

Sponsorship & Advertising Opportunities

Building on the strength and success of the NAB Show brand and its global influence, 2016 NAB Show Shanghai serves to be the premier event for the global broadcast and trans-media industry in the Asia and Pacific region where professionals will demonstrate and experience innovative technology, learn the latest trends and network with global business and technology leaders.

From targeted events to convention-wide branding exposure, NAB Show Shanghai is the most effective way to market to this unique audience. Please take a moment to review the current options available, and always feel free to contact NAB Show Shanghai Advertising & Sponsorship directly at advertising@nabshowshanghai.com to discuss your goals and objectives.

2016 NAB Show Shanghai Comprehensive Packages

- Platinum (Exclusive)
- Gold
- Silver

Premier Events

- NAB Show Shanghai Opening Keynote (Exclusive)
- VIP Executive Reception Dinner (Exclusive)

Popular Convention Items

- Conference Bags
- Lanyards
- Exhibitor Floor Literature Bags

Conferences and Sessions

- 2016 NAB Show Global Innovation Exchange: Shanghai
- Super-Sessions
- Info-Sessions
- China Post|Production Conference

Attendee Service

- Registration (Exclusive)
- NAB Show Shanghai VIP Networking Lounge

Digital

- NAB Show Shanghai.com
- Promotional Emails
- Dedicated Emails

On-Site Signage

- Banner & Kiosk
- Aisle Sign Sponsor
- Outdoor Display

Print

NAB Show Shanghai Guide

**Have your own sponsorship idea?
Contact us!**

2016 NAB SHOW SHANGHAI COMPREHENSIVE PACKAGES

The NAB Show Shanghai created several comprehensive packages to help you exposure your brand, to reach the goal of your companies in multiple ways across the show to almost 20,000+ attendees and 400+exhibitors. The packages include the opportunities to speak at the opening keynote, track conference, exhibit at premier location at trade floor and extensive brand exposure in both trade show floor and conference.

Platinum (Exclusive)	\$150,000
Gold (3 Available)	\$80,000
Silver (5 Available)	\$65,000

Platinum Sponsor Benefits Highlights:

- Premium location at trade floor near entrance area, 300 Sqm;
- Extensive brand exposure at premier and outstanding location during all NAB Show Shanghai marketing campaign at pre-show period, show period and after show period, such as press event, social media, monthly newsletter, on-site signage, website, exhibitor guide and etc. ;
- Opportunity to speak at opening keynote conference with NAB COO as the first speaker, opportunity to speak at one key note session as keynote speaker at Global Innovation Exchange: Shanghai conference; and opportunity to speak at track conference for one session at Global Innovation Exchange: Shanghai conference;;
- Opportunity to have all registered attendee database for NAB GIX conference
- Priority to choose the same sponsorship at 2017 NAB Show Shanghai

Gold Sponsor Benefits Highlights:

- Premium location at trade floor, 108 Sqm;
- Extensive brand exposure at all NAB Show Shanghai marketing campaign at pre-show period, show period and after show period, such as press event, social media, monthly newsletter, on-site signage, website, exhibitor guide and etc. ;
- Opportunity to speak at track conference for one session at Global Innovation Exchange: Shanghai conference;
- Opportunity to have all registered attendee database for NAB GIX conference
- Priority to choose the same sponsorship at 2017 NAB Show Shanghai

Silver Sponsor Benefits Highlights:

- Premium location at trade floor, 60 Sqm;
- Extensive brand exposure at all NAB Show Shanghai marketing campaign at pre-show period, show period and after show period, such as press event, social media, monthly newsletter, on-site signage, website, exhibitor guide and etc. ;
- Priority to choose the same sponsorship at 2017 NAB Show Shanghai

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PREMIER EVENTS

The NAB Show Shanghai is host to several premier events throughout the week that attract the highest level of decision makers and VIPs in attendance. Sponsorship of these events includes the opportunity to speak to decision makers at opening keynote and keynote event and pitch how your products and services can fulfill the needs and goals of their companies.

NAB Show Shanghai Opening Keynote (Exclusive) \$20,000
Tuesday, December 6

The NAB Show Shanghai Opening Keynote draws over attendees from all areas of the NAB Show Shanghai. This event features NAB Chief Operation Officer Mr. Chris Ornelas's state of the global trans-media industry address, the presentation of innovative technology newly invented and presented by the exhibitors at trade show.

VIP Executive Reception Dinner (Exclusive) \$15,000
Tuesday, December 6

VIP executive reception dinner attracts almost 150 decision makers and senior executive members who are policy makers, leading companies in broadcasting industry, VR/AR industry, film industry, UAV/Drones Industry, OTT industry and press. As the sponsor you will have the opportunity have extensive brand exposure during VIP executive reception dinner.

