



2025 NAB Show Streaming Summit Sponsorship Options

Thank you for considering the two-day 2025 Streaming Summit, which will take place in rooms in the West Hall lobby on Monday and Tuesday, April 7-8, as part of the NAB Show in Las Vegas. Photos from the 2024 event are included at the end of this document.

The Streaming Summit will have three tracks on day one and two tracks on day two, with approximately 85 speakers. We expect to grow the attendee headcount by more than 20% in 2025, with more than 700 participants and grow our sponsorship participation, which consisted of 32 companies in 2024.

In addition to the sponsorship options below, a limited number of custom sponsorships for coffee breaks are new for 2025. Also, the Summit session rooms are available for private breakfast meetings from 8 am to 9 am each morning.

The Summit format will consist of fireside chats (2 speakers), technical best practices (1-2 speakers), round-table sessions (4-5 speakers), and case study presentations (1-2 speakers). The new AI-focused demo track, added last year, will again be part of the program. All content will be recorded and streamed on-demand after the event.

As always, I welcome your feedback on sponsorship options and any customizations you may want to make. Don't hesitate to 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
- Sponsorship recognition included within Streaming Summit marketing promotions (email, social, web, etc.) and on signage at the event
- Data from all attendees scanned at the Streaming Summit and Streaming Summit Mixer (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, including 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)
- Sponsorship recognition included within Streaming Summit marketing promotions (email, social, web, etc.) and on signage at the event
- 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, including Exhibits Pass access to NAB Show (Sponsor must register online with the codes assigned by NAB)

AI DEMO TRACK PRESENTATIONS | \$7,000

- 30-minute case-study presentation (product demo is OK) highlighting how AI is used to solve a real-world application or use case. AI is a technology, not a “service,” so presentations must be tied directly to the larger streaming video workflow.
- Sponsorship recognition included within Streaming Summit marketing promotions (email, social, web, etc.) and on signage at the event
- 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 the session room (banner provided by sponsor)
- Two (2) Streaming Summit conference registrations for clients or staff, including Exhibits Pass access to NAB Show (Sponsor must register online with the codes assigned by NAB)

STREAMING MIXER SPONSORSHIP | \$7,000

- Data from all attendees scanned at the Streaming Mixer. The 2024 Streaming Summit Mixer included over 700 badge scans. (NAB will share within 7 business days following the close of the event)
- Logo placement on signage at the Streaming Summit entrance and within bar signage
- Sponsor recognition included within Streaming Summit Mixer marketing promotions (email, social, web, etc.) distributed 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)

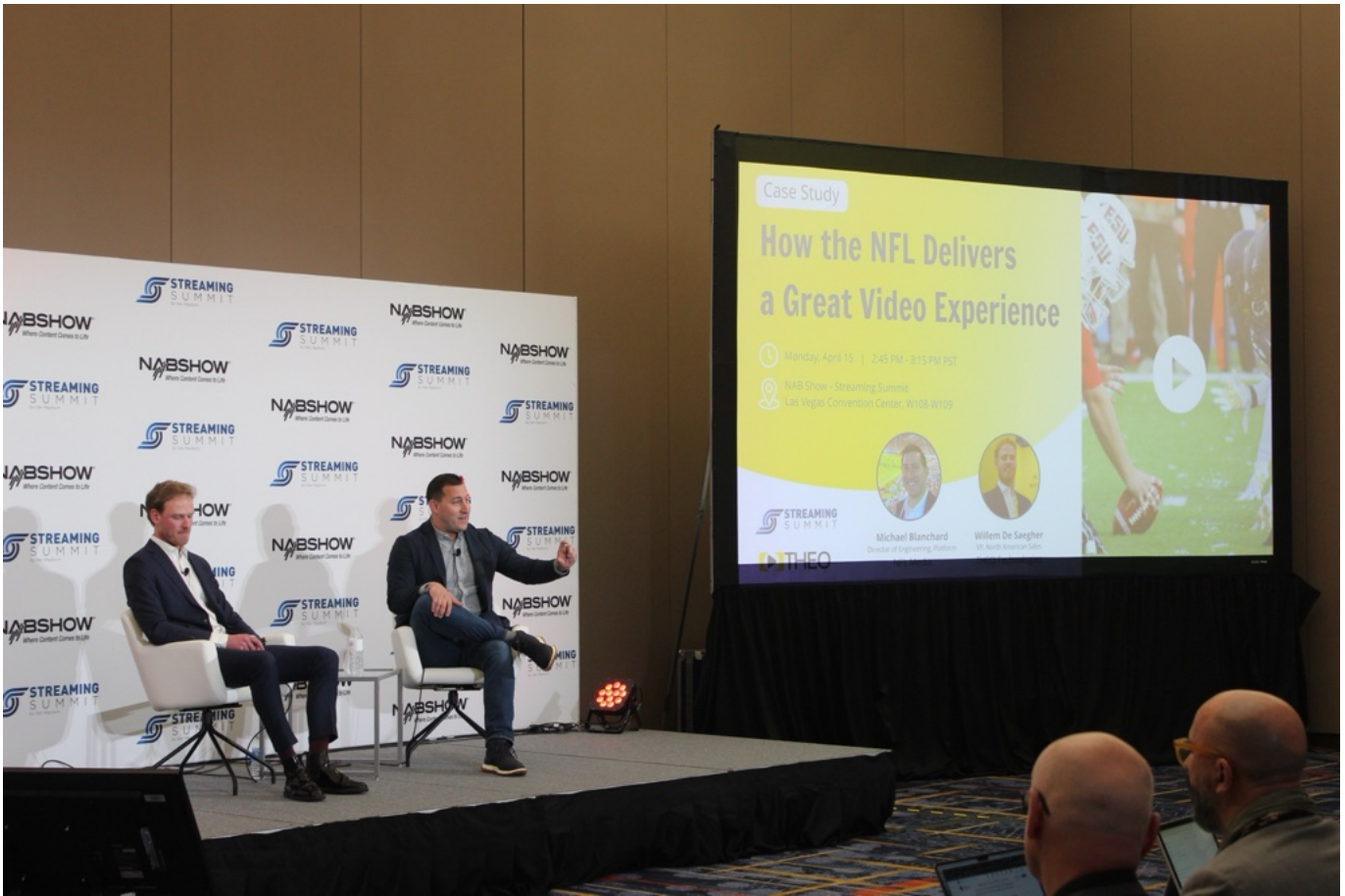
Photos from the 2024 Streaming Summit Mixer:



