



# Creator LAB

**NABSHOW**<sup>®</sup>  
*Where Content Comes to Life*

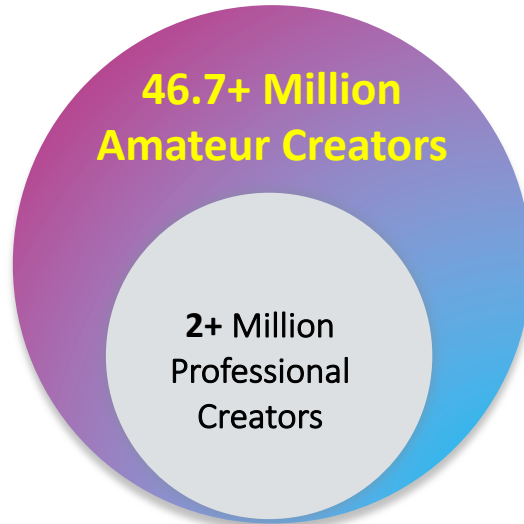
**Mastering the Building Blocks of the Creator Economy**

# Market Size

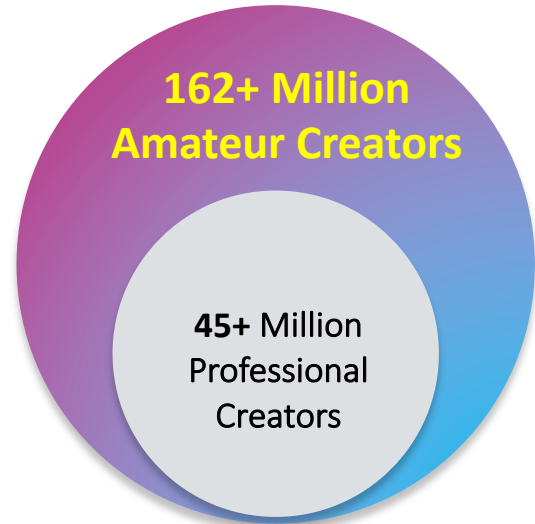
The Creator Economy Report for 2023 shows a large trajectory both in terms of human capital and revenue.

Credit: The Influencer Marketing Factory

**50+ MILLION CREATORS  
IN 2021**



**207+ MILLION CREATORS  
IN 2023**



**314% INCREASE IN 2 YEARS**

# Why Now?

## Brands, Companies Creatives

- There are 207 million content creators in the world. (Linktree)
- The "creator economy" is expected to double in size over the next five years, reaching \$480bn by 2027. (Goldman Sachs)
- In 2023, brands are spending a total of \$6 billion on influencer marketing. (Goldman Sachs)
- 94.5% of creators are using AI for at least one task. (The Influencer Marketing Factory)



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# Why NAB Show

NAB Show is an international gathering devoted to the intersection of the media, entertainment and technology.

## The Creator Lab focuses on:

- The Personalization of Content
- The Diversification of Content
- Direct Audience Engagement
- The Creation of a New Economy

**Space is limited and highly curated.**





# What Sample Topics

- Which platforms are best to broadcast and monetize their content?
- How are top creators building their studios?
- How is AI being incorporated into the creator workflow?
- How are spatial and immersive technologies shaping tomorrow's creators?
- What are the top tips, techniques and strategies for creators?



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# Who Should Participate?

- Social Media Platforms
- AI Companies that Empower Content Creators
- Video/AV and Hardware Companies that Service the Creator Community
- Emerging Media & Entertainment Companies
- Media & Entertainment Platforms
- Video Commerce Sites
- Creator Talent Agencies
- In-studio Production Tools
- Live Streaming Platforms

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**2024**

*Creator*  
**LAB**

**Ways to  
Participate**

# Title Sponsor

**\$20,000**

**2 Available**

## Benefits Include:

- Keynote panel on theater stage
- Company brand/logo visible at stage area via signs and graphics
- Video of session provided 5 business days after show close
- Logo placement on NAB Show website, website and schedule signs
- Guest passcodes to distribute to clients and prospects
- Dedicated email sent to NAB registrants promoting session and sponsorship
- Pre-show webinar





# THEATER OPPORTUNITIES

The Creator Lab theater offers emerging exhibitors a unique platform to engage with creators and showcase their latest products, equipped with essential amenities for live demos and meetings.



**On-Floor  
Theatre Panel  
\$7,500**

Secure a 40-minute session on the show floor in the Creator Lab theater with seating for 100.

**Theatre Demo  
\$5000**

Secure a 20-minute session on the show floor in the Creator Lab theater with seating for 100.

# NETWORKING LOUNGE OPPORTUNITIES



## Workshop

Lead a 40-minute intimate gathering devoted to upping creator skill sets or understanding creator market. All within the Creator Lab Networking Lounge.

**\$3,500**

## Morning Coffee Networking

Secure a space in the Creator Lab Networking Lounge to host an exclusive morning networking party where attendees will have the chance to mingle and foster key relationships.

**\$7,500**

## Evening Cocktail Networking

Secure a space in the Creator Lab Networking Lounge host an exclusive evening networking party where attendees will have the chance to mingle and foster key relationships.

**\$10,000**

# EXHIBIT FLOOR OPPORTUNITIES



## PODS

Secure a turnkey space on the show floor to showcase your product.

**\$5,400**

# Location & Traffic Flow



The Creator Lab encompasses a 50'x70' area with theater, networking and exhibit space. There are also co-located spaces for those wishing a bigger footprint. These adjoining spaces will consist of 30'x30' booths strategically positioned along the primary aisle.

# Exhibitor Space Location Map

## Networking

- Casual mix of seating
- Welcome reception
- Presentation space
- Fun photo ops

## Exhibitor Space

- Turnkey or custom space
- Video demo screen
- High stools for meetings
- Storage

## Theater

- 100 seats
- Large projection wall
- Product demos
- Panel set up
- Podcasts

The space will be divided into three active areas: Networking lounge, Exhibitor Space, and Theatre.





For more information, please contact

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