

CONNECTED

MEDIA  IP

Multiscreen Delivery | Discovery | Engagement

BE PART OF MEDIA &
ENTERTAINMENT'S FUTURE.

www.connectedmedia-ip.com

@CMIP2017



Exhibits: 24-27 April 2017
Las Vegas Convention Center, Las Vegas, Nevada, USA

NABShow.com

CONNECTED MEDIA|IP AT THE 2017 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 – is expanding its presence in South Hall Upper for the 2017 NAB Show, keeping it at the heart of the distribution/delivery/online video technology areas. Connected Media|IP will be perfectly placed to demonstrate and discuss IP-focused technology including IPTV, OTT, mobile, social and cloud with a focused and engaged audience.

Neil Nixon, Vice President of BPL Broadcast Ltd – NAB’s venture partner in delivering Connected Media|IP – said: “2017 sees another very positive development for Connected Media|IP exhibitors and visitors as we are significantly expanding our presence in South Hall Upper. The established location of this signature destination at the heart of the most relevant technology areas will ensure that 2017 continues the rapid growth trend for Connected Media|IP. Our Seminar Theatres – there will be two for the first time in 2017 – together with our TV Studio and exhibitors at the very forefront of this fast-developing market will prove an irresistible attraction to visitors at NAB Show 2017. We look forward to welcoming you.”

Now in its fifth 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 2017 NAB Show.

Booking now for 2017!

For further information or to reserve your space contact

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CONNECTED
M E D I A  I P
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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 NAB Show 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 BPL's range of media, reaching over 100,000 key 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 LOUNGE

CM|IP THEATRES

The CM|IP Theatres offers 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 also receive a 30 minute speaking opportunity within the CM|IP Theatres (due to high demand this is on a first come, first served basis).

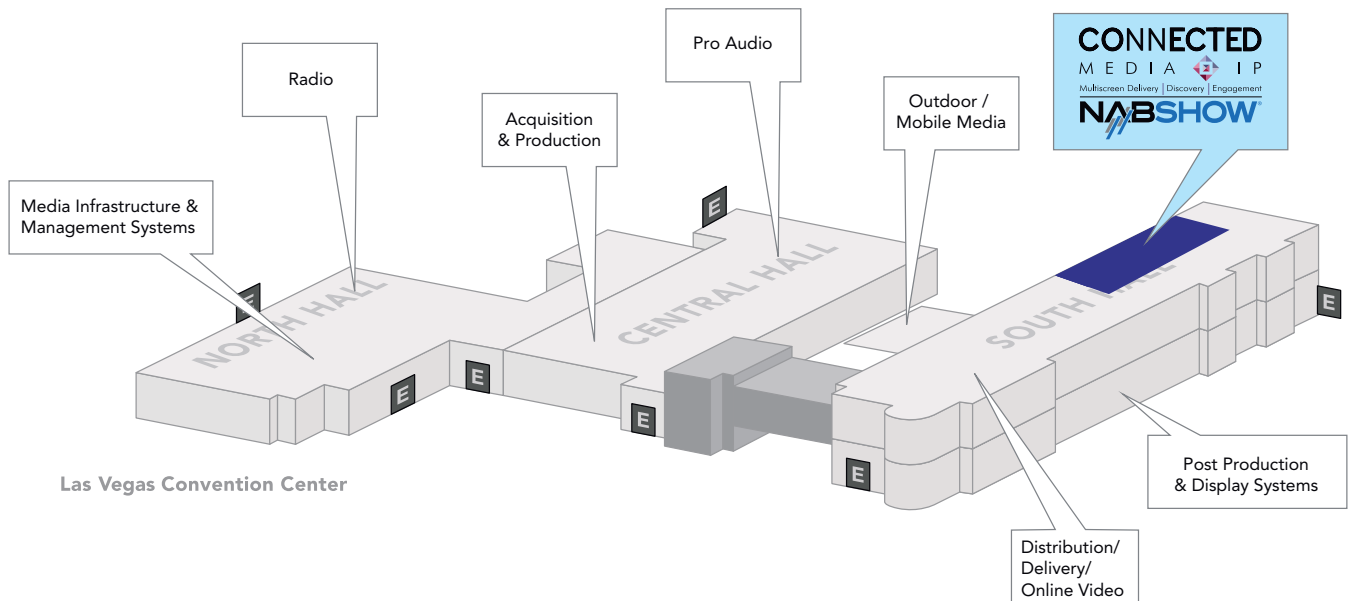
Industry panel debates and key notes also take place daily throughout the show.

CM|IP LOUNGE

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

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

Media Infrastructure & Management Systems



Connected Media|IP at NAB Show has grown rapidly, reflecting both the increased consumption of content anytime on any device and, crucially, the market opportunity.

New for 2017 is an expanded presence in South Hall Upper, putting it at the heart of the distribution / delivery / online video technology areas. Don't delay, reserve your space now to be part of media and entertainment's future.



