

# CONNECTED

MEDIA  IP

Multiscreen Delivery | Discovery | Engagement

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## BE PART OF MEDIA & ENTERTAINMENT'S FUTURE.

Exhibits: 9-12 April 2018  
Las Vegas Convention Center, Las Vegas, Nevada, USA

[www.connectedmedia-ip.com](http://www.connectedmedia-ip.com)



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# CONNECTED MEDIA|IP AT THE 2018 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 2018 NAB Show - keeping it at the heart of the distribution/delivery/online video technology areas – but adding additional content and attractions for visitors. Connected Media|IP continues to 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: “2018 sees another very positive development for Connected Media|IP exhibitors and visitors as we are significantly expanding our presence in South Hall Upper with more exhibitors and an enhanced seminar programme delivered across two purpose-built seminar theatres. The established location of this signature destination at the heart of the most relevant technology areas will ensure that 2018 continues the rapid growth trend for Connected Media|IP. Our seminar theatres, together with our video studio and 60+ exhibitors at the very forefront of this fast-developing market, will prove an irresistible attraction to visitors at NAB Show 2018. We look forward to welcoming you.”

Now in its sixth 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 2018 NAB Show.**

## Booking now for 2018!

For further information or to reserve your space  
contact

**Ben Gill**

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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 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 BPL's range of media, reaching over 70,000 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 LOUNGES

## **CM|IP THEATRES**

The CM|IP Theatre 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.

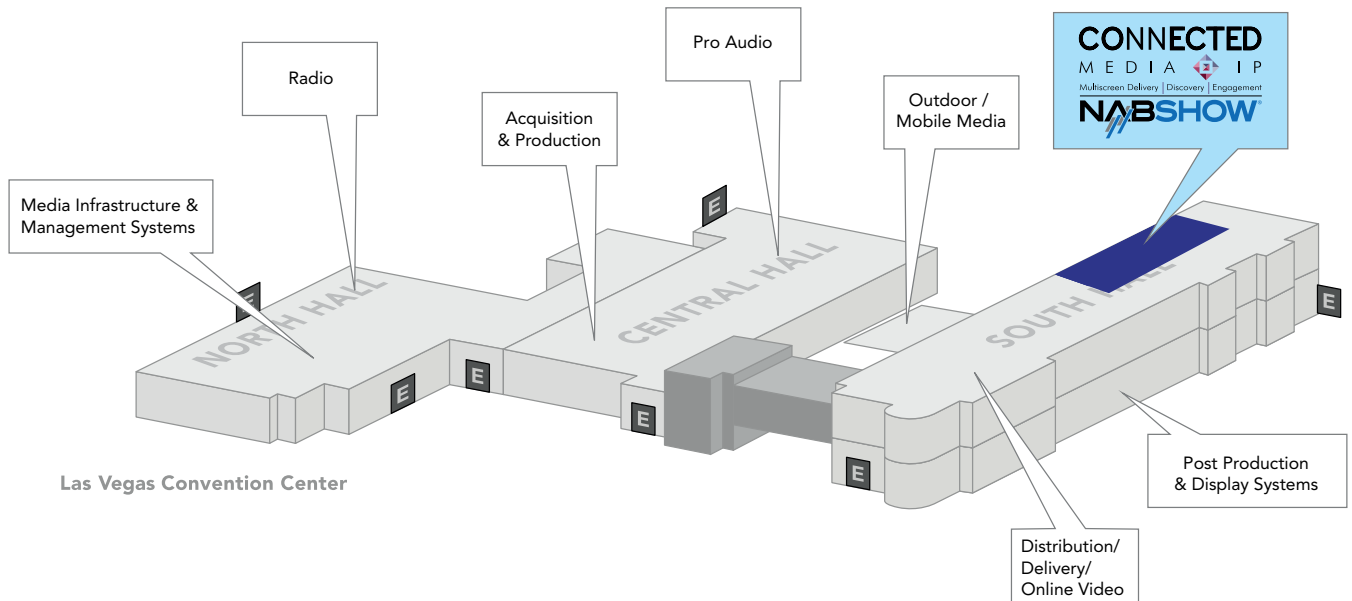
CM|IP exhibitors also receive a 30 minute speaking opportunity within the CM|IP Theatres (due to high demand this is on a first come, first served basis).

