



Creator LAB

NABSHOW[®]
Where Content Comes to Life

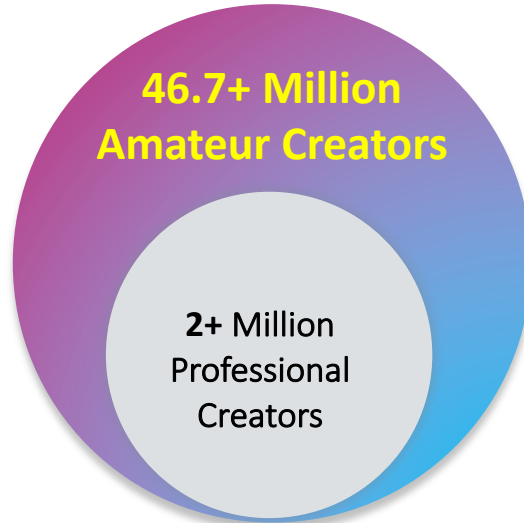
Mastering the Building Blocks of the Creator Economy

Market Size

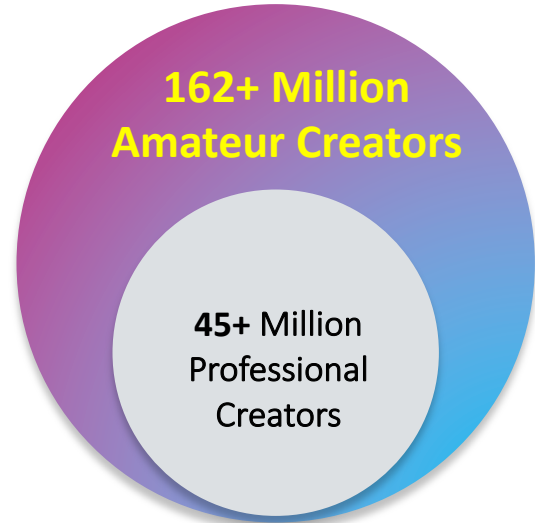
The Creator Economy Report for 2023 shows a large trajectory both in terms of human capital and revenue.

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
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**Ways to
Participate**

Title Sponsor

\$25,000

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

*Additional activations on exhibit floor can be created with NAB Team - call for pricing and details.

*Numerous options for social, media opportunities and lead gen included.



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.



Meet the Creators Behind Creator Lab



Jim Louderback

Long-time editor and entrepreneur, Louderback was the former GM at Vidcon and currently publishes Inside the Creator Economy.



Robin Raskin

Raskin was a former journalist and publisher at Ziff Davis Media. CTA (Consumer Electronics Association) acquired her former events company. Currently, she runs the Virtual Events Group, devoted to exploring how we meet in the future.



For more information, please contact

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