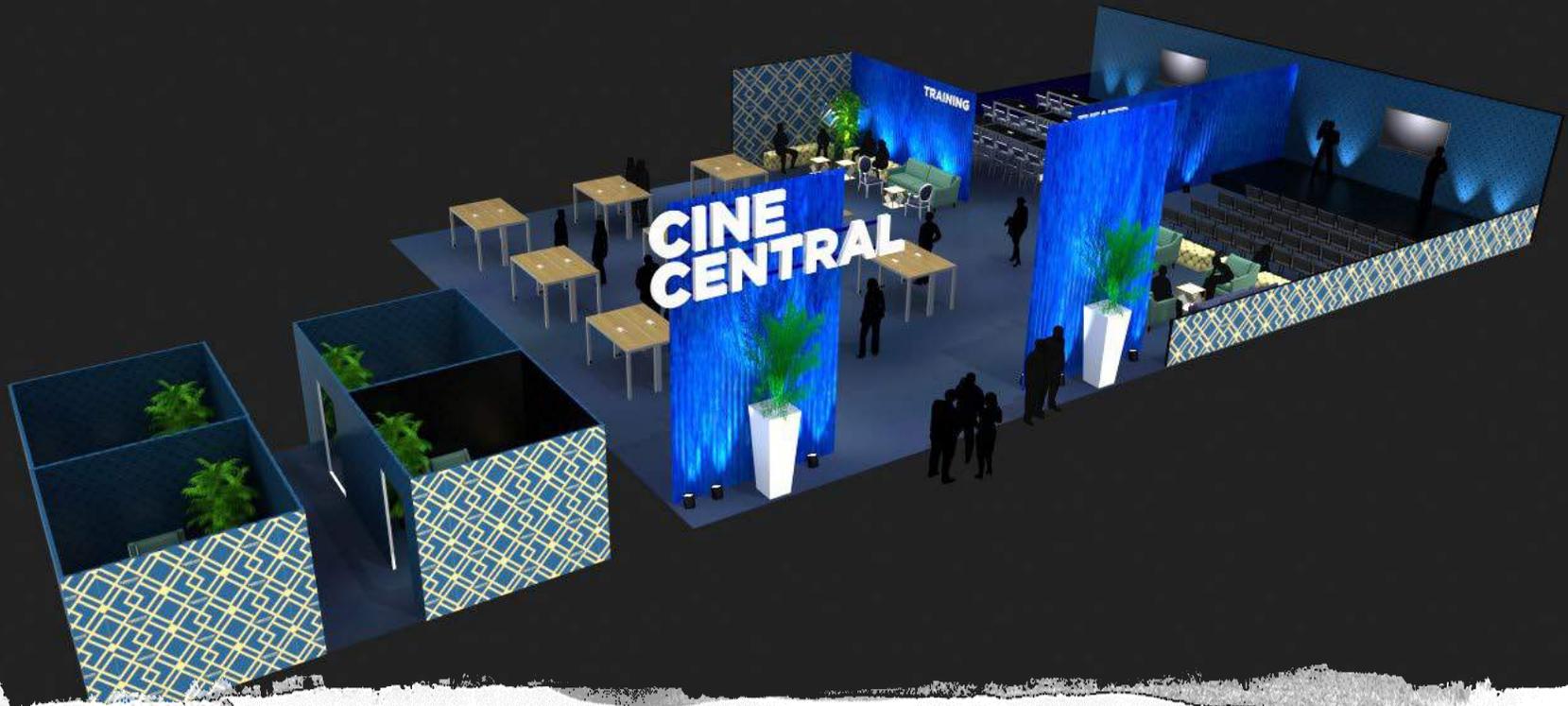





CINECENTRAL
THE PLACE TO DISCOVER, LEARN & SOCIALIZE

Sponsorship & Advertising Opportunities



CINE CENTRAL

THE PLACE TO DISCOVER, LEARN & SOCIALIZE

Where Content Professionals Converge

CineCentral is a new destination for NAB Show 2020. It's inspired by the knowledge we gained from interviews with hundreds of content creators, crew and with you. We took their interest in education, training, and networking and married it with your desire to connect with a fresh group of qualified, working professionals who are eager to learn about and buy your products. **And we designed this exciting opportunity for you!**

CineCentral Experience

At **CineCentral**, you will be able to showcase select new hardware and software and instruct, train and mingle in a 360-degree “neighborhood” designed to inspire and enlighten. You’ll have the opportunity to reach a concentrated, information hungry-audience, engage with them there, and draw them back to your booth for even more.

