

CONNECTED MEDIA IP

Multiscreen Delivery • Discovery • Engagement

BE PART OF MEDIA & ENTERTAINMENT'S FUTURE.

Exhibits: 24 - 27 April 2022
Las Vegas Convention Center, Las Vegas, Nevada, USA

www.connectedmedia-ip.com



Follow us using @CMIP2021

CONNECTED MEDIA|IP AT THE 2022 NAB SHOW

Connected Media|IP – the solutions destination at NAB Show that explores the underlying technologies enabling audiences to receive, discover and interact with content across any device, anywhere – will be relocating to the front of Central Hall for NAB Show 2022, remaining at the heart of the distribution/delivery/online video technology areas. Connected Media|IP continues to be perfectly placed to demonstrate and discuss IP-focused technology including IPTV, OTT, streaming, mobile, social, and cloud with a focused and engaged audience.

Neil Nixon, Managing Director of BPL Broadcast Ltd – NAB’s partner in delivering Connected Media|IP – said: “2022 will see Connected Media|IP move to a new location at the front of Central Hall as NAB Show adapts to post-COVID-19 venue limitations. Located alongside our new area – Future of Delivery – Connected Media|IP will continue to build on the successful formula developed over previous events, featuring an enhanced seminar programme delivered across two purpose-built seminar theatres. The location of this signature destination at the heart of the most relevant technology area will ensure that the 2022 event retains the focus and relevance of previous years. Our seminar theatres, together with our video studio and cutting-edge exhibitors operating at the very forefront of this fast-developing market, will prove an irresistible attraction to visitors at NAB Show 2022. We look forward to welcoming you.”

Now in its ninth year, Connected Media|IP (CM|IP) is an exclusive destination at NAB Show – a signature ‘event within an event’ focused on helping organisations deliver connected content experiences.

Connected Media|IP at NAB Show is where you’ll find the players who are responding to demanding consumer expectations.

From broadcasters, tech teams, developers and content companies, Connected Media|IP showcases the technologies and devices that are responding to this massive power shift to the consumer.

Be part of media and entertainment’s future. Be part of Connected Media|IP at the 2022 NAB Show.

Booking now for 2022!

For further information or to reserve your space contact

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**CONNECTED
MEDIA  IP**

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CONNECTING YOU TO NEW OPPORTUNITIES

Connected Media|IP at NAB Show showcases the IPTV, mobile, social and cloud technologies, devices and content that deliver the connected content experience the consumer is now demanding.

Delivered in partnership between BPL Broadcast Ltd and NAB Show, CM|IP is the perfect addition to the overall event which features over 1,700 exhibitors showcasing technologies and solutions across the entire media and entertainment sector.

MORE THAN A SHOW

In addition to the Connected Media|IP exhibition (which includes turnkey and free-design exhibition space) are the CM|IP Theatre speaking opportunities and the chance to network in the CM|IP Lounge.

All clients in Connected Media|IP at NAB Show receive a fully integrated marketing campaign, pre, during and post show.

This includes coverage and brand building across CM|IP's range of media, reaching decision makers in the connected content technology space, worldwide.

The innovative CM|IP Campaign in a Box (see page 7) delivers a brand activation campaign to make the most of your CM|IP at NAB Show experience and delivers a fully integrated global marketing campaign for an entire year (or from the date of signing contract).

CM|IP SPEAKING OPPORTUNITIES & CM|IP LOUNGES

CM|IP THEATRES

The CM|IP Theatres offer a fantastic opportunity to listen and network with industry experts and key opinion leaders from across the industry.

Guest speakers are invited to deliver thought provoking and insightful presentations on how to connect with the consumer.

CM|IP exhibitors receive a speaking opportunity within the CM|IP Theatres (due to high demand this is on a first come, first served basis).

Industry panel debates and keynotes also take place daily throughout the show.

CM|IP LOUNGES

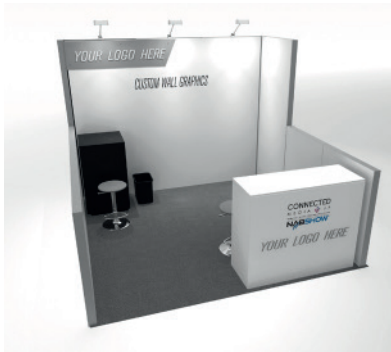
Open to all CM|IP exhibitors, the CM|IP lounges provide the perfect space to meet, network and relax.

Open daily, the CM|IP lounges are also available for exclusive CM|IP exhibitor events and receptions.



CONNECTED MEDIA|IP TURNKEY BOOTH PACKAGES

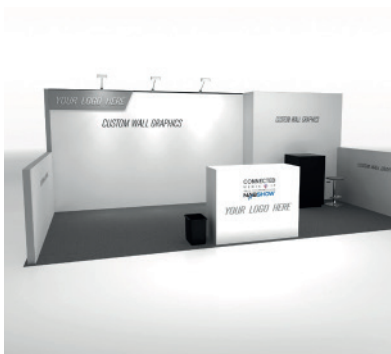
QUARTER RECTANGULAR BOOTH: 10' x 10' includes the following:



- 93" high hard backwall and 46.5" high hard sidewall (x 1 or 2 depending on location).
- Arm lights x 2.
- Grey carpet.
- Logos/exhibitor name placement x 2.
- Counter with lockable storage.
- Display cube (black, 24"W x 24"L x 42"H).
- Lift barstools x 2 (grey).
- Wastebasket.
- 500-watt power outlet.
- Nightly booth cleaning.
- IP Connection: 3MB shared drop.
- Unlimited material handling/drayage.
- Custom wall graphics at exhibitor's expense.



