NSPIRE

THE NEW STORYTELLERS CONVERGENCE

APRIL 19-20, 2020 / NAB SHOW / LAS VEGAS, NV

NSPIRE Conference

Overview & Sponsorship Opportunities

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

Produced in Partnership with:

AIS
ADVANCED IMAGING SOCIETY

NSPIRE

A two-day conference for social media creators, streamers, digital publishers, influencers and creative teams….

NAB, in partnership with the Advanced Imaging Society, is launching NSPIRE, a two-day conference designed for the next generation of creative professionals. NSPIRE is geared toward three groups of artists and storytellers: millennial and Gen X creatives and tech pros; content creators for social media platforms like YouTube, Instagram and Facebook; and traditional storytellers from motion picture studios, streaming platforms and other creative services.

Conference programming will run two tracks Sunday, April 19 and Monday, April 20 with a closing party the LINQ Hotel. The Content Creators track will feature workshops and sessions on social media platforms; Motion Picture/Episodic Storytelling will feature master storytellers sharing their processes for connecting with today's audiences; and Technology Empowering Storytellers will bring creative and tech experts to discuss the latest technologies.

The sessions, speakers, VIP screenings and receptions are all being planned to leverage the epic creative energy of Las Vegas and the NAB Show, while personally connecting you to highly successful leaders, technologies and professional opportunities you'll need to succeed.

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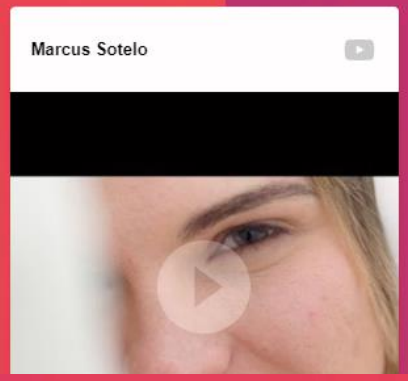
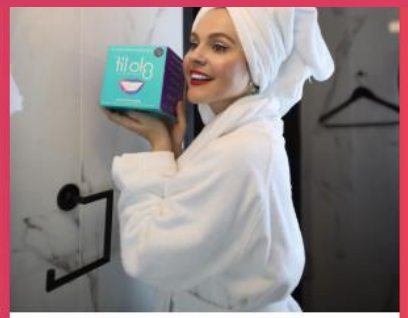


NSPIRATION WALL

Connect and collaborate with other creators, streamers, digital publishers and social media influencers here!

This NSPIRATION wall is a place to discover others to connect with for inspiration and to develop new business relationships and opportunities and content based projects. It's free to post yourself by sharing any Instagram or YouTube post or video. Join our community today!

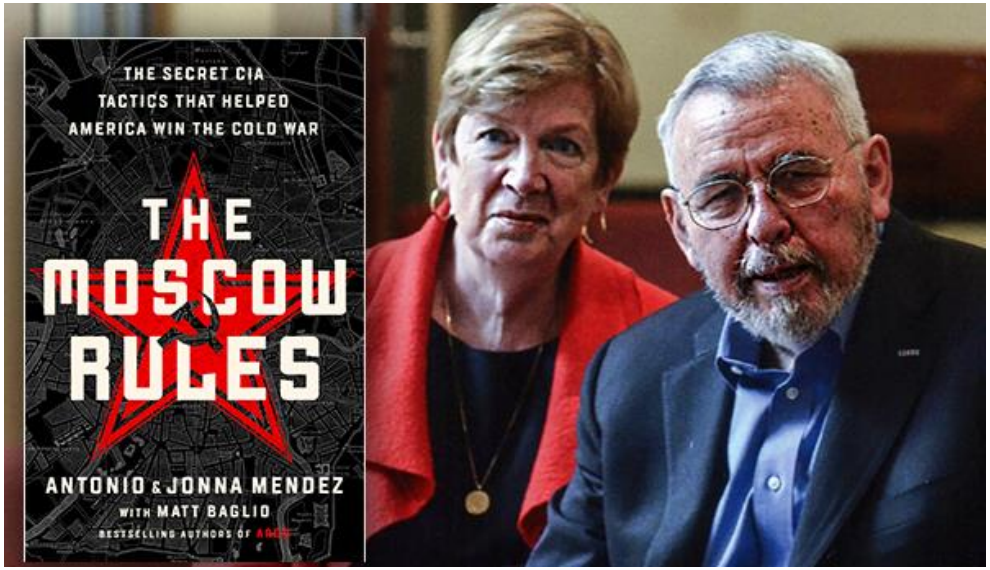


KEYNOTE SESSIONS
(subject to change)

