

## **2026 NAB Show Streaming Summit Sponsorship Options**

Thank you for considering the two-day 2026 NAB Show Streaming Summit, which will take place on the second floor, in the West Hall, on Monday and Tuesday, April 20-21, as part of the NAB Show in Las Vegas. Photos from the 2025 event are included at the end of this document.

The Streaming Summit will have two tracks with approximately 85 speakers. We anticipate increasing attendee headcount to over 700 participants and expanding our sponsorship participation, which comprised 31 companies, in 2025.

In addition to the sponsorship options in this document, custom sponsorships for coffee breaks and lanyards are also available. A limited number of private meeting rooms will be available adjacent to the Summit session rooms, and these rooms are also available for private breakfast meetings from 7:30 a.m. to 9:00 a.m. each morning.

The Summit's content will comprise fireside chats (featuring two speakers), technical best practices sessions (featuring one to two speakers), roundtable sessions (featuring four to five speakers), and case study presentations (featuring one to two speakers). 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, 917-523-4562, [mail@danrayburn.com](mailto:mail@danrayburn.com)

## **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 on Dan Rayburn's LinkedIn profile
- Pre/post-show promotion of two pieces of editorial content chosen by the sponsor across Dan Rayburn's social platforms (Please see this link as an example of the type of content that is promoted: )
- Sponsorship recognition included within NAB Show Streaming Summit marketing promotions (email, social, web, etc.) and on signage at the event
- Data from all attendees scanned at the NAB Show Streaming Summit and Streaming Summit Mixer. Dan Rayburn will share the data within seven business days following the event's close.
- Opportunity to place one retractable banner in each session room, two total. Banners are provided by the sponsor.
- Four full conference passes for the NAB Show Streaming Summit for clients or staff, which includes Exhibits Pass access to the NAB Show. Sponsor will receive codes to use for online registration.

*Note: The big difference between Platinum and Gold is the number of badge scans, conference tickets and promotion of content on Dan Rayburn's LinkedIn profile.*