Reservations

For up to date booth availability, contact

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CONNECTED MEDIA|IP TURNKEY BOOTH PACKAGES

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

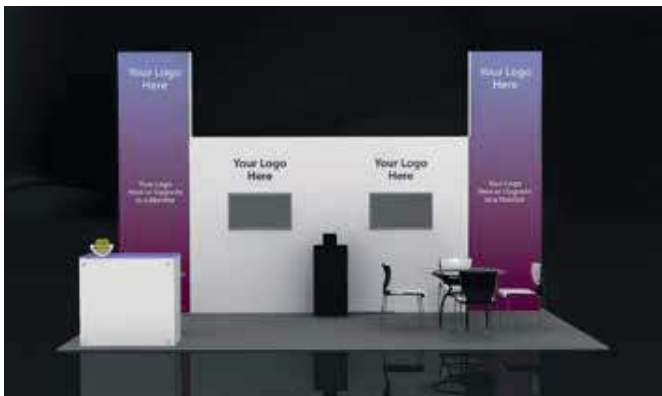


- 1 x Reception desk
- 2 x Bar stools
- 3 x Company logo
- 1 x Black pedestal
- Carpet
- Electrical drop
- IP Connection: 1MB shared drop
- 300 lbs Drayage

Plasma screens and/or graphic panels are available at extra cost



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

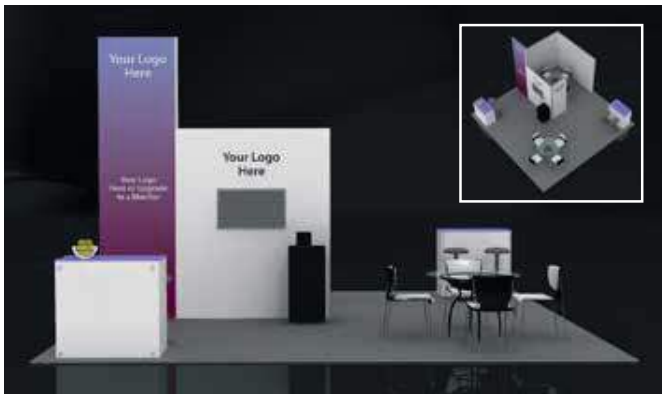


- 1 x Reception desk
- 2 x Bar stools
- 4 x Stack chairs
- 4 x Company logo
- 1 x Black pedestal
- 1 x Glass conference table
- Carpet
- Electrical drop
- IP Connection: 1MB shared drop
- 300 lbs Drayage

Plasma screens and/or graphic panels are available at extra cost



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



- 2 x Reception desks
- 4 x Bar stools
- 2 x Glass conference tables
- 8 x Stack chairs
- 5 x Company logo
- 1 x Black pedestal
- Carpet
- Electrical drop
- IP Connection: 1MB shared drop
- 300 lbs Drayage

Plasma screens and/or graphic panels are available at extra cost



CONNECTED MEDIA|IP 'FREE-DESIGN' PACKAGE

FREE-DESIGN PRICE: \$72 (USD) PER SQUARE FOOT

10' X 10' MEETING ROOMS AVAILABLE UPON REQUEST. PRICE: \$8,110 (USD)

SPONSORSHIP OPPORTUNITIES

There are various Sponsorship Opportunities for exhibitors wishing to enhance their presence at NAB Show 2017. These include:

Seminar Theatre 1 Sponsor: \$40,000.
Seminar Theatre 2 Sponsor: \$20,000.
TV Studio Sponsor: \$25,000.
Lounge Sponsor: \$10,000.

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 2017 NAB Show.

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

The deliverables of this package include:

- IBE 'CEO Series' video interview in the CM|IP Studio.
- 30 minute presentation in the CM|IP Theatre. The Theatre can seat circa 100 people per session. The audience will be scanned and the data will be provided to the sponsor post show.
- Join a CM|IP Panel Debate in the CM|IP Theatre.
- Quarter page of advertising in the CM|IP Show Guide (Printed copies distributed at NAB Show and electronic distribution to 70,000 of IBE's global contacts).
- Social Media integration across all BPL/IBE platforms.
- Pre show ecast announcing Associate Sponsorship of the CM|IP area (circulation circa 70,000).
- Logo and company description on the www.connectedmedia-ip.com website.

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

Ben Gill
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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 ibeconnects.com
- Complimentary advertisement in CM|IP on-site event guide (size dependent on booth size)
- Pre-show digital advertising on IBE Connects and CM|IP Websites
- Pre-show 1 x e-cast announcing presence at CM|IP at NAB Show
- CM|IP Exhibitor Listing in CM|IP and NAB Show websites
- CM|IP Exhibitor Listing in CM|IP and NAB show digital and print supplements
- Inclusion (where available) in weekly e-casts/updates on CM|IP exhibitors, speakers, sponsors to BPL audiences
- Unique registration code with free Exhibits-only registration for CM|IP visitors
- Social media integration across all BPL Broadcast/IBE Connects platforms

During CM|IP at NAB Show

- Live exhibition presence at CM|IP at NAB Show
- CM|IP 30 minute Speaking Opportunity in CM|IP Theatre, subject to availability
- Participation in CM|IP Panel Debates (subject to availability)
- CM|IP Networking lounge
- CM|IP CEO video interviews and stand video vox pops - published on CM|IP and IBE connects (subject to availability)
- Social media delivery across all BPL & IBE Connects platforms during the show

Post CM|IP at NAB Show

- 2 x ecasts for post marketing use
- CM|IP digital editorial coverage on IBE Connects and CM|IP websites
- CM|IP Exhibitor video coverage/vox pops, for use on IBE Connects and client's own video links

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

- 103,119 media and entertainment professionals attend
- 1,013,544 net square feet of exhibit space
- 767 skill-building sessions
- 160+ countries represented by visitors
- 90+ years of industry leadership
- \$19.8 billion in purchasing power attend the show
- 1600+ members of the press attend the show
- 1700+ unique companies exhibit

**Reported numbers based on the 2015 NAB Show data.*

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

EXHIBITS: 24 - 27 APRIL 2017 | LAS VEGAS CONVENTION CENTER

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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