INSIDE THE CIA: THE STORYTELLING TACTICS THAT HELPED WIN THE COLD WAR

Speaker: Jonna Mendez, Former CIA Head of Disguise and author of the Moscow Rules

Unbeknownst to the world, Jonna Mendez served in the CIA along with her husband Antonio (Played by Ben Affleck in the Oscar-winning best picture *Argo*). Together they created storytelling tools which were centerpieces in the life and death operations for CIA Agents working in Moscow and other dangerous espionage theaters.



Their work is the subject of Mendez's book *The Moscow Rules* and the movie *Argo* produced by George Clooney and Ben Affleck. Jonna will share how the CIA, Hollywood and even Magicians came together to win the cold war.

KEYNOTE SESSIONS

FROM THE MANDALORIAN TO THE LION KING, VIRTUAL PRODUCTION BECOMES REAL

Speaker: Rob Legato, The Lion King & Glenn Gainor, Sony Innovation Studios

Billion-dollar blockbusters, episodic streaming hits and cable tv shows are now integrating cutting-edge tools from game engines to virtual stages to real time rendering software.

We'll hear firsthand how virtual production is achieved and how decision-making flexibility improves the process for the creative team. Our speakers will also share what tools help drive production success from capture to post.

Next-Gen Creators Track Sessions

A STORYTELLERS JOURNEY

SPEAKER: JARED WATNEY, CREATOR * SOUTH AFRICA

JARED WATNEY LEFT HIS HOME IN SOUTH AFRICA TO PURSUE HIS PASSION FOR CREATING VLOGS AS A CREW MEMBER ON ONE OF THE WORLD'S MOST EXCLUSIVE PRIVATE YACHT "ARIENCE". AS HIS ADVENTURES PRODUCED HUNDREDS OF STUNNING VIDEOS AND MILLIONS OF VIEWS, JARED JOINED THE FULL-TIME RANKS OF SUCCESSFUL CREATORS. WHAT ARE THE CREATIVE TOOLS AND STRATEGIES HE USES TO CONNECT TO HIS GLOBAL AUDIENCE? HE'LL JOIN US IN LAS VEGAS TO SHARE HIS JOURNEY,

HIS LESSONS LEARNED, AND THE TECH HE USES TO PRODUCE HIS RESULTS.

SCALING SUCCESS IN THE ECONOMY OF INFLUENCE

SPEAKER: CASSIE ROMA
HEAD OF CONTENT MARKETING, THE WAREHOUSE GROUP, BOARD OF ADVISORS, VIDCON *AUCKLAND, NEW ZEALAND

CASSIE ROMA HAS DRIVEN BRAND SUCCESS BY HARNESSING THE UNIQUE CREATIVE AND STRATEGIC DNA OF HER CLIENTS AND ASSOCIATES. SHE IS AN ACTIVE ADVISOR TO VIDCON AND BEEN A PASSIONATE CONTENT MARKETING LEADER FOR BRANDS INCLUDING RETAILER THE WAREHOUSE GROUP AND AIR NEW ZEALAND.

SHE'S BEEN CALLED A "KINDNESS WARRIOR" FOR HER INTEREST IN SUPPORTING THE SUCCESS OF HER AUDIENCES.

Next-Gen Creators Track Sessions
(subject to change)

NABSHOW Where Content Comes to Life

PERFECT PITCH: GETTING THE GREEN LIGHT

SPEAKER: JOHN LIVESAY

WHETHER PITCHING YOUR PROJECT TO A POWER PLAYER OR THE PUBLIC, THE KEY TO SUCCESS IS GETTING A REACTION OF INTEREST AND INTRIGUE. YOU'LL KNOW YOU'VE WON WHEN YOUR AUDIENCE OF ONE-OR ONE MILLION-RESPONDS WITH…"INTERESTING…TELL ME MORE ABOUT THIS".

