



## 2022 NAB SHOW NEW YORK STREAMING SUMMIT SPONSORSHIPS

One-Day Show, Tuesday October 18<sup>th</sup>, 2022

**Content Focus: The "Metrics, Measurement and Monetization of Streaming Video"**

Dan Rayburn, 917-523-4562

### PLATINUM SPONSORSHIP (\$10,000) [LIMITED NUMBER]

Includes the following:

- Guaranteed speaking spot on a round-table panel (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 one (1) piece 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.)
- Data from all attendees scanned at the Streaming Summit and 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, two rooms total (banners provided by sponsor)
- Four (4) Streaming Summit conference registrations for clients or staff; includes Exhibit Pass Access to NAB Show New York (Sponsor must register online with the codes assigned by NAB)

### GOLD SPONSORSHIP (\$8,000)

Includes the following:

- Platinum level sponsor recognition included within Streaming Summit marketing promotions (email, social, web, etc.)
- Pre/post show promotion of one (1) piece of editorial content chosen by the sponsor across Dan Rayburn's social platforms
- 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, two rooms total (banners provided by sponsor)
- Two (2) Streaming Summit conference registrations for clients or staff; includes Exhibit Pass Access to NAB Show New York (Sponsor must register online with the codes assigned by NAB)

#### MIXER SPONSORSHIP (\$6,000)

Includes the following: (5pm-6:30pm)

- Sponsors logo included on all branding on-site and online as mixer sponsor including across Dan Rayburn's blog, Twitter, LinkedIn, NAB Show New York emails and Twitter account
- Logo placement on signage at the mixer entrance and within bar signage
- Data from all attendees scanned at the streaming mixer (NAB will share within 7 business days following the close of the event)
- Verbal mention by the conference chairman during the conference program promoting the mixer
- 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)