



Digital Futures Conference

Sponsorship Opportunities

April 19, 2020

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

Digital Futures Conference



Sunday, April 19th – North Hall **NAB's online media technology and business conference**

With a sharp focus on driving digital revenue and audience engagement for local media across all platforms, this event is designed for digital officers, managers, GMs, strategists, account managers, and technologists at media companies of all types.

From broadcast to print to digital pure-plays, Digital Futures Conference (DFC) unveils digital trends and strategies and presents the latest in online business and media technology.

A diverse combination of bright minds will discuss strategies for leveraging current opportunities to increase engagement and earn more revenue in a multi-platform world. If you work in digital media, this conference is a must-attend event.

Sponsor engagement for this event takes place during the AM and PM Break, Boxed Lunch & Learn and Reception to cap off the day. Program usually hosts 150 attendees.

Powered by:



Digital Futures Conference

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Break Sponsor (2 Available)

\$4,000 each break

AM Break – 10:20 to 10:40

PM Break – 2:50 to 3:20

BENEFITS

- One sponsorship message presentation (two-minute duration) at the conclusion of each break leading into the next session. Speaker and remarks must be approved by NAB.
- Video advertisement run on screen between sessions during conference
- Tabletop display in room for duration of conference
- Option to provide seat drops or promotional items during designated break
- Data from lead scanners collected during all Digital Futures sessions (*provided by NAB after the show concludes*)
- Logo included on all collateral materials including NAB Show website, show guide, onsite signage and promotional pieces/emails as space allows
- Two (2) complimentary NAB Show Conference registrations (*Sponsor must register using assigned code provided by Show Management*)

****NAB will provide light snacks and refreshments on behalf of the sponsor for the duration of the break****

Boxed Lunch & Learn Sponsor

12 - 1:30pm

\$13,000

BENEFITS

- Sponsor has 50 mins to deliver presentation leaving 15 minutes for lunch on the front end for attendees to grab a boxed lunch and 10 minutes on the back side to break before the following session. Session topic and speakers to be approved by NAB to ensure it meshes with DFC program and provides a unique experience for attendees.
- Session promoted in NAB Show session schedule
- Tabletop display in room for duration of conference
- Option to provide seat drops or promotional items during session
- Data from lead scanners collected during all Digital Futures sessions (*provided by NAB after the show concludes*)
- Logo included on all collateral materials including NAB Show website, show guide, onsite signage and promotional pieces/emails as space allows
- Five (5) complimentary NAB Show Conference registrations (*Sponsor must register using assigned code provided by Show Management*)

NAB will provide box lunch on behalf of the sponsor. It will be provided in the room at the start of the session

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Reception Sponsor (2 available)

4:40 - 6:00pm

\$4,000

BENEFITS

- Tabletop display in room for duration of conference
- Option to provide seat drops or promotional items during session
- Data from lead scanners collected during all Digital Futures sessions (*provided by NAB after the show concludes*)
- Logo included on all collateral materials including NAB Show website, show guide, onsite signage and promotional pieces/emails as space allows
- Four (4) complimentary NAB Show Conference registrations (*Sponsor must register using assigned code provided by Show Management*)

NAB will provide drinks and light fare during the reception on behalf of the sponsor during the event.



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