JOHN LIVESAY HAS EARNED THE REPUTATION AS ONE OF OUR INDUSTRY'S MOST SUCCESSFUL "PITCH WHISPERERS". A VETERAN OF CONDE NAST MEDIA, HE HELPS THE WORLD'S MOST SUCCESSFUL STORYTELLERS PITCH THEMSELVES…THEIR STORIES…OR THEIR BRANDS..IN THE SHORT AMOUNT OF TIME USUALLY GIVEN TO SELL AN IDEA. HE IS THE AUTHOR OF SEVERAL BESTSELLING BOOKS INCLUDING *"THE SUCCESSFUL PITCH"*

FROM CREATIVE TEAMS AT COKE TO TV TALENT AND CREATIVE TEAMS IN HOLLYWOOD, JOIN THE PROS AND LEARN FROM JOHN ON HOW TO MAKE YOUR NEXT PITCH PERFECT.

#IAMREMARKABLE WORKSHOP

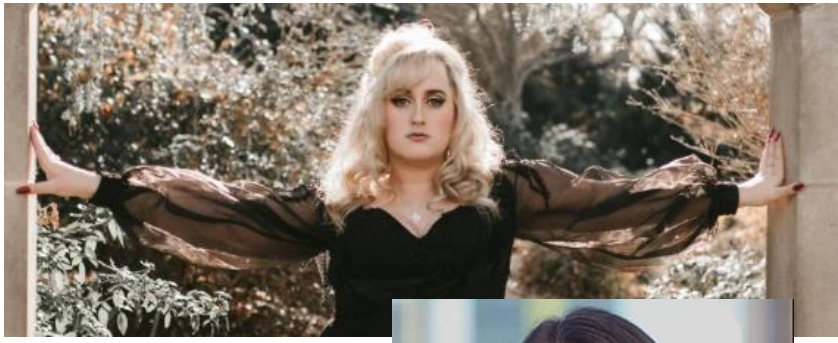
SPEAKER: SARAH LUM

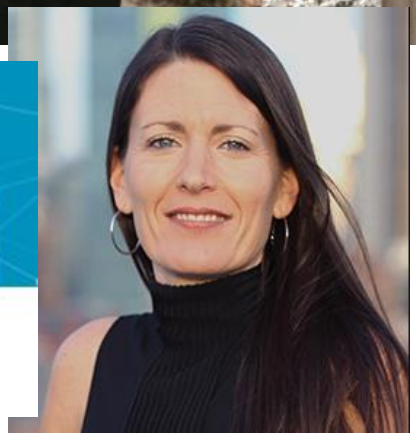
#IAMREMARKABLE IS A GLOBAL INITIATIVE EMPOWERING WOMEN AND UNDER-REPRESENTED GROUPS TO CELEBRATE THEIR ACHIEVEMENT IN THE WORKPLACE AND BEYOND. THIS WORKSHOP WILL HIGHLIGHT TO PARTICIPANTS THE IMPORTANCE AND VALUE OF CHALLENGING THE PERCEPTION AROUND SELF PROMOTION.

Next-Gen Creators Track Sessions
(subject to change)

TIK-TOK: THE INFLUENCERS GUIDE TO SUCCESS

SPEAKERS: BRITTANY TOMLINSON, "KOMBUCHA GIRL", KORY MARCHISOTTO, ELF COSMETICS & TROY AKIN, CONTENT CREATOR





AS TENS OF MILLIONS OF YOUNG PEOPLE CAN ATTEST, TIK TOK IS THE EPICALLY SUCCESSFUL FREE SOCIAL MEDIA PLATFORM THAT LETS YOU WATCH, CREATE, AND SHARE VIDEOS RIGHT FROM YOUR PHONE. IT'S EVEN CREATING ITS OWN STARS. WE'VE ASKED OUR COLLEAGUES FROM THE APP TO JOIN US AND SHARE HOW YOU CAN MASTER THE MEDIUM FOR YOUR NEXT PROJECT.

QUIBI: THE CREATORS GUIDE TO SUCCESS

SPEAKER: KATIE HAWKINS, CREATIVE LEAD, QUIBI

WITH MORE THAN 100 MILLION DOLLARS IN AD REVENUE BOOKED AND A ROSTER OF CREATIVE LEADERS INCLUDING STEPHEN SPIELBERG, JUSTIN TIMBERLAKE AND JENIFER LOPEZ, QUIBI IS SET TO LAUNCH APRIL 2020. LEARN ABOUT THE NEW CREATIVE REQUIRED TO BUILD THE QUIBI CONTENT PIPELINE.