Come prepared with your “A” game and share your thought leadership. Help inform studio production teams, filmmakers and crew about how they can use your tools and techniques to improve the job they are doing right now and to prepare for a very different tomorrow.



Attendees

NAB Show is well attended by professionals whose crafts range from preproduction through mastering and production management, including members of:



SINCE 1916



CineCentral Overview

CineCentral straddles an aisle, but is designed as a single, navigable space. While the space can be approached from a variety of angles, the functional layout encourages moving from the welcome zone into progressively deeper areas. These deeper spaces are visible and enticing from the aisles, but suggest an opportunity of peace, conversation and respite from the intensity of the show floor. As an attendee approaches, they encounter...

- **CINECENTRAL WELCOME ZONE:** Archways across the aisle bridge the two spaces and create a welcoming visual attraction and a destination for those approaching the booth. LEDs are incorporated into these archways that can highlight booth sponsors and display featured content from NAB Show or selected exhibitors. Along one side of the welcome zone is a reception desk that helps orient attendees to the activities in the pavilion, displays a schedule of training and other presentations and allows folks to sign out the CineMEET spaces.
- **TechShowcase:** This area features modular showcases for emerging production technologies and is located in close proximity with the CineSPACE casual networking area. This allows those gathering there to see and become curious about the displayed technology. .
- **CINESKILLS:** This cool multi-functional space provides the innermost part of CineCENTRAL: used primarily for training presentations but may also be used for featured screenings. A large presentation screen and minimally raised stage on one end provides a focus for the space, and seating is configurable.
- **CINEMEET:** These intimate meeting areas are placed along one side of the CineCENTRAL and allow that first networking meeting or product demo to move into real deal-making. These spaces provide a connectivity capstone to the Cine experience. Vendors, attendees and exhibitors can sign one out at the Welcome Zone.
- **CINESTAGE:** A curated mix of how-to sessions presented in a theater setting. Your product, the filmmakers and/or the professional users will be the stars. The program lineup will highlight the trends and reflect the changing nature of preproduction, production and post. There will be demos, case studies and interviews on topics like cinematography with large sensor cameras, LED lighting, cloud workflows, virtual production, previz, digital characters and more. In addition, there'll be sessions about growing and managing a freelance career and about operating a one-person production business. There won't be any sales pitches...just tips, tricks and insights that will provide value to your customers.

Training Sponsor - \$19,500 (3 available)

- Program One (1) full day of Sponsored Training, estimated 3-5 hours.
- Classroom seating for 36
- Badge Scans for each session
- Premium Onsite Branding in CineCentral
- Logo will be alongside other pavilion sponsor logos. Acknowledgment in the Sponsor "thank you" advertisements appearing in the NAB Show Guide and on Sponsor "thank you" signage at NAB Show (pending approvals)
- Logo included on NABShow.com CineCentral landing page
- Logo included in dedicated Pavilion email communication(s) and Pavilion mentions in newsletters, as space allows
- Five (5) complimentary NAB Show Conference registrations to NAB Show.



Meeting Room Space

Meeting Room Space - \$8,500

- 10' x 10' private meeting
- Opportunity to brand the meeting space (at own expense)
- Use of Common Meeting Space and Networking area
- Onsite Branding in CineCentral
- Logo will be alongside other CineCentral Pavilion sponsor logos
- Acknowledgment in the Sponsor "thank you" advertisements appearing in the NAB Show Guide and on Sponsor "thank you" signage at NAB Show (pending approvals)
- Logo included on NABShow.com CineCentral Pavilion landing page



