



&

THE STREAMING EXPERIENCE

NABstreamingsummit.com

October 9-13, 2021
Las Vegas, Nevada, US
NABShow.com

Streaming Summit, October 11-12



THIS IS THE OTT EVENT OF THE YEAR!

The two-day Streaming Summit will feature speakers and presenters from the OTT, broadcast, sports and streaming media industry, covering the technical and business challenges and opportunities in packaging, monetizing and distributing online video. From ingestion and transcoding, to media management and playback, sponsors can showcase how they are impacting this ecosystem to provide the best quality experience.

Call for speakers: <https://nabstreamingsummit.com/call-for-speakers/>

Streaming Summit Themes:

Understanding monetization options and why direct-to-consumer models are winning

Global OTT revenue will reach \$129 billion in 2023. Whether through advertising (AVOD), transactions (TVOD), or subscriptions (SVOD), selecting the right monetization option and learning how to successfully implement it in a multi-device, web-driven ecosystem is challenging. Learn how to capitalize on direct-to-consumer (DTC) offerings and hear how some of the largest companies in the world are monetizing their video library and building a brand relationship with their customers.

Getting back to the basics on how to deliver the best viewing experiences to your audience

Consumers expect the best video quality on their devices and TVs anywhere, anytime. OTT platforms and broadcasters continue to be challenged and are continuously improving their video workflows to give their audience the best possible viewing experience. So we're going back to the basics! Everything you need to know about packaging content, transcoding, media management, playback, analytics and so much more – all from industry leading experts.

www.nabstreamingsummit.com

Dan Rayburn, Chairman

917-523-4562 dan@danrayburn.com

Streaming Summit, October 11-12



PLATINUM SPONSORSHIP

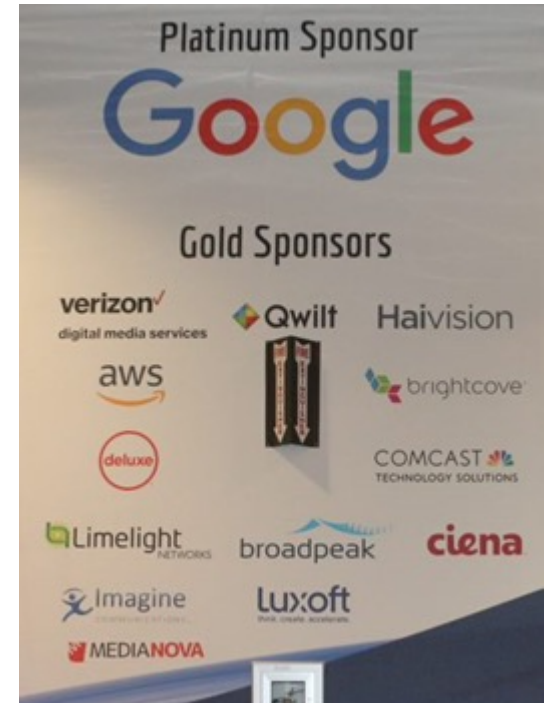
\$10,000

Includes the following:

- Guaranteed speaking spot on a round-table panel or customer case study (*topic and format to be agreed upon by Dan Rayburn*)
- Dedicated real-time social media coverage of your speaking across Dan Rayburn's social platforms
- Pre/post show promotion of two (2) pieces of editorial content chosen by the sponsor across Dan Rayburn's social platforms
- Platinum level sponsor recognition included within Streaming Summit marketing promotions (email, social, web, etc.); Sponsor recognition format dependent on available space
- Data from all attendees scanned at the Streaming Summit, streaming mixer and from the Streaming Experience (NAB will share within 7 business days following the close of the event)
- Opportunity to place one retractable banner in each session room (*banners provided by sponsor*)
- Four (4) Streaming Summit conference registrations for clients or staff; includes Exhibit Pass Access to NAB Show (*Sponsor must register online with the codes assigned by NAB*)

Note: Sponsorship deliverables can be highly customized and are open to suggestions.

**Companies that commit to a Streaming Summit contract for October's 2021 NAB Show and the 2022 NAB Show next April will receive 20% off their 2022 Streaming Summit sponsor package price.