Tools & Tech Track Sessions
(subject to change)

VOLUMETRIC CAPTURE: THE FINAL FORMAT

SPEAKER: PAUL T. KIM, DIRECTOR OF GLOBAL CONTENT, SAMSUNG

THE DALLAS COWBOYS, SAMSUNG, AND AT&T USED AR AND VOLUMETRIC CAPTURE TO DAZZLE FANS THIS YEAR. IN FRONT OF A CROWD OF 93,000 PRIOR TO THE GREEN BAY GAME, FANS HELD UP THEIR 5G ENABLED PHONES AND THE STADIUM BECAME MAGICALLY ILLUMINATED WITH 80 LARGER THAN LIFE FOOTBALL PLAYERS TRANSPORTED ONTO THE FIELD. ADDITIONALLY, FANS COULD GET PHOTOGRAPHED WITH THEIR FAVORITE STAR IN SPECIAL PHOTO BOOTHS ONSITE.

HEAR HOW AR AND VOLUMETRIC CAPTURE TECH IS TRANSFORMING LVE EVENTS AND CELL PHONE USE FOR MAJOR BRANDS.

PRODUCTION SUPER- POWERS: NEW TOOLS OF A.I.

SPEAKER: RICK CHAMPAGNE, A.I. INDUSTRY STRATEGIST, MEDIA AND MARKETING, NVIDIA

ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING ARE MOVING QUICKLY INTO EVERY ASPECT OF OUR MEDIA AND ENTERTAINMENT LIFE. BUT NOWHERE IS THE CHANGE BEING FELT MORE THAN IN THE AREA OF PRODUCTION AND POST PRODUCTION, WHERE EVERY CREATOR NOW HAS ACCESS TO TOOLS AND VISUALS ONLY THE LARGEST STUDIOS COULD AFFORD BEFORE. JOIN US AS WE SHOW YOU HOW TO IMPLEMENT POWERFUL NEW ASSETS TO PRODUCE YOUR NEXT WORK USING THE POWER OF A.I.

Tools & Tech Track Sessions
(subject to change)

VIRTUAL STUDIO THE CLOUD
SPEAKER: JACK WENZINGER, AMAZON WEB SERVICES

AS PRODUCTION MOVES TO THE CLOUD, STAKEHOLDERS ARE FACED WITH ADDRESSING A NUMBER OF NEW ISSUES. FIND OUT FROM THE PROS AT THE FRONT LINE ON WHERE AND WHEN THE CLOUD SERVES UP SOLUTIONS. WE'LL INCLUDE AN OVERVIEW OF THE VIRTUAL STUDIO CONCEPT FOR FILM AND TELEVISION PRODUCTION, POST PRODUCTION AND DISTRIBUTION.

TAKE YOUR BEST SHOT: CAMERAS, GIMBALS AND DRONES
SPEAKERS:TBD

A VIDEO AND ASKED "HOW'D THEY GET THAT SHOT?" (DON'T WORRY, WE HAVE TOO!) TO HELP YOU MASTER MOVIE MAKING MAGIC, WE HAVE INVITED EXPERTS TO BRING A GREAT SHOT AND EXPLAIN THE AFFORDABLE TECH AND TECHNIQUES THEY USED TO GET IT. FROM DRONES AND SUBMARINES TO CAMERAS AND PRODUCTION SOFTWARE. TO SFX AND VFX AND MUSIC. JOIN US FOR THE GEAR AND GREAT IDEAS THAT CAN HELP YOU GET THAT EPIC GREAT SHOT.

Tools & Tech Track Sessions
(subject to change)

XR: COME TO YOUR SENSES

POTENTIAL SPEAKERS: JESSICA BRILLHART, MXR LAB/ USC INSTITUTE FOR CREATIVE TECHNOLOGIES
MICHAEL LUDDEN, HEAD OF GLOBAL ENABLEMENT, BOSE AUDIO
RON GELLER, HEAD OF GLOBAL CONTENT RELATIONS, DOLBY LABS

UTILIZING HAPTIX TECHNOLOGY AND SPATIAL AUDIO, CREATIVE TEAMS ARE NOW EXTENDING THE SENSORY EXPERIENCE FOR CONSUMERS BEYOND PREVIOUS BARRIERS.

LEARN HOW TO EXPAND YOUR CREATIVE POWER WITH THIS SESSION ON SENSORY CREATIVITY.

