April 6-9, 2025

Creator Lab

NAB SHOW®
Where Content Comes to Life

Mastering the Building Blocks of the Creator Economy

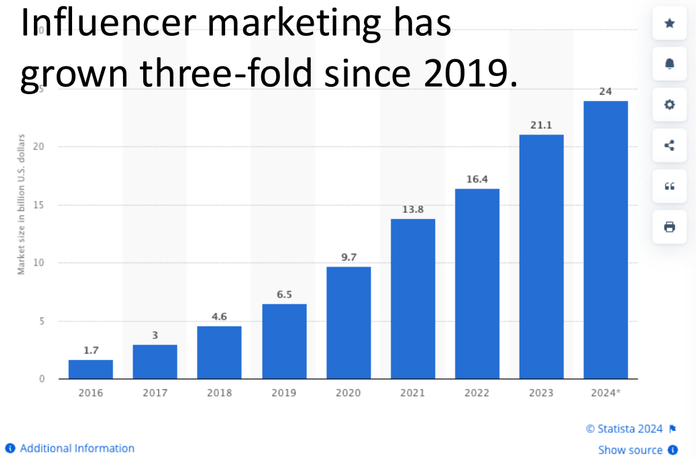
About Creator Lab

Broadcasting has evolved into a dynamic, multi-platform ecosystem, and the Creator Lab at NAB Show is the hub for the growing creator economy, offering essential resources for education, networking, and collaboration, empowering creators to drive the future of storytelling.



The Growing Market for Creator Content

Influencer marketing has grown three-fold since 2019.



statista

Creator revenues in 2024 from tipping ($160 million), subscriptions ($270 million), and merchandising ($450 million) on social media will each have at least tripled between 2021 and 2024.

yahoo! finance

83.2% of marketers say they will use AI tools to produce content in 2024.

siegemedia

44% of advertisers plan to increase their investment in creator content in 2024.

iab.

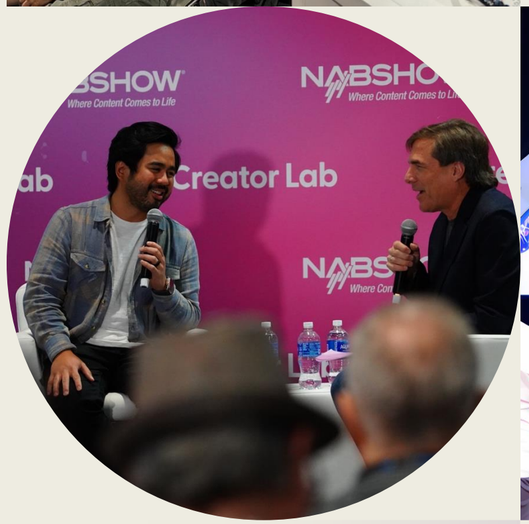
Why NAB Show

NAB Show draws a diverse mix of professionals from every corner of the content economy. Whether you're a creator, engineer, CEO or influencer, you'll find an unmatched level of expertise and innovation that sets this global broadcast, media and entertainment event apart from the rest.

- 61,000+ Attendees
- 54% First time attendees
- 34% of new attendees identified as “creators”
- 1400+ Unique attendees for Creator Lab sessions
- Read Full 2024 Audience Profile









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Voices

of the 2024 Creator Lab

Meet Some of Last Year's Speakers

- Jasmine Enberg
- Marc Hustvedt
- Renee Teeley
- Jim Louderback
- Chris Laxamana
- Julianna Broste
- Roberto Blake
- Claire Brown
- Tyler Chou
- Avi Ghandi
- Lindsey Kelt
- Dylan Huey
- Ben Holmes
- Regina & Daniela
- SeanDoesMagic
- Lori H. Schwartz

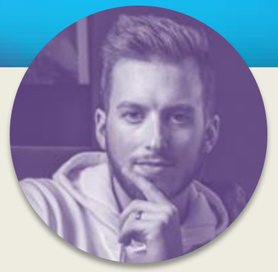


Here's what people are saying



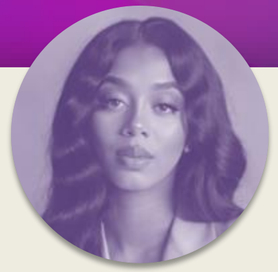
“It’s so wonderful to see the Creator Lab here. NAB Show sees us! We have a space, we have a stage, and even a great place to create content!”

Juliana Broste
Creator



“It feels incredible that each year [creators are] being taken more seriously and seeing more creators around. Now we’re seeing the infrastructure being made for creators. It’s awesome!”

