



# CASE STUDY

## NATIONAL ASSOCIATION OF BROADCASTERS



The National Association of Broadcasters is an advocacy group and trade association that represents the interests of both commercial and non-commercial radio and television broadcasters in the United States. NAB has over 100 years of experience in the radio and television industry and currently represents more than 8,300 stations, as well as broadcast networks.



### OVERVIEW

NAB events offer a unique experience for their audience, bringing together products, services, and education with over 10 conferences and 1,500 exhibitors combined. This includes many different badge requirements and preparation across multifunctional teams.

NAB selected Map Your Show in 2012 to create a seamless experience for attendees, exhibitors, and show management alike, utilizing key products and modules such as MYS Pro, the Exhibitor Resource Center, Booth Sales, Conference Management, and Mobile.

### STRATEGY & GOALS

Collectively, the goal behind a successful NAB show is ensuring that exhibitors and attendees receive the ROI they expect from the event year after year.

Implementing a strategy around this goal included utilizing Map Your Show’s Event Management Technology to capture show data around exhibitor and attendee needs for ongoing insights into changing trends, behaviors, and more.

### RESULTS

- **OVERALL EXHIBITOR LEADS JUMPED 6110%\***
- **USERS ARE GAINING CONTENT RECOMMENDATIONS FROM UTILIZING THE MY SHOW PLANNER.\*\***
  - **AVERAGE EXHIBITOR RECS: 23.**
  - **AVERAGE SESSION RECS: 27.**

“At the end of the day, if you're building a conference, you're **engineering serendipity**. You're putting the right people in the right place to have the right conversations, to move your industry or business forward. With Map Your Show’s **Conference Management Technology**, it helps us do exactly that.”



**Josh Miely**  
*VP, Content & Design*

\*2021 VS 2023    \*\*2023