Streaming Summit, October 11-12



GOLD SPONSORSHIP

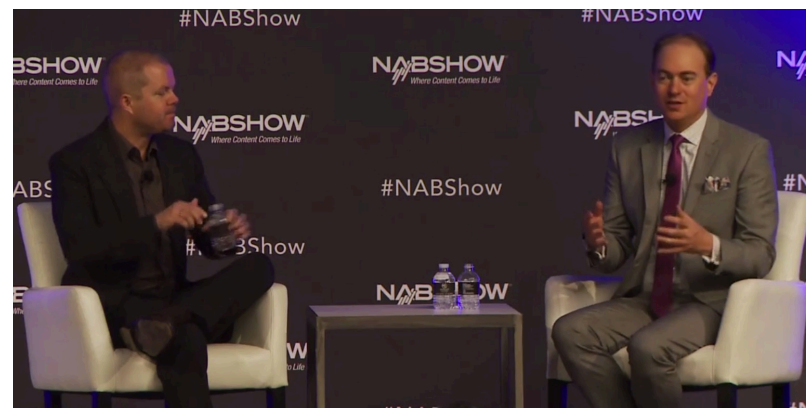
\$7,000

Includes the following:

- Gold level sponsor recognition included within Streaming Summit marketing promotions (email, social, web, etc.); Sponsor recognition format dependent on available space
- Data from all attendees scanned at the Streaming Summit, streaming mixer (NAB will share within 7 business days following the close of the event)
- Opportunity to place one retractable banner in each session room (*banners provided by sponsor*)
- Two (2) Streaming Summit conference registrations for clients or staff; includes Exhibit Pass Access to NAB Show (*Sponsor must register online with the codes assigned by NAB*)
- All badge scan data will be provided by NAB 7 days after the show concludes

Note: Sponsorship deliverables can be highly customized and are open to suggestions.

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Streaming Summit, October 11-12



SILVER SPONSORSHIP

\$5,000

Includes the following:

- Silver level sponsor recognition included within Streaming Summit marketing promotions (email, social, web, etc.); Sponsor recognition format dependent on available space
- Data from all attendees scanned at the Streaming Summit (NAB will share within 7 business days following the close of the event)
- Opportunity to place one retractable banner in each session room (*banners provided by sponsor*)
- Two (2) Streaming Summit conference registrations for clients or staff; includes Exhibit Pass Access to NAB Show (*Sponsor must register online with the codes assigned by NAB*)
- All badge scan data will be provided by NAB 7 days after the show concludes

Note: Sponsorship deliverables can be highly customized and are open to suggestions.

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Streaming Summit, October 11-12



STREAMING MIXER SPONSORSHIP

\$5,000

The Streaming Summit will have a Happy Hour mixer in the Silver Square Beer Garden on Monday October 11th, from 5pm-6:30pm

Sponsorship of the mixer includes:



- Data from all attendees scanned at the streaming mixer (NAB will share within 7 business days following the close of the event)
- Logo placement on at signage at the mixer entrance and within bar signage
- Sponsors logo included on all branding on-site and online as mixer sponsor including across Dan Rayburn's blog, Twitter, LinkedIn, NAB Show emails and NAB Show's Twitter account (10+ posts/email blasts)
- Verbal mention by the conference chairman during the conference program promoting the mixer
- Pre/post show promotion of (1) piece of editorial content chosen by the sponsor across Dan Rayburn's social platforms
- Opportunity to place two retractable banners at the mixer (*banners provided by sponsor*)
- Opportunity to provide branded promotional items during the mixer (*item must be pre-approved by NAB and supplied by sponsor*)

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The Streaming Experience – NEW Grand Lobby October 9-13



From Netflix and Hulu to new services from Discovery and HBO Max, consumers now have many choices of where to get their video fix. But what are the REAL differences between these services from a quality, content and cost standpoint?

In the largest showcase of its kind, NAB Show attendees will have the opportunity to get hands-on with more than 50 consumer streaming video platforms and devices, curated by Dan Rayburn. Join your industry peers in this living room environment and experience nearly every live and on-demand streaming service on the market today. Via a collection of smart TVs and streaming boxes, you can test the services side-by-side and get your questions answered. See and compare:

- Video quality: compression, HDR and 4K
- Content bundling strategies
- Video delivery: low-latency and QoS
- Ad formats: pre & post roll in live and SVOD
- Connected TV advertising
- Playback and UI/UX

The Streaming Experience – NEW Grand Lobby October 9-13



Sponsorship Opportunities (must be a consumer service/platform/device)

Starting at \$10,000

Located in the North Hall lobby, open from October 9-13

What May/Could Be Included

- Inclusion of consumer hardware/content services on all devices and demo stations
- Living room area dedicated to one consumer service/platform
- Dedicated area for private media and partner demos
- Opportunity to collect user feedback with on-site surveys
- Data from all attendees scanned in The Streaming Experience
- Multiple levels available for branding onsite and online
- Option to staff the area with your own employees
- Scheduled demos and giveaways for attendees
- And many other custom content and platform integrations

Sponsorship Opportunities (open to all companies)

\$7,000

Located in the North Hall lobby, open from October 9-13

What's Included

- Data from all attendees scanned in The Streaming Experience over the 4-days of the event
- Branding onsite and online as an official Streaming Experience Sponsor



For more details, please contact:

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