Michael Tobin
Creator



“I think the Creator Lab is really new and important this year because first and foremost the creator economy is booming! Creators is where they’re at! I’m really excited to see the space taken more seriously. It’s a booming economy with so many opportunities.”

Brianna Appel
Global Director, Iyuno

Here’s who’s talking about us

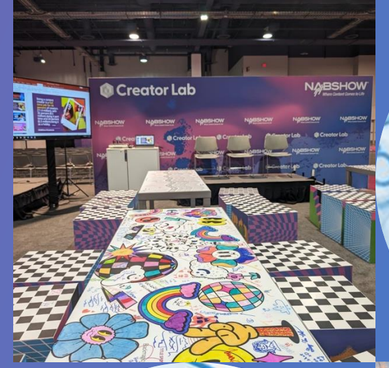
Topics included content monetization, video transformation, AI and mobile content creation. Featured speakers include Chris Laxamana, co-host and producer of The Adam Corolla Show, Lindsey Kelt, Lead Product Partnerships at TikTok and Marc Hustvedt, president of MrBeast YouTube.

> *“The Creator Lab is a hands-on area where you can get up close with the newest tech and creative techniques. It’s also a great chance to see how AI and mobile tech are changing content creation and learn how to reach global audiences more effectively. The Creator Lab mixes theory with practice, letting you try out the latest tools with expert advice right there....*



Who Should Exhibit?

- Social Media Platforms
- AI Companies that Empower Content Creators
- Video and Audio Hardware OEM
- Video and Audio Software Providers
- Video Distribution Platforms
- In-studio Production Tools
- Live Streaming Platforms
- Social and Influencer Agencies

















Creator Lab



2025 Presenting Opportunities

*Starting at $25,000

Position your company as a pivotal partner, enhancing and refining the creator community. Collaborate with us to seamlessly integrate your products, services, and team, driving impactful and memorable experiences. A presenting sponsorship opportunity ensures your brand is at the forefront of the Creator Lab experience, directly connecting you with a dedicated and influential audience.

Presenting Partnerships are available for:

- *Streaming Sponsor*
- *Captioning Sponsor*
- *Camera Sponsor*
- *Video Production Sponsor*
- *Internet Sponsor*
- *Storage Sponsor*
- *Music Sponsor*
- *AI Tool Sponsor*

*Additional Custom Opportunities Available

Presenting Partner Benefits Include:

Thought Leadership Benefits:

- Inclusion in Pre-Show Webinar (Co-Hosted by Virtual Events Group)
- 30-minute Creator Lab theater session (100+ seats)
- 30-minute Workshop session (50+ seats)

Branding Benefits:

- Logo/branding strategically incorporated into design of the Creator Lab area.
- Sponsors may provide “seat drops” or branded items.
- Call out on NAB Show online map.
- Rotating site ad.
- Sponsored highboy table at Content Creators Party. Includes 2 tickets (500+ Creators).

Promotional Benefits:

- Sponsor recognition within select pre-show marketing promotions (email, social, web, etc.)
- Promotion of pre-show and onsite sessions.
- Custom designed marketing assets for promotional purposes.
- Complimentary show floor “exhibit passes”.

Post Show Benefits:

- Attendee leads from sponsored session delivered within 5 working days post show.
- Recorded and edited video of sponsored session.
- Post show email blast celebrating the major highlights from the Creator Lab.
- Post Show wrap up report.

