



2024 NAB Show Vegas Streaming Summit Sponsorship Options

In an effort to help companies with their 2024 budgeting as early as possible, below are all sponsorship details for the Summit. This will be turned into a proper sales kit with attendee demographics shortly.

The two-day Streaming Summit will take place in the West Hall, on Monday and Tuesday, April 15-16 as part of the NAB Show in Las Vegas. On day one, the show will be expanded with a third track dedicated to AI topics and demos.

The Streaming Summit will be a three-track event on day one and a two-track event on day two with approximately 100 speakers in total. The format will be fireside chats (2 speakers), technical best practices (1-2 speakers), round-table sessions (4-5 speakers), and case study presentations (1-2 speakers). A new AI-focused demo track is also being added. The show will take place in the West Hall with the session rooms moving to the first floor.

As always, I welcome your feedback on sponsorship options and anything you may want to customize. Please contact me at any time with your questions. We look forward to seeing you in Vegas!

Dan Rayburn, Conference Chairman, NAB Streaming Summit, 917-523-4562

PLATINUM SPONSORSHIP | \$15,000

- Guaranteed speaking spot on a round-table panel (topic and format to be agreed upon by Dan Rayburn) OR a 30-minute case-study presentation (no product demos allowed, must highlight problem solved and be approved by Dan Rayburn)
- Dedicated real-time social media coverage of your speaking spot 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.)
- Data from all attendees scanned at the Streaming Summit and Streaming Happy Hour (NAB will share within 7 business days following the close of the event)
- Opportunity to place one retractable banner in each session room, (3) total (banners provided by sponsor)
- Four (4) Streaming Summit conference registrations for clients or staff; includes Exhibits Pass access to NAB Show (Sponsor must register online with the codes assigned by NAB)

Note: The big difference between Platinum and Gold is the number of badge scans and tickets received.

GOLD SPONSORSHIP | \$13,000

- Guaranteed speaking spot on a round-table panel (topic and format to be agreed upon by Dan Rayburn) OR a 30-minute case-study presentation (no product demos allowed, must highlight problem solved and be approved by Dan Rayburn)
- Gold-level sponsor recognition included within Streaming Summit marketing promotions (email, social, web, etc.)
- Data from all attendees scanned at your session (NAB will share within 7 business days following the close of the event)
- Opportunity to place one retractable banner in each session room, (3) total (banners provided by sponsor)
- Two (2) Streaming Summit conference registrations for clients or staff; includes Exhibits Pass access to NAB Show (Sponsor must register online with the codes assigned by NAB)

NEW AI DEMO TRACK PRESENTATIONS | \$TBD

- Details on the new AI track are still being worked out but I expect the presentation slots to be 20/30-minutes in length. All presentations must highlight real-world applications and use cases. AI is a technology, it's not a "service" so presentations and/or case studies must be tied directly to the larger streaming video workflow. Please contact me to discuss and for more details.

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SPONSORSHIP ADD ON: INTERVIEW ON THE DAN RAYBURN PODCAST | \$5,000

- Have your company executive sit down with Dan Rayburn (remotely) for a 20-minute one-on-one podcast interview discussing your latest company news or industry trends. The podcast would be promoted as part of a series of podcasts leading up to the show with previous one-on-one podcasts generating 500-700 downloads in the first 30-days, depending on the topic.

STREAMING MIXER SPONSORSHIP | \$7,000

- Data from all attendees scanned at the Streaming Mixer. 2023 show included over 400 badge scans. (NAB will share within 7 business days following the close of the event)
- Logo placement on signage at the Mixer entrance and within bar signage
- Sponsor recognition included within Streaming Mixer marketing promotions (email, social, web, etc.) produced by Dan Rayburn and NAB Show
- Verbal acknowledgment by the Conference Chairman during the Streaming Summit 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)

All content and videos from the 2023 Las Vegas show are online and can be viewed on the website at: <https://nabstreamingsummit.com/videos/videos-2023vegas/>