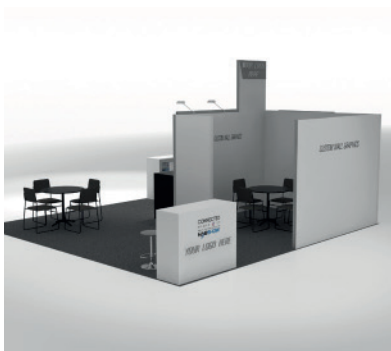
HALF RECTANGULAR BOOTH: 10' x 20' includes the following:



- 93" high hard backwall and 46.5" high hard sidewall (x 1 or 2 depending on location).
- Arm lights x 3.
- Grey carpet.
- Logos/exhibitor name placement x 2.
- Counter with lockable storage.
- Display cube (black, 24"W x 24"L x 42"H).
- Lift barstools x 3 (grey).
- Wastebasket.
- 1000-watt power outlet.
- Nightly booth cleaning.
- IP Connection: 3MB shared drop.
- Unlimited material handling/drayage.
- Custom wall graphics at exhibitor's expense.



WHOLE BOOTH: 20' x 20' includes the following:



- Hardwall design (12' and 10' panels) with built-in meeting room.
- Arm lights x 2.
- Grey carpet.
- Logos/exhibitor name placement x 5.
- Counter with lockable storage x 2.
- Display cube (black, 24"W x 24"L x 42"H).
- Soho cafe tables (black, 30"H x 36"W) x 2.
- Lift barstools x 4 (grey).
- Black diamond side chairs x 8.
- Wastebasket x 2.
- 2000-watt power outlet.
- Nightly booth cleaning.
- IP Connection: 3MB shared drop.
- Unlimited material handling/drayage.
- Custom wall graphics at exhibitor's expense.



CONNECTED MEDIA|IP 'FREE-DESIGN' PACKAGE

FREE-DESIGN PRICE: \$74.00 (USD) PER SQUARE FOOT (plus material handling).

SPONSORSHIP OPPORTUNITIES

There are various Sponsorship Opportunities for exhibitors wishing to enhance their presence at NAB Show 2022. These include:

Debate Theatre 1 Sponsor: \$40,000.

Presentation Theatre 2 Sponsor: \$20,000.

TV Studio Sponsor: \$20,000.

Lounge Sponsor: \$15,000.

Associate Sponsor: \$12,000

An Associate Sponsor will be entitled to the package outlined below, which is aimed to raise an exhibitor's profile pre, during and post the 2021 NAB Show.

You do not need to be a CM|IP exhibitor to sign up for this package.

The deliverables of this package include:

- Video interview in the CM|IP Studio.
- A presentation in the CM|IP Theatres. The Theatres can seat circa 100 people per session.
- Join a CM|IP Panel Debate in the CM|IP Debate Theatre.
- Quarter page of advertising in the CM|IP Show Guide (Printed copies distributed at NAB Show and electronic distribution to CM|IP database).
- Social Media integration across all CM|IP platforms.
- Pre show ecast announcing Associate Sponsorship of the CM|IP area.
- Logo and company description on the www.connectedmedia-ip.com website.

For further information about all of these sponsorship opportunities, please contact:

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CM|IP CAMPAIGN IN A BOX

Included in all CM|IP Exhibitor packages:

Pre CM|IP at NAB Show

- Pre-show PR inclusion online at Connected Media|IP
- Complimentary advertisement in CM|IP on-site event guide (size dependent on booth size)
- Pre-show digital advertising on CM|IP Websites
- Pre-show 1 x e-cast announcing presence at CM|IP at NAB Show
- CM|IP Exhibitor Listing on CM|IP and NAB Show websites
- CM|IP Exhibitor Listing in CM|IP and NAB Show digital and print show guides
- Inclusion (where available) in weekly e-casts/updates on CM|IP exhibitors, speakers, sponsors to CM|IP audiences
- Unique registration code with free Exhibits-only registration for CM|IP visitors
- Social media integration across all CM|IP platforms
- Speaking presentations listed on NAB Show 'Map my Show' Portal

During CM|IP at NAB Show

- Live exhibition presence at CM|IP at NAB Show
- Speaking Opportunity in CM|IP Theatres (subject to availability)
- Participation in CM|IP Panel Debate (subject to availability)
- Use of CM|IP Networking Lounge
- Video interview in the CM|IP Studio – professionally edited and provided to exhibitors for their own use
- Social media delivery across all CM|IP platforms during the show

Post CM|IP at NAB Show

- CM|IP digital editorial coverage on CM|IP websites
- CM|IP Exhibitor video coverage on CM|IP websites
- Free use of filmed presentation material if applicable

Start your global CM|IP Campaign now – contact:

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NAB SHOW AND BPL BROADCAST

NAB Show is the world's largest gathering of media and entertainment professionals – attracting more than 100,000 attendees from over 160 countries.

BPL Broadcast is responsible for worldwide events, print publications and digital media across the convergent broadcasting, IT and communications sectors. Together, it's passion for and continued leadership in driving this global industry forward provides an unparalleled opportunity to increase brand awareness, network today's innovators and thought leaders, and close deals.

NAB SHOW AT A GLANCE

- 102,604 media and entertainment professionals attend
- 1,080,202 net square feet of exhibit space
- 68,902 buyers
- 160+ countries represented by visitors
- 1,490 members of the press attend the show
- 1,786 unique companies exhibit

**Reported numbers based on previous NAB Show data.*

CONNECTED MEDIA|IP AT NAB SHOW IS AN ESSENTIAL FORUM FOR THOUGHT LEADERS IN CONNECTED MEDIA TECHNOLOGY

It's a unique chance to engage with this audience in one place at one time. For further information or to reserve your space contact:

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NABSHOW[®]

