



Broadcast Engineering & Information Technology (BEIT) Conference

Sponsorship Opportunities

April 18-22, 2020 | Exhibits April 19-22
Las Vegas, Nevada, US
NABShow.com

Saturday April 18 – Wednesday April 22, 2020

Dissect next-generation systems and today's pressing issues.

The BEIT Conference is a renowned program designed for broadcast engineers and technicians, media technology managers, contract engineers, broadcast equipment manufacturers, distributors, engineering consultants, and R&D engineers.

Technical presentations consider pressing issues facing today's media professionals, including the ongoing transition to IT- and IP-based systems and incorporation of artificial intelligence/machine learning.

Emphasis on next-generation systems throughout the media-delivery ecosystem provides the conference with a decidedly forward-looking focus.

Produced in Partnership with:



PRESENTING SPONSOR (EXCLUSIVE)

\$10,000

BENEFITS

- 20-minute Fireside Chat at opening session with NAB Technology Leader and sponsor's Senior Technology Executive.
- One sponsorship message presentation (one-minute duration) at the start of (1) BEIT session. Sponsor will work with NAB to select most appropriate session.
- Option to provide seat drops or promotional items during sponsored sessions.
- Data from lead scanners collected during all BEIT sessions (provided by NAB after the show concludes).
- Logo on walk-in slides prior to the start of the session.
- Full Page Ad in the BEIT pocket guide
- Logo included on all collateral materials including NAB Show website, show guide, onsite signage and promotional pieces/emails as space allows
- Eight (8) complimentary BEIT registrations to NAB Show. Sponsor must register using assigned code provided by Show Management.

TITLE SPONSOR (2 AVAILABLE)

\$7,500

BENEFITS

- One sponsorship message presentation (one-minute duration) at the start of any (2) BEIT sessions – sponsor will work with NAB to select most appropriate sessions for intro remarks
- Option to provide seat drops or promotional items during select sessions
- Data from lead scanners collected during all BEIT sessions (provided by NAB after the show concludes).
- Logo on walk in slides prior to the start of a session
- Logo recognition in the BEIT pocket guide
- Logo included on all collateral materials including NAB Show website, show guide, onsite signage and promotional pieces/emails as space allows
- Five (5) complimentary BEIT registrations to NAB Show. Sponsor must register using assigned code provided by Show Management

ENGAGE! PARTNER

Saturday, April 18th (4 Engage! Sessions) - \$4,995

Sunday, April 19th (3 Engage! Sessions) - \$3,995

Monday, April 20th (1 Engage! Session) - \$1,995

NAB Show ENGAGE! sessions are similar to traditional conference sessions, except instead of a single on-stage presentation, there are three concurrent presentations to small groups gathered around distributed presentation screens. Attendees are provided with wireless headsets, which they can switch to hear any of the three presenters as they move among the screens in the room.

ENGAGE! sessions hosted in 80-minute time blocks with announcements at 25-minute intervals suggesting presenters restart their presentations and attendees move to another station.

BENEFITS

- Tabletop display in room
- Option to provide retractable banners in the room during session.
- Data from lead scanners collected during all BEIT sessions (provided by NAB after the show concludes).
- Sponsor's logo with a link to the Sponsor's website on the BEIT webpage on the NAB Show website.
- Logo included on all collateral materials including NAB Show website, show guide, onsite signage and promotional pieces/emails as space allows
- Two (2) BEIT registrations to NAB Show. Sponsor must register using assigned code provided by Show Management.



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