**Additional custom opportunities available upon request.*

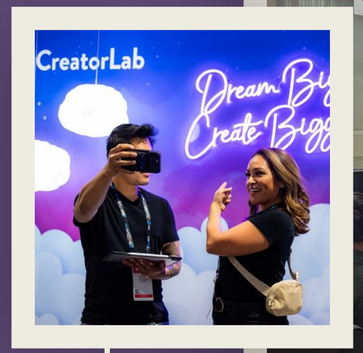


Additional Creator Lab Opportunities

Gallery

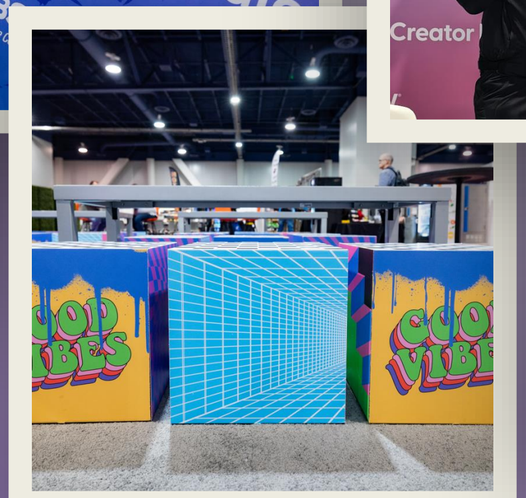
CREATOR LAB 2024

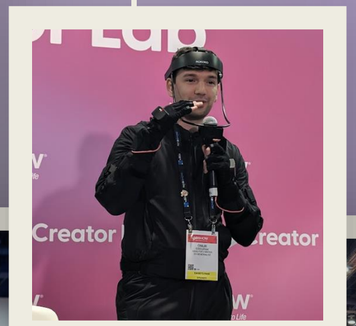
Demo

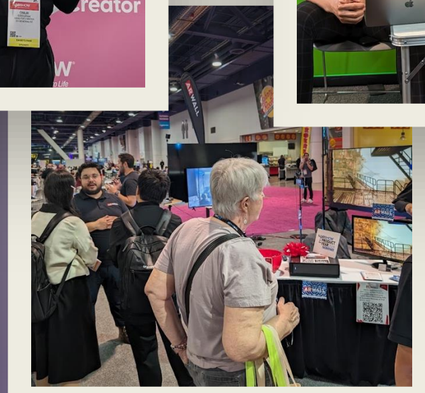


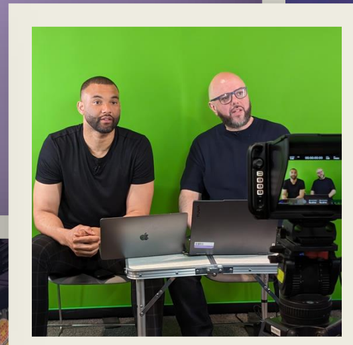














Workshop

Floor

Demo Sponsor

$4,500

It’s show and tell time! These 20-minute time blocks allow sponsors to give attendees IRL demonstrations that break down a topic into bite sized nuggets.

Thought Leadership Benefits:

20-minute session in Creator Lab theater (100 + seats).

Branding Benefits:

Sponsors may provide “seat drops” or branded items.

2 tickets to Content Creators Party (500+ Creators).

Promotional Benefits:

Promotion of demo session.

Listing in the Creator Lab schedule (online and onsite).

Complimentary show floor “exhibit passes”

Post Show Benefits:

Attendee leads from sponsored session delivered within 5 working days post show.

Recorded and edited video of sponsored session.

Post Show wrap up report.

Workshop Sponsor

$3,500

This is where the work gets done. Sponsors can own one of our 30-minute Workshops to engage and collaborate with 50-60 creators in an intimate session. Share new insights, tools and gain invaluable feedback from this targeted customer base



Thought Leadership Benefits:

30-minute Workshop focusing on your company expertise.

Branding Benefits:

- Sponsors may provide “seat drops” or branded items.
- 2 tickets to Content Creators Party (500+ Creators).

Promotional Benefits:

- Promotion of workshop session.
- Listing in the Creator Lab schedule (online and onsite).
- Complimentary show floor “exhibit passes”

Post Show Benefits:

- Attendee leads from sponsored session delivered within 5 working days post show.
- Post Show wrap up report.

Networking Sponsor

Morning Networking

(Monday & Tuesday) 9-10am

$7,500

Start the day with a meet-and-greet for creators to introduce them to your company. Offer light snacks, a warm welcome message, and engage them while they're fresh and receptive.

Entertain guests with an assortment of coffee, teas and snacks. (NAB to confirm menu based on catering options available through the LVCC).

Evening Networking

(Sunday, Monday & Tuesday) 5-6pm

$10,000

Host a 5pm meetup where creators, influencers, and your VIPs can mix and mingle. Start with a welcome toast and make lasting impressions with unforgettable connections.

Entertain guests with an assortment of soft and alcoholic beverages as well as packaged snacks (NAB to confirm menu based on catering options available through the LVCC).

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Exhibiting Opportunities

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Pod
$6,995

Includes:

- 32” Monitor
- 3mbps Internet
- (1) Badge Scanner
- Company Name ID Sign
- (1) 500-Watt Electrical Drop
- (2) Barstools
- (1) Wastebasket
- Carpeting
- Nightly Booth cleaning
- Unlimited Material Handling

10’x10’
Starter Turnkey Booth
$8,495

Includes:

- 32” Monitor
- (1) 3mbps Internet Connection
- (1) Badge Scanner
- Company Name ID Sign
- (1) 500-Watt Electrical Drop
- (2) Barstools
- (1) Wastebasket
- Carpeting
- Nightly Booth cleaning
- Unlimited Material Handling

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Floorplan

Located in South Hall Lower, the Creator Lab is in the heart of the Create community at NAB Show.



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Come Create With Us

For more information, please contact
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gigi@virtualeventsgroup.org

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