Tools & Tech Track Sessions
(subject to change)

LOCATION BASED ENTERTAINMENT: THE NEW SOCIAL MEDIA PLATFORM

POTENTIAL SPEAKERS: LISA TRUITT, EXECUTIVE PRODUCER, THE NATIONAL GEOGRAPHIC EXPERIENCE, NEW YORK
JENNIFER VOGT, PRESIDENT OF CREATIVE CONTENT FOR MADISON SQUARE GARDEN, THE MSG SPHERE AT THE VENETIAN, LAS VEGAS
MATT KENAGY, DIRECTOR OF SPORTS MARKETING, CAESARS ENTERTAINMENT, LAS VEGAS

ADVANCES IN LARGE-SCREEN TECHNOLOGY ARE PROVIDING CREATIVE TEAMS WITH MASSIVE NEW CANVASSES TO PAINT ON. COMBINED WITH BRILLIANT CREATIVE. THESE NEW VENUES ARE SERVING UP MULTI-SENSORY CONTENT TO THE NEW MULTI-MEDIA GENERATION OF CONSUMERS.
WE'LL COVER THE TECHNOLOGY AND THE DEMAND FOR CREATIVE IDEAS IN THIS SESSION.

Sponsorship Opportunities

PRESENTING SPONSOR (Exclusive)

$25,000

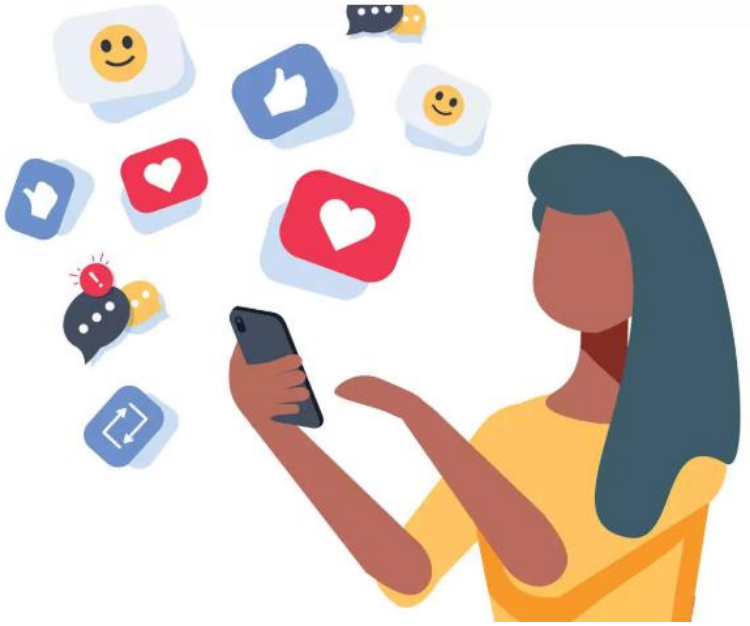
BENEFITS

- Executive session – collaborate with NAB/AIS to determine appropriate format to highlight sponsor's expertise
- 6 Registrations to NSPIRE and Closing "Connection Reception" to share with clients/prospects
- Attendee list to be shared in an Excel file within 2 weeks following the event
- Logo on promotional branded item distributed at the event by NAB/AIS
- Inclusion within an NAB-sent post-conference email to all registered attendees with URL link to sponsor's site (NAB will create content for email and include sponsor natively)
- Ability to provide literature seat drop for select session each day
- Option to share 15-30 second video to be looped with other content during session breaks
- Ability to provide literature or promo item – displayed on table in each of the track rooms
- Presenting-level treatment on all printed, digital promotional materials and onsite signage
- Logo inclusion on NAB and AIS website as Presenting Sponsor of NSPIRE

Sponsorship Opportunities

GOLD SPONSOR (3 Available)

$15,000



BENEFITS

- Executive to participate in a session – collaborate with NAB/AIS to highlight sponsor's expertise
- 4 Registrations to NSPIRE and Closing "Connection Reception" to share with clients/prospects
- Attendee list to be shared in an Excel file within 2 weeks following the event
- Option to share 15-30 second video to be looped with other content during session breaks
- Ability to provide literature or content (e.g. whitepaper on USB drive) – displayed on table in each of the track rooms
- Gold-level treatment on all printed, digital promotional materials and onsite signage
- Logo inclusion on NAB and AIS website as Gold Sponsor of NSPIRE