POPULAR CONVENTION ITEMS

Items such as lanyards, conference bags, and literature bags are souvenirs for attendees and also provide a great opportunity to promote your company at the NAB Show Shanghai. These sponsorship opportunities include extensive branding for your company, as well as pre-show promotion to all attendees. Don't miss out on the opportunity to let attendees at the NAB Show Shanghai take a little part of your company home with them!

Conference Bags \$10,000

Put your message in the hands of attendees and guarantee that it's seen everywhere. These high quality bags will be printed exclusively with your logo alongside the NAB Show Shanghai logo and distributed to all full conference attendees. It's a favorite keepsake of attendees with a lasting impression. Sponsorship also includes the opportunity to provide two inserts.

Lanyards \$15,000

NAB Show Shanghai will produce lanyards printed exclusively with your logo and the NAB Show Shanghai logo. They are distributed from various lobby locations in bins also featuring your logo. NAB Show Shanghai will handle the all arrangements for printing, shipping and distributing of this popular keepsake.

Exhibit Floor Literature Bags \$5,000

Literature Bags are used to carry information attendees gather while visiting the exhibit floor. Your company may provide branded Literature Bags featuring your company logo along with the NAB Show Shanghai logo to be distributed at your chosen Exhibit Hall entrance by your very own representatives!

Show Planner \$5,000

The Show Planner offer detailed maps of the convention exhibit floors and meeting rooms. Your exhibit location will be highlighted and you will receive exclusive strip ads within each spread. We will also place your logo on the front cover as well as your ad on the back cover. You will even receive ad space on the online floor plans!

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CONFERENCE & SESSION SPONSORSHIPS

The NAB Show Global Innovation Exchange: Shanghai is the premier event in China for executives and management of organizations involved in the creation, management and distribution of entertainment, business and news content locally and internationally. As today's media organizations face an ever-changing environment of emerging new platforms, enhanced formats and experiential technologies, the need learning and benchmarking best practices with local and international organizations has never been that evident.

The conferences created multiple tracks to target at those involved in an assortment of fractions of global trans media industry, such as TV track, Film Track, Future Television/Media Track and etc.

Sponsorship of each track provides the opportunity to focus your marketing efforts and increase brand awareness to an explicit group of attendees at the NAB Show Shanghai.

Platinum (5 Available)	\$12,500
Gold	\$7,500
Silver	\$4,500

Platinum Sponsor Benefits Highlights:

- Extensive brand exposure along with NAB GIX marketing campaign, such as website, email, social media, and etc.
- Opportunity to speak at one session
- Opportunity to have GIX registration dataset for the track sponsored

Gold Sponsor Benefits Highlights:

- Extensive brand exposure along with NAB GIX marketing campaign, such as website, email, social media, and etc.
- Opportunity to have GIX registration dataset for the track sponsored

Silver Sponsor Benefits Highlights:

- Brand exposure along with NAB GIX marketing campaign, such as website, email, social media, and etc.

Super Sessions

\$6,000

Super Session will establish your company as a thought leader in global trans-media industry. NAB Show Shanghai collaborates with you to develop the session, offering guidance on panelists and program structure to ensure a unique and valuable educational experience for attendees – and maximum credibility and exposure for your company. This sponsorship offers your company the chance to tie into a technology relevant to your business while opening the door to your customer market. Extensive pre-show exposure, on-site logo recognition and the opportunity to deliver welcoming remarks are included with this package.

Info Sessions

\$5,000

Info Sessions offer a unique opportunity for companies that wish to produce their own session at the NAB Show Shanghai. The content and panelists of the Info Session are determined by your company. NAB Show Shanghai will provide a session room, basic audio-visual set-up, event signage and promotion of the Info-Session as part of the official NAB Show Shanghai schedule both in print and online. Opportunities are extremely limited!

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China Post|Production Conference (CPPC)

Produced in partnership with Future Media Concepts

Tuesday, December 6 - Thursday, December 8

Attendees: TV, video and film editors, producers and motion graphics designers at intermediate to advance level

The China Post|Production Conference (SPPC) is a cutting-edge, training event for TV, film and video editors, producers, directors, motion graphics designers and new media professionals.

The 3-day program features a robust, multi-track schedule of sessions focused on production and post-production technologies, techniques and workflows.

The conference will kick off with a creative presentation by an award-winning film or TV editor showcasing his/her latest body of work and breaking down movie scenes to demonstrate and explain the creative process. Following the keynote, attendees will get to choose between parallel tracks of Editing Workflow, Motion Graphics, Color Correction and Grading, Finishing Techniques and Production Techniques.