Tech Showcase - \$2,750

\$2,500 when combined with stage sponsorship

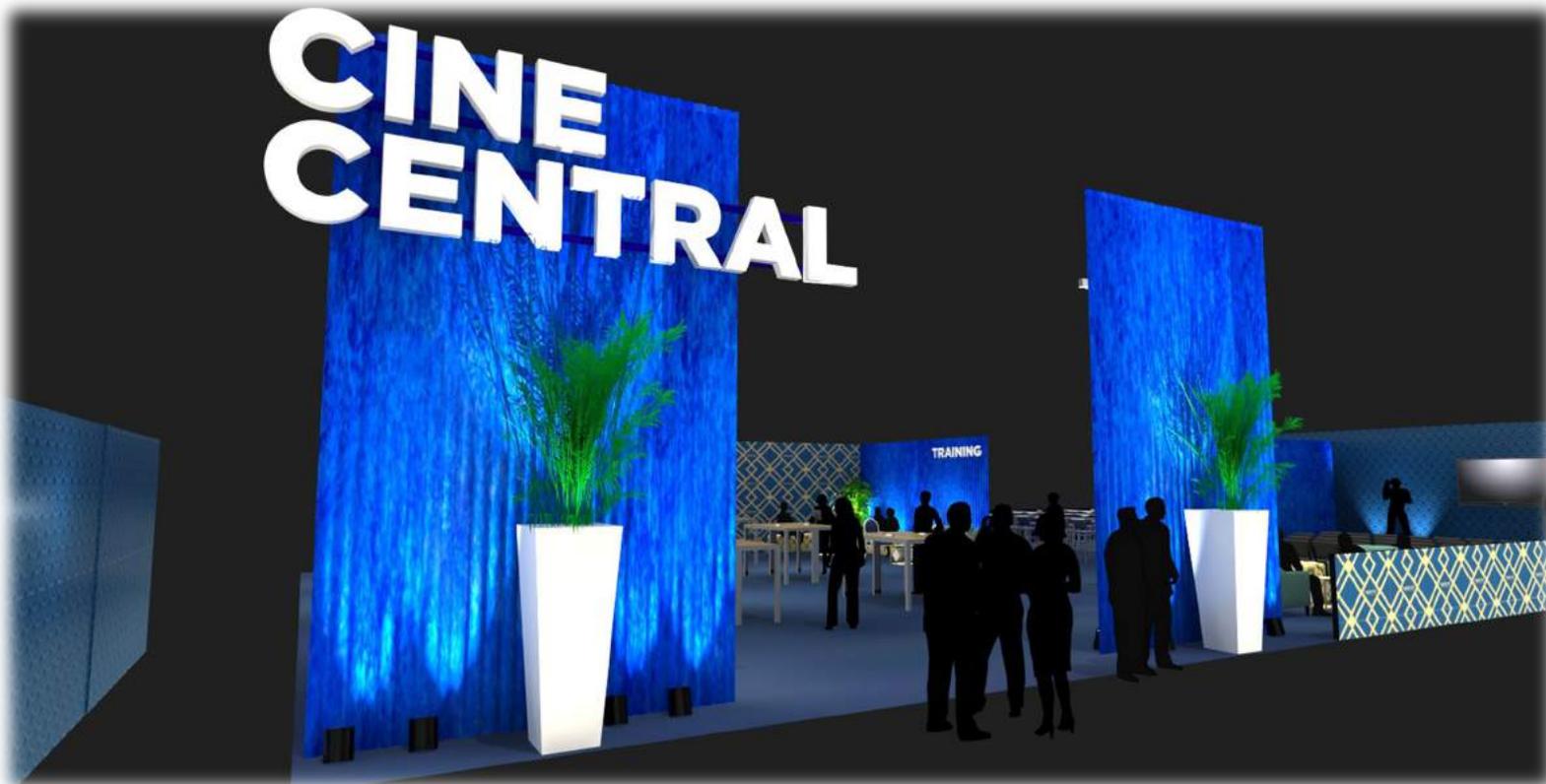
- One 6' x 4' Table (includes power and 3 chairs)
- Onsite Branding in the CineCentral Tech Showcase
- Logo will be alongside other Tech Showcase sponsor logos
- Acknowledgment in the Sponsor "thank you" advertisements appearing in the NAB Show Guide and on Sponsor "thank you" signage at NAB Show (pending approvals)
- Logo included on NABShow.com CineCentral Pavilion landing page



Happy Hour Sponsor

Happy Hour Sponsor - \$10,000

- Be the exclusive sponsor of a CineCentral Happy Hour on a day of your choice (Sunday, Monday, Tuesday,)
- Onsite branding in CineCentral
- Opportunity to provide promotional item, giveaway, which could include branded napkins, tabletop signs, and more. Items to be provided and shipped at the expense of the Sponsor and must be approved by Show Management.
- Acknowledgment in the Sponsor "thank you" advertisements appearing in the NAB Show Guide and on Sponsor "thank you" signage at NAB Show (pending approvals)