Sponsorship Opportunities

SILVER SPONSOR (3 Available)
$10,000

BENEFITS

- Executive to deliver 2 minutes of opening remarks – collaborate with NAB/AIS to select appropriate session
- 2 Registrations to NSPIRE and Closing "Connection Reception" to share with clients/prospects
- Attendee list to be shared in an Excel file within 2 weeks following the event
- Ability to provide literature or promo item – displayed on table in each of the track rooms
- Silver-level treatment on all printed, digital promotional materials and onsite signage
- Logo inclusion on NAB and AIS website as Silver Sponsor of NSPIRE

BRONZE SPONSOR (Unlimited)
$7,500

BENEFITS

- 2 Registrations to NSPIRE and Closing "Connection Reception" to share with clients/prospects
- Attendee list to be shared in an Excel file within 2 weeks following the event
- Ability to provide literature or promo item – displayed on table in each of the track rooms
- Bronze-level treatment on all printed, digital promotional materials and onsite signage
- Logo inclusion on NAB and AIS website as Bronze Sponsor of NSPIRE

Sponsorship Opportunities

"CONNECTION RECEPTION" SPONSOR (Limited to 5)

$4,000

We'll wrap our two-day gathering with spectacular food, drink and networking for this creator community on Monday, April 20th from 6-9pm at the LINQ Hotel. Caesar's Entertainment welcomes NSPIRE'S VIP speakers, industry leaders, and registered NSPIRE attendees to the Las Vegas strip's stunning new property to mix and mingle, ride the Vegas High Roller.

BENEFITS

- Logo included on Reception Step & Repeat Photo Station at event entrance
- Logo on branded cup, napkin, tickets or giveaway item – NAB and sponsor to customize when contract is finalized. Based on availability and inventory.
- 2 Registrations to NSPIRE and Closing "Connection Reception" to share with clients/prospects
- Attendee list to be shared in an Excel file within 2 weeks following the event
- Treatment on printed, digital materials and onsite signage
- Logo inclusion on NAB and AIS website as "Connection Reception" Sponsor of NSPIRE

Sponsorship Opportunities

NSPIRE EMAIL SPONSOR (Exclusive)

$5,000

BENEFITS

- Ad will be included in 2 emails to a list of 50k+ social media creators, streamers, digital publishers, influencers and creative teams with details about the NSPIRE Conference and how to register
- Sponsor's ad can link to URL of choice
- 2 Registrations to NSPIRE and Closing "Connection Reception" to share with clients/prospects

Bonus 728x90 banner ad that will rotate with other NAB Show sponsors throughout the website (except home page) Feb-April

Sponsorship Opportunities

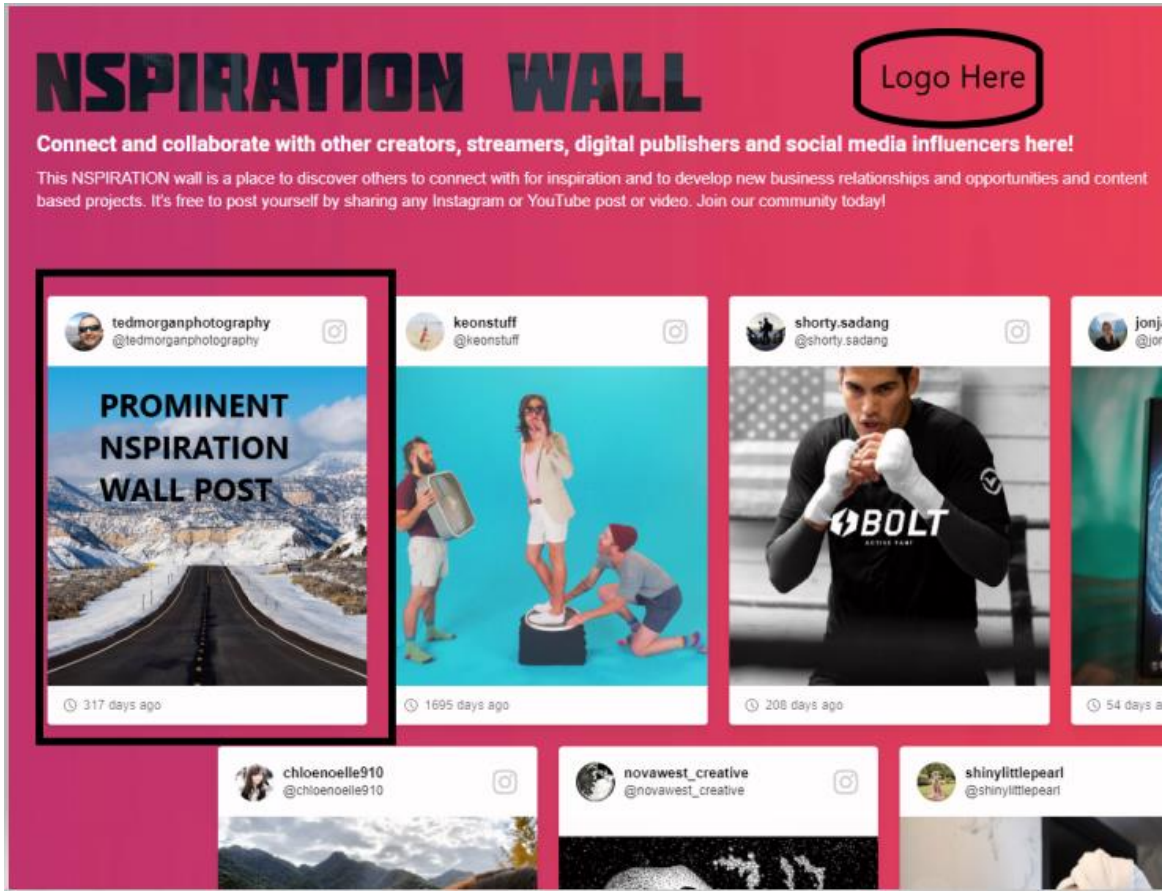
NSPIRATION WALL SPONSOR (Exclusive)

