logo		x	x
Navigational Link to Booth on Floor		x	x
Access to Leads		x	x
Featured Exhibitor Listing			x
Priority Placement			x
Highlighted Booth			x
Collateral (New Product Release)		2	4
In Booth Events/Training/ Demos		2	4
Show Specials		3	4
Virtual Business Cards		4	8
Gallery with Images		4	8
Gallery with Videos			4

To Purchase, Contact:
 Tony Kruessel – Exhibitor Engagement Manager
 513.527.8894 | tkruessel@mapyourshow.com

2023 STANDARD AND ENHANCED LISTING FEATURES



Each exhibitor at 2023 NAB Show receives a complimentary standard listing. Choose one of the enhanced listing options below in order to upload your logo, product images, videos, and more for attendees to get a preview of what you're bringing to this year's show.

Standard Listing

- 1 Contact Info / Website
- 2 Product Categories
- 3 Company Description

Silver Package

Standard Listing Plus:

- 4 Company Logo & Product Releases
- 5 Access to Leads
- 6 Product Images (4)
- 7 Virtual Business Cards (4)
- 8 Scheduled Appointments

The Scheduled Appointments tool allows exhibitors to post available appointment times to their online directory listing, and attendees can reserve these appointments while logged into their My Show Planner accounts, allowing them to easily connect with exhibitors on-site or virtually.

- 9 Show Specials

Gold Listing

Silver Listing Plus:

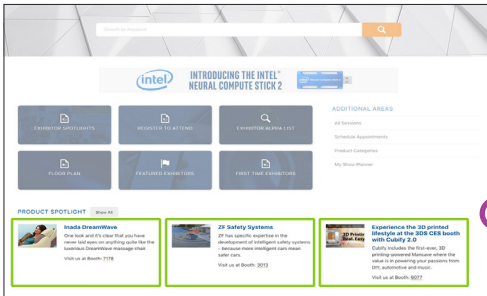
- 10 Video Panels (4)
- 11 In-Booth Events / Training / Demos

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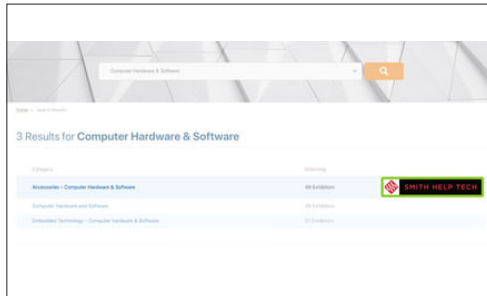
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ADDITIONAL SPONSORSHIPS **Sponsorships Require Purchase of Gold Package*



Product Spotlight Sponsorship +\$1,000

Showcase your product image or video on the Directory Home Page
Live link directs attendees to your company's listing
Limited to the first 30 exhibitors



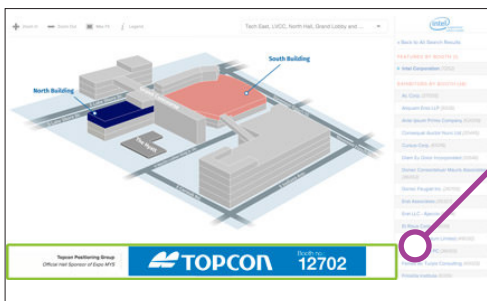
Product Category Sponsorship +\$1,000

320x50 pixel image (640x100 required for upload)
Guaranteed #1 listing in the category



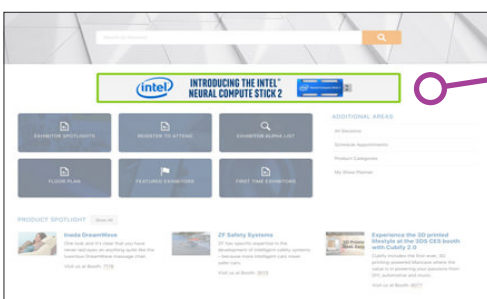
Individual Hall Sponsorship +\$2,500

Includes the Gold Package
728x90 pixel image (1456x180 pixel image required for upload)
Guaranteed #1 listing in the category



