ATSC member organizations have the first opportunity to be part of the ATSC exhibit at the 2022 NAB Show. The booth anchors the Future of Delivery pavilion in the spectacular new West Hall of the Las Vegas Convention Center.

ATSC 3.0 is now on-the-air in 45+ markets, reaching more than 50% of the U.S. TV viewers. 70 television models now come equipped with NEXTGEN TV electronics and set-top receivers are in development for consumer release in 2022. The ATSC booth will showcase deployments, consumer products and services, and the opportunities for broadcasters as ATSC 3.0 continues its expansion across the U.S. and the world.

Exposure Opportunities:

In-Booth Kiosks $7,500 Each
- Single-sided kiosk space is available in the ATSC booth the duration of the show.
- Kiosk exhibitors are expected to staff their exhibit space during the NAB Show.
- Kiosk exhibitors will receive a copy of all badge scans from ATSC booth visitors.

Coffee or Happy Hour $2,500+
An afternoon coffee break or late-day “happy hour” sponsorship is available for a $2,500 fee plus catering costs. Sponsors have access to the ATSC booth for an hour and a speaking platform and A/V system is available for opening remarks to your guests. We will promote the event to the extent you wish, but you will be responsible for inviting your guests and marketing the event.
- Coffee Hour sponsorships are available on Sunday, April 24; Monday, April 25, and Tuesday, April 26.
- Happy Hour late afternoon sponsorships are available Sunday, April 24 and Tuesday, April 26.
- Event sponsors will receive a copy of all badge scans from ATSC booth visitors.
Each kiosk includes a 6’ x 8’ backwall with room to include a 55” TV and an additional standard logo that prominently features your organization. Additional pedestal space is included for equipment or handouts, and a small sign next to the back wall has a feature spot for a QR code or other signage.