Platinum	(3 Available)	\$12,500
Gold		\$7,500

ATTENDEE SERVICE SPONSORSHIPS

The NAB Show Shanghai provides various amenities to its attendees to ensure that their experience is as successful as possible. Sponsorship of one of these services aligns your company with a valuable area of the show for attendees. Exposure in this way is unavailable in any other sponsorship offered at the NAB Show Shanghai

Registration Area (Exclusive) \$10,000

Sponsorship of the NAB Show Shanghai Registration includes options pre-show, on-site and even post show. Extensive online branding pre-show, signage and promotional item give away on-site and online exposure following the event. This is the perfect option to touch each attendee.

VIP Networking Lounge \$10,000

NAB Show Shanghai is all about networking with current and potential clients, and what better way to reach a prospect than through providing them coffee to start their day or a drink to reward them for a great day at NAB Show Shanghai. The VIP Networking Lounge will give attendees an opportunity to get off their feet for a second and grab a drink throughout the day. Sponsorship includes extensive brand exposure throughout the networking lounge.

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DIGITAL

NABShowShanghai.com

Promotional Emails

Dedicated Emails

NAB Show Shanghai.com

Website Advertising

Start the sales process before you get to Shanghai!

The NAB Show Shanghai web site (www.nabshowshanghai.com) is the #1 source of information for NAB Show Shanghai preparation and therefore the ideal space to promote your booth location and highlight products and services in the months leading up to the event. Ads will run from the time they are received until at least 3 months following the event. Advertisements will be run on the right column of most article level pages on the NAB Show Shanghai website.

Tower Ads

\$2,500

Masthead Advertising on NABShowShanghai.com

\$10,000 (4 available)

NAB Show Shanghai is offering masthead advertising throughout nabshowshanghai.com - including the homepage! Advertisers will have an incredible unique opportunity to showcase their brand to the entire NAB Show Shanghai website audience throughout the campaign cycle. Don't miss out on this unique opportunity!

Four (4) advertising slots will be accommodated in this advertising position. Show management reserves the right to run three (3) advertisements in rotation with the paid advertisers. Advertisement sizes: call use for details!

NAB Show Shanghai Promotional Emails

\$2,000

NAB Show Shanghai will create and execute a series of promotional emails sent out to over 20,000 industry professionals in the months leading up to the event. This is your opportunity to provide a leaderboard ad and 25-word product feature which will direct recipients to your website. Please call us directly for more details.

Dedicated Email

\$4,000

Limited to a very few, these emails are your brand and message sent to NAB Show Shanghai pre-registered attendees. The emails are created entirely by you and sent out by NAB Show Shanghai on your behalf. Through each, you will have the opportunity to reach more than 10,000+attendees as they are planning their days at the show.

*Must be a NAB Show Shanghai exhibitor and promotion must pertain to your presence at the show including the show logo, dates and website.

PRINT

NAB Show Shanghai Guide

The Official NAB Show Shanghai Guide has been redesigned for the 2016 Show. This resource will contain everything Attendees need to know to navigate their way through NAB Show Shanghai, including the list of Exhibitors, Floor Plans, Session and Show Schedules and Shuttle Information.

To make this resource as efficient as possible for Attendees, advertising space is limited to only 20 pages and will be sold on a first-come, first-serve basis. For more information regarding rate or to reserve space please contact advertising@nabshowshanghai.com directly.

ON-SITE SIGNAGE

Banners & Kiosks

Aisle Sign Sponsor

Outdoor Sign Post

Direct attendees straight to your booth by investing in banner and kiosk advertising at the NAB Show Shanghai. Banners and kiosks guarantee exposure to the key decision makers and are some of the most prominent advertising resources available at the NAB Show Shanghai. There are also opportunities to reach attendees as soon as they step on to the convention center grounds through shuttle bus signage and outdoor displays. Make sure that your product or logo is the first thing that attendees see when they arrive at the NAB Show Shanghai.

Banners & Kiosks

Coming Soon!

As the space is limited, please contact advertising@nabshowshanghai.com to reserve your space first. This will be sold on a first-come, first-serve basis.

Aisle Sign Sponsor

Coming Soon!

This is your opportunity to provide artwork for the aisle signs throughout NAB Show Shanghai! Your message will be promoted throughout the exhibit floor on hanging sign above the aisles. As the space is limited, please contact advertising@nabshowshanghai.com to reserve your space first. This will be sold on a first-come, first-serve basis.

Outdoor Sign Sponsor

Coming Soon!

This is your opportunity to direct attendees right to your booth when they arrive on the signage position.

As the space is limited, please contact advertising@nabshowshanghai.com to reserve your space first. This will be sold on a first-come, first-serve basis.