Facility Overview Sponsorship +\$2,500

Includes the Gold Package
Display your brand in a web banner located on the facility overview page within the Interactive floor plan. Banner will link to exhibitor's online profile.
728x90 pixel image on the online hall
(1456x180 pixel image required for upload)



Overall Directory Sponsorship +\$5,000

1940x180 pixel image on the online directory home page or
600x500 pixel image for smaller screens (mobile/tablet)
(1940x180 & 600x500 pixel image required for upload)

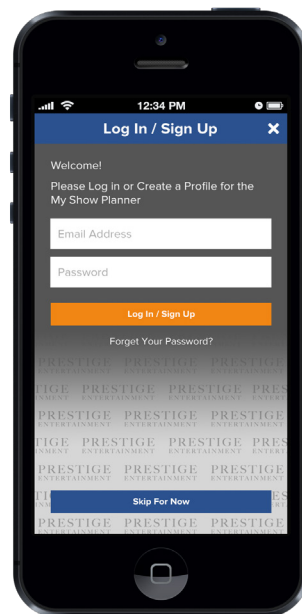
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Official Mobile Show App

Feature your company on the official 2023 NAB Show mobile app. Put your brand in the hands of attendees as they navigate the show floor onsite with the official mobile app. Feature a product on one of the banners or push a notification out to attendees.

Mobile Application Sponsorship: \$20,000

- **Dedicated second splash screen with 1 of 5 rotating banner placed at the bottom of the main content pages**
- Banners link to your mobile listing for lead capture (must be jpg or gif files, sized at 1242 x 195; we'll shrink to fit various screen sizes)
- **1 push notification during show hours**



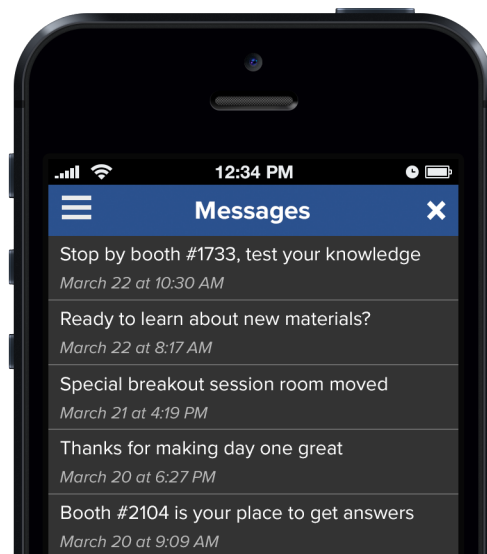
Rotating Banners: \$5,000

- **Up to 4 rotating banners placed at the bottom of the main content pages**
- Banners link to your mobile listing for lead capture (must be jpg or gif files, sized at 1242 x 195; we'll shrink to fit various screen sizes)



Mobile Push Notification: \$3,000

- **Message alerts are pushed based on a scheduled date/time**
- 2 messages available each day of the show (AM + PM)
- Message consists of a subject, push notification, and full length message.