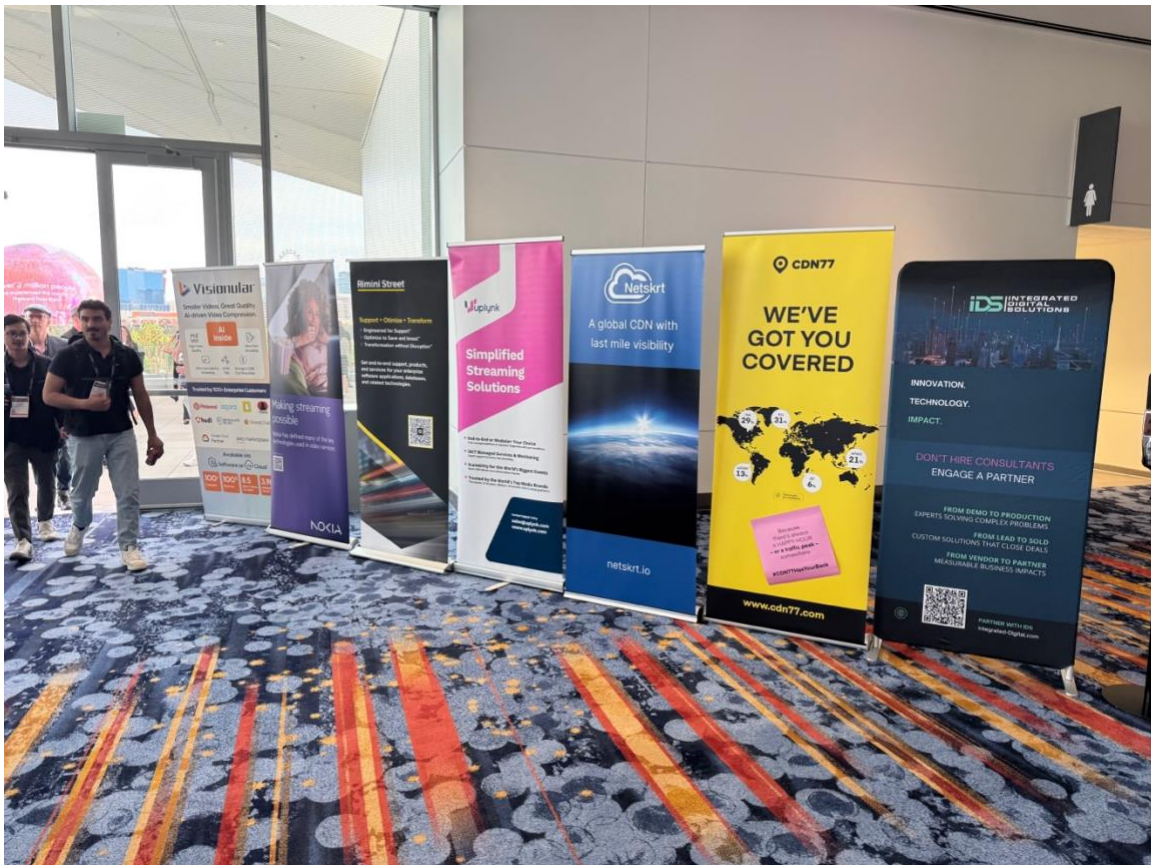
## **GOLD SPONSORSHIP | \$13,000**

- 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 NAB Show Streaming Summit marketing promotions (email, social, web, etc.) and on signage at the event
- Data from all attendees scanned at your session. Dan Rayburn will share the data within seven business days following the event's close.
- Opportunity to place one retractable banner in each session room, two total. Banners are provided by the sponsor.
- Two full conference passes for the NAB Show Streaming Summit for clients or staff, which includes Exhibits Pass access to the NAB Show. Sponsor will receive codes to use for online registration.

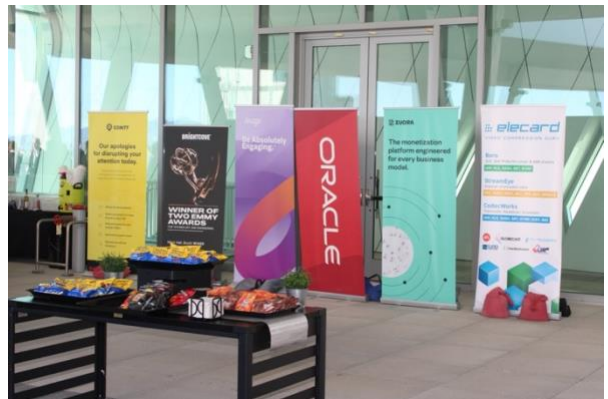
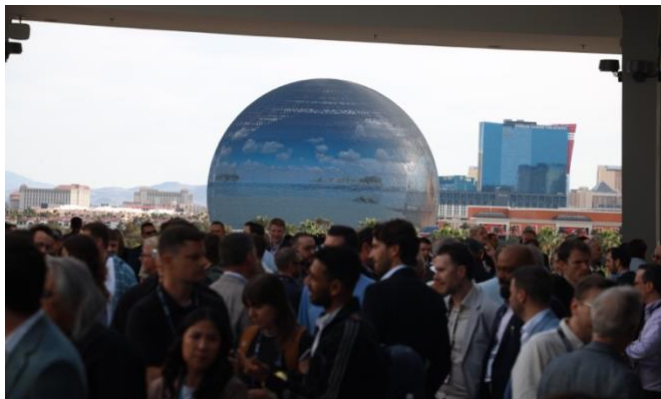
## **STREAMING MIXER SPONSORSHIP | \$7,000**

- Data from all attendees scanned at the Streaming Mixer. The 2024 and 2025 Streaming Summit Mixers averaged over 700 badge scans. Dan Rayburn will share the data within seven business days following the event's close.
- 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 the NAB
- Verbal acknowledgment by the Conference Chairman during the Streaming Summit promoting the Mixer
- Pre/post-show promotion of two pieces of editorial content chosen by the sponsor across Dan Rayburn's social platforms (Please see this link as an example of the type of content that is promoted: )
- Opportunity to place two retractable banners at the Mixer. Banners are provided by the sponsor.
- Opportunity to provide branded promotional items during the Mixer. Items must be pre-approved by the NAB and supplied by the sponsor.

### **Photos from the 2025 and 2024 Streaming Summit Mixer:**







## Photos from the 2025 and 2024 Streaming Summit Session Rooms:





