



NABSHOW[®]

**2025 NAB Show
Broadcasters' Guide**





NAB Show: Shaping the Future of Media and Entertainment

This curated guide offers a comprehensive look at the sessions and events designed to inspire and ignite the next wave of storytelling innovation in broadcast media. Your roadmap to the 2025 NAB Show starts here!

Navigating NAB Show

You can find all broadcast-focused content and exhibits in these key areas:

WEST HALL

- TV and Radio HQ
- Main Stage and Awards
- Show Floor

MAPS:

- [West Hall, First Floor](#)
- [West Hall, Second Floor](#)

[TV AND RADIO HQ](#)

PRESENTED BY XPERI

The official home for the television and radio broadcast community at NAB Show.

HQ Hours: Sunday, April 6 – Tuesday, April 8 | 9 a.m.-6 p.m.

INSIDE HQ:

Located in West Hall, W231-W232

- **NAB Member Lounge** - Connect with fellow NAB members, host impromptu meetings, relax and enjoy complimentary refreshments.
- **Sip-and-Speak Series** - Join us for a daily series of quick, intimate Q-and-A discussions with today's most influential leaders in broadcasting. *Brought to you by SoundExchange.*
- **[TV and Radio Happy Hour](#)** - Enjoy complimentary cocktails and entertainment while networking with your TV and radio peers. *Brought to you by Futuri.*

West Hall Second Floor Meeting Rooms

Enjoy a curated conference experience featuring educational sessions designed for television and radio broadcasters.

FEATURED CONFERENCES AND PROGRAMS:

- **Premium Conference**
 - Broadcast Management
 - Sports Summit
 - TV and Radio Roundtables
 - NAB Small and Medium Market Radio Forum
- **Focus on Leadership Speaker Series**
- **Broadcast Engineering and IT Conference**
- **#GalsNGear CONNECT Women's Leadership Summit**

Explore all conferences and workshops [here](#).



MAIN STAGE AND AWARDS

Join us at the [Main Stage](#) in West Hall to hear from media trailblazers and celebrate the achievements of broadcast innovators.

NAB Show Welcome | Monday, April 7 | 10 a.m.

The official 2025 NAB Show welcome event:

- Fireside Chat with ESPN host Stephen A. Smith and NAB President and CEO Curtis LeGeyt
- 2025 Distinguished Service Award
- 2025 Insight Award



We Are Broadcasters | Tuesday, April 8 | 10 a.m.

- TV Chairman's Award
- Engineering Achievement Awards for TV and Radio
- Digital Leadership Award



SHOW FLOOR

The 2025 NAB Show is where business, technology and storytelling converge. Connect with brands shaping the future of the industry and showcasing the latest technology and solutions.

- [Radio Exhibitors](#)
- [All Exhibitors](#)

Exhibit Hall Hours:

Sunday, April 6 | 10 a.m.-6 p.m.

Monday, April 7 | 9 a.m.-6 p.m.

Tuesday, April 8 | 9 a.m.-6 p.m.

Wednesday, April 9 | 9 a.m.-2 p.m.

TV and Radio Sessions Schedule-at-a-Glance

Saturday, April 5

2-6 p.m. | W213-215

[Small and Medium Market Radio Forum and Reception](#)

Sunday, April 6

9-11 a.m. | W213-W214

[Focus on Leadership Speaker Series](#) | Hosted by the NAB Leadership Foundation

10-10:40 a.m. | W231-W232

Sip-and-Speak Series: TBA

10-10:50 a.m. | W233

TV and Radio Roundtables: [Cross-Platform Content Wins - Radio and Podcast Success Stories](#)

11:30 a.m.-12:20 p.m. | W233

[The Local Advertising Buying Landscape: What are Clients Buying, and How are Radio Sellers Succeeding or Missing Out?](#)

12-12:40 p.m. | W231-W232

Sip-and-Speak Series: [Creating Your Faculty-Broadcaster Talent Pipeline](#)

1-1:40 p.m. | W231-W232

Sip-and-Speak Series: [Talent Development/Managing Talent Across Platforms](#)

1:30-2:15 p.m. | W233

TV and Radio Roundtables: [Managing the Bottom Line](#)

2-2:40 p.m. | W231-W232

Sip-and-Speak Series: [Trends and Data in Radio](#)

2:30-3:15 p.m. | W233

TV and Radio Roundtables: [Measurement Metrics that Matter for Radio](#)

3-3:40 p.m. | W231-W232

Sip-and-Speak Series: [The Need for Shorter Stopsets](#)

3:30-4:15 p.m. | W233

TV and Radio Roundtables: [Rebranding and Revitalizing Your Station Brand](#)

4:15-5 p.m. | W231-W232

Sip-and-Speak Series: [Meet and Greet the Next Generation of Broadcasters](#)

Monday, April 7

9-9:40 a.m. | W231-W232

Sip-and-Speak Series: [Using Social Media to Develop Community](#)

10-11:30 a.m. | Main Stage

NAB Show Welcome

10-10:40 a.m. | W233

TV and Radio Roundtables: [How to Perfect Your Syndication Approach and Strategies](#)

10:30-11:15 a.m. | W231-W232

Sip-and-Speak Series: [Emergency Preparedness Best Practices](#)

11:30 a.m.-12:15 p.m. | W231-W232

Sip-and-Speak Series: [Election 2026: Ensuring Radio's Success in the Midterms with a Winning Political Advertising Strategy in 2025](#)

12:30-1:15 p.m. | W231-W232

Sip-and-Speak Series: [Developing for ATSC 3.0 Through the PILOT NEXTGEN TV Fellowship](#)

12:30-1:15 p.m. | W224-W225

The Future of Sports Rights: Negotiating in the Age of New Media

1:30-2:20 p.m. | W233

The Latest AI Strategies for Radio/Podcasting Marketing and Programming

1:30-2:20 p.m. | W224-W225

FAST Play: How Free Ad-Supported Streaming is Changing Sports Broadcasting

2-2:40 p.m. | W231-W232

Sip-and-Speak Series: [Music Licensing – Broadcast Radio and TV](#)

2-2:45 p.m. | W224-W225

Navigating the Legal Landscape of Sports Rights Deals Post Venue and Sunday Ticket Litigation

3-3:40 p.m. | W231-W232

Sip-and-Speak Series: [Podcasting Trends/Strategies – Tapping into