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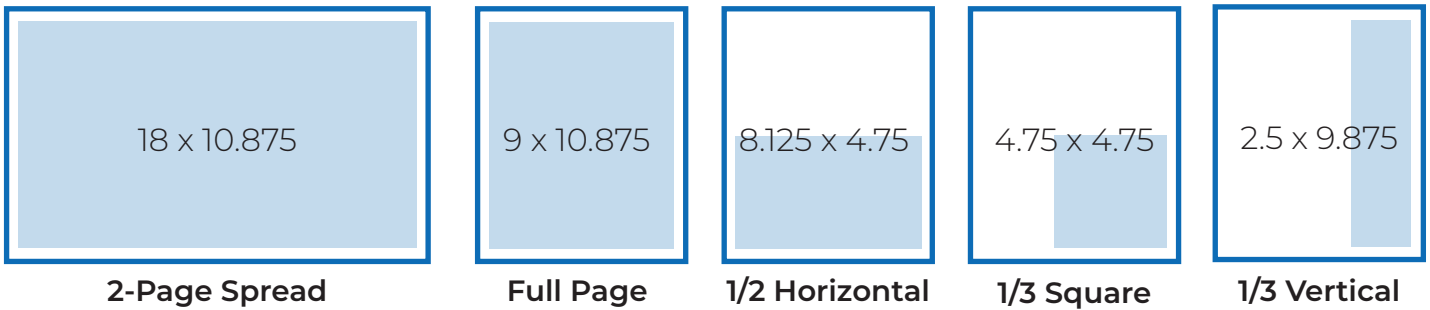
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NABSHOW
Where Content Comes to Life

2023 NAB SHOW OFFICIAL GUIDE

30,000 copies distributed onsite. Contains general show information, exhibitor name/booth number, and floor plans. Advertising space is limited.



Map Book Ads

Rates include 4-Color

Back Cover Ad

Bleed: 9 x 10.875 with 1/4 in. bleed on all 4 sides / Limited to 1 spot

\$12,000

Inside Front Cover Ad

Bleed: 9 x 10.875 with 1/4 in. bleed on all 4 sides / Limited to 1 spot

\$9,000

Inside Back Cover Ad

Bleed: 9 x 10.875 with 1/4 in. bleed on all 4 sides / Limited to 1 spot

\$7,000

Pages 3, 5, 7, 9, 11

Bleed: 9 x 10.875 with 1/4 in. bleed on all 4 sides / Limited to 1 spot per page

\$7,875

2-Page Spread Ad

Bleed: 18 x 10.875 with 1/4 in. bleed on all 4 sides

\$11,950

Full Page Ad

Bleed: 9 x 10.875 with 1/4 in. bleed on all 4 sides

\$5,000

1/2 Horizontal Ad

Bleed: 8.125 x 4.75 with 1/4 in. bleed on all 4 sides

\$3,000

1/3 Square Ad

Bleed: 4.75 x 4.75 with 1/4 in. bleed on all 4 sides

\$2,000

1/3 Vertical Ad

Bleed: 2.5 x 9.875 with 1/4 in. bleed on all 4 sides

\$2,000

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NABSHOW
Where Content Comes to Life

ORDER FORM

NAB 2023 Show Packages and Sponsorships

Confirmation (including remittance information) will be sent upon receipt of Order Form.
All signed agreements will be considered firm, and no cancellations are accepted.

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Country _____

Phone _____

Email _____

Authorized Signature _____ Date _____

NAB 2023 Show Packages & Sponsorships:

Basic Package Complimentary

Silver Package \$995

Gold Package \$1,995

Product Spotlight Sponsorship +\$1,000

Product Category Sponsorship +\$1,000

Individual Hall Sponsorship +\$2,500

Facility Overview Sponsorship +\$2,500

Overall Directory Sponsorship +\$5,000

**Please contact Tony for the most up-to-date inventory*

NAB Show Official Guide:

Back Cover Ad \$12,000

Inside Front Cover Ad \$9,000

Inside Back Cover Ad \$7,000

Pages 3, 5, 6, 9, 11 \$7,875

2-Page Spread \$11,950

Full Page Ad \$5,000

1/2 Horizontal Ad \$3,000

1/3 Square Ad \$2,000

1/3 Vertical Ad \$2,000

Mobile App Sponsorships:

Mobile App Sponsor \$20,000

Rotating Banners \$5,000

Push Notifications \$3,000

Notes: _____



ORDER TOTAL

Please email completed forms to: tkruessel@mapyourshow.com / for help, please call 513.527.8894.