$10,000

Get front and center visibility on our social NSPIRATION WALL on the NAB Show website as attendees learn about and prepare their itineraries. Runs January-April, 2020

BENEFITS

- Company logo and dedicated Wall Post on the top line of the NSPIRATION WALL gallery – can link to sponsors Instagram page or other URL of choice
- 2 Registrations to NSPIRE and Closing "Connection Reception" to share with clients/prospects
- Attendee list to be shared in an Excel file within 2 weeks following the event
- Ability to provide literature or promo item – displayed on table in each of the track rooms
- Silver-level treatment on all printed, digital promotional materials and onsite signage
- Logo inclusion on NAB Show and AIS website as Silver Sponsor of NSPIRE



Sponsorship Opportunities

"Turn the Viewfinder Around" Sponsor (Exclusive)

$5,000

NSPIRE is inviting social media creators to produce and post on social media videos showing their kit and/or crew – in other words, what they see when they are in front of their cameras. Anyone who registers for NSPIRE can submit their video and NAB Show will post as part of its Content Creator Community campaign leading up to the event.

BENEFITS

- Sponsor can create one or more videos that would be posted as part of the NSPIRE social media campaign and as an organic ad unit around their participation at NAB Show
- Sponsor would be #hashtagged in social promotion and participants will be encouraged to #hashtag the sponsor when sharing their video
- Sponsor can offer up their 'ambassador' to mentor those who submit videos of their 'kits' and/or to those who #hashtag their videos
- NAB to work with sponsor to develop custom opportunities to tie to this promotion
- Creation of custom messaging for sponsor to invite participation via their social media channels
- 2 Registrations to NSPIRE and Closing "Connection Reception" to share with clients/prospects
- Attendee list to be shared in an Excel file within 2 weeks following the event
- Logo treatment on all printed, digital promotional materials and onsite signage
- Logo inclusion on NAB and AIS website as Viewfinder Sponsor of NSPIRE

Sponsorship Opportunities

NSPIRATION Kit Unboxing Sponsor

$Donation of product

NAB and AIS will be working with their influencers to drive attendees and awareness about NSPIRE. Be part of a live "unboxing" with your gear that will be recorded and posted to our social media channels.

BENEFITS

- Sponsor promoted and recognized in recorded "unboxing"
- Recognition when NAB posts video to its social pages and website
- 2 Registrations to NSPIRE and Closing "Connection Reception" to share with clients/prospects
- Ability to provide literature or promo item – displayed on table in each of the track rooms
- If sponsor would like to raffle off their products during the Conference, NAB will promote and mention sponsor's booth # to drive traffic onsite
- Logo on printed, digital materials and onsite signage
- Logo inclusion on NAB and AIS website as "NSPIRATION KIT" Sponsor of NSPIRE Conference

**Additional customizations can be made based on sponsor's goals.

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