Photos from the 2024 Streaming Summit Session Rooms:

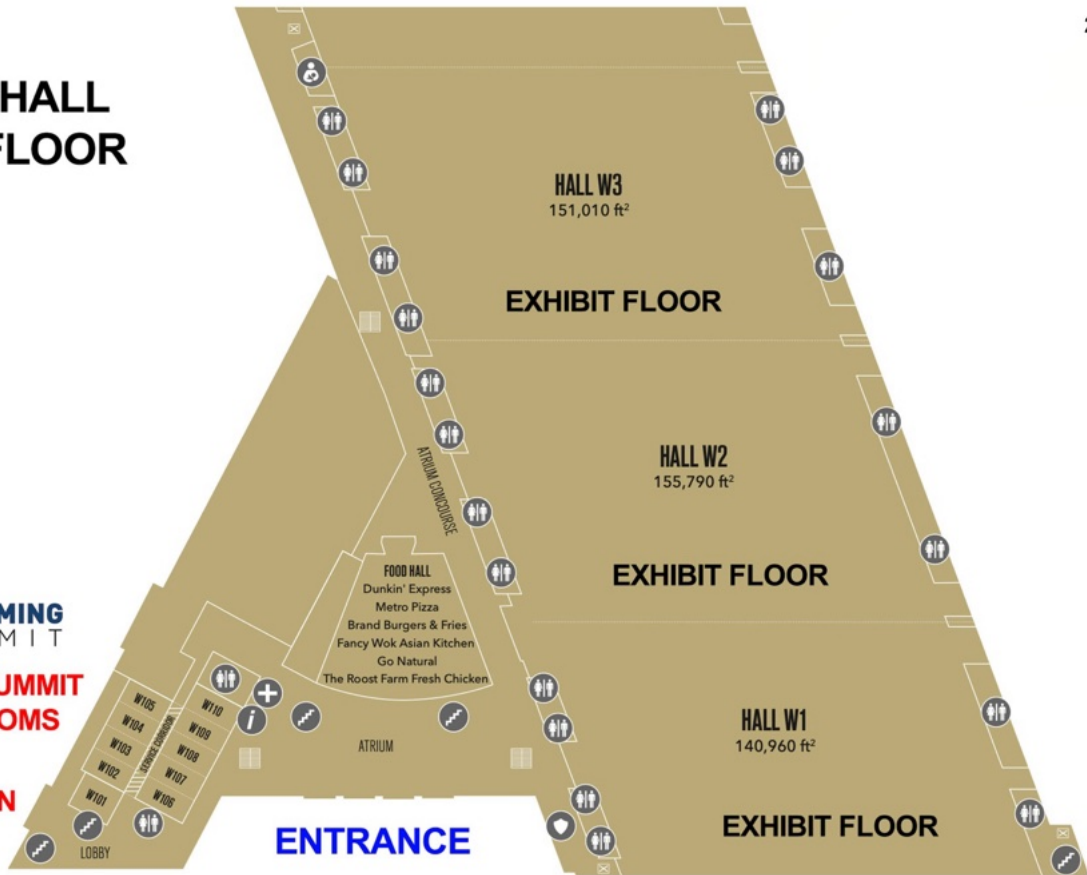






WEST HALL FIRST FLOOR


**STREAMING SUMMIT
SESSION ROOMS**
REGISTRATION



ENTRANCE