Theater/Stage - \$4,950

- One (1) 40- minute speaking slot/demo on stage in the CineCentral Theater
- Opportunity to Showcase equipment and workflow
- Badge scans for sponsored session and all curated sessions in CineCentral Theater
- Content Capture of session
- Onsite Branding in CineCentral
- Logo will be alongside other pavilion sponsor logos. Acknowledgment in the Sponsor "thank you" advertisements appearing in the NAB Show Guide and on Sponsor "thank you" signage at NAB Show (pending approvals)
- Logo included on NABShow.com CineCentral Pavilion landing page
- Logo included in dedicated Pavilion email communication(s) and Pavilion mentions in newsletters, as space allows
- Five (5) complimentary NAB Show Conference registrations to NAB Show.
- Seating for 50+ people
- Seat drop during sponsored session



CineStage Sample Session Topics

Working creatives and technologists will describe how they have solved problems and made movie magic

1. VIRTUAL PRODUCTION TAKES CENTER STAGE

Virtual production is being used on set in a wide range of projects, from elaborate space odysseys to serial TV. Hear how filmmakers are charting new territory with this 21st Century approach to content creation that combines live action cinematography, real-time computer graphic set elements and game engine technologies in the cloud.

2. ARE DIGITAL CHARACTERS TOMORROW'S STARS?

From feature film starring roles to XR avatars to TED Talks, digital characters of increasing realism can be found in nearly all forms of media. Learn from the experts how they are moving beyond the uncanny valley into the realm of believability and what entertainment will look like when digital characters meet true AI.

3. GAME ENGINES COME TO PRODUCTION

Game engines are introducing real-time production techniques to film and TV projects of all sizes, both live action with VFX and animation. They are up-ending traditional workflows, enhancing creative collaboration across departments, tightening finishing schedules and more. Future proof your skillset with this “must know” technology, which is poised to transform how content is made and maybe even your job.

4. WHAT YOU SHOULD KNOW ABOUT LED LIGHTING ON SET (plus standards)

LED lights are easy to set up and use, but there's lots of new information to absorb before you can confidently use these lights professionally. Filmmakers and LED pros talk about how to access and manage variable light quality and camera response, how lighting with LEDs alters crew makeup, plus how to harness LEDs for new artistic possibilities.

5. HOW TO PRODUCE OPTIMAL HDR AND SDR DELIVERABLES WITH ACES

Simultaneous HDR and SDR deliverables are rapidly entering mainstream, and with them come new best practices and workflows from preproduction to post. Hear how filmmakers are navigating the challenges by harnessing ACES and by applying new methodologies to pre-production testing, monitoring and exposure on the set, and to color correction.

CineStage Sample Session Topics

Working creatives and technologists will describe how they have solved problems and made movie magic

6. NO CREW? NO PROBLEM. SHOOTING GREAT CONTENT ON YOUR OWN

With today's high quality, low-light cameras, LED lights, and powerful, integrated editing and post systems, it's possible to "make great music" with a one- or two-person band. Filmmakers who have built a successful career doing just that share their tips and tricks for production planning, building a kit, achieving the highest production values possible, and delivering the goods.

7. HOW TO BUILD A FREELANCE CAREER

Gone are the days where you can build a successful freelance career by pinning your business card at your favorite vendor or rental house. Hear from agents, publicists and colleagues about how to establish connections, assemble a strong resume or reel and how to market yourself while building the skills you need to realize your long-term objectives.

8. INNOVATIONS IN CLOUD WORKFLOWS FOR PRODUCTION

Robust cloud platforms are bringing new tools to our fingertips, streamlining logistics and maximizing efficiencies. Hear how filmmakers have used new cloud-based tools to explore creative solutions, work together across long distances, condense production schedules, and minimizing costs.

9. CATCHING THE ACTION IN UNSCRIPTED TELEVISION

Cross departmental teamwork is the rule in unscripted television, where crews must act in unison to successfully capture the action. Become acquainted with tools and techniques they use to enhance their flexibility and glimpse how camera, sound and other departments align their activities in a world without detailed scripts and second takes.

10. TIPS FOR RUNNING A SMALL PRODUCTION COMPANY

In today's computer driven, connected landscape, it's possible to run a million-dollar production company with a staff of one. Learn from the pros how to run a fast and mean ship by following best business practices for the media industry, staying on top of payroll processes, harnessing casting, crewing and location apps, and more.



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