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

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

New for 2018 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:

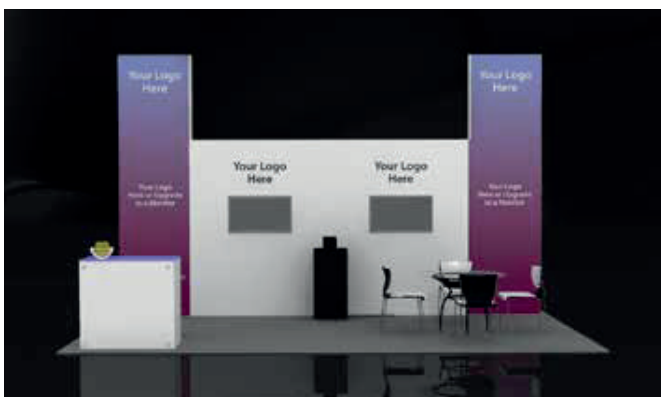


- 1 x Reception desk
- 2 x Bar stools
- 3 x Company logo
- 1 x Black pedestal
- Carpet
- Electrical drop
- IP Connection: 1MB shared drop
- 300 lbs Drayage

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



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

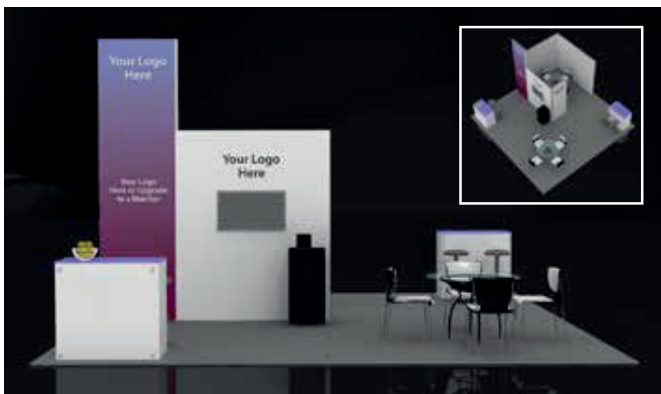


- 1 x Reception desk
- 2 x Bar stools
- 4 x Stack chairs
- 4 x Company logo
- 1 x Black pedestal
- 1 x Glass conference table
- Carpet
- Electrical drop
- IP Connection: 1MB shared drop
- 300 lbs Drayage

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: \$73 (USD) PER SQUARE FOOT**

**10' X 10' MEETING ROOMS AVAILABLE UPON REQUEST. PRICE: \$8,250 (USD)**

## SPONSORSHIP OPPORTUNITIES

There are various Sponsorship Opportunities for exhibitors wishing to enhance their presence at NAB Show 2018. 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 2018 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 Theatres. The Theatres 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 Debate Theatre.
- Quarter page of advertising in the CM|IP Show Guide (Printed copies distributed at NAB Show and electronic distribution to 70,000 of BPL's global contacts).
- Social Media integration across all BPL 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](http://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 Connected Media News
- Complimentary advertisement in CM|IP on-site event guide (size dependent on booth size)
- Pre-show digital advertising on Connected Media News 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/Connected Media News platforms

### During CM|IP at NAB Show

- Live exhibition presence at CM|IP at NAB Show
- CM|IP 20 minute Speaking Opportunity in CM|IP Theatres, subject to availability. NB: This opportunity is only available to those companies taking 200 sq ft or over
- Participation in CM|IP Panel Debate (subject to availability)
- CM|IP Networking Lounge
- CM|IP CEO video interview and stand video vox pops - published on CM|IP and Connected Media News websites (subject to availability)
- Social media delivery across all BPL & Connected Media News platforms during the show

### Post CM|IP at NAB Show

- CM|IP digital editorial coverage on Connected Media News and CM|IP websites
- CM|IP Exhibitor video coverage/vox pops, for use on Connected Media News and client's own video links

**Start your global CM|IP Campaign now – contact:**

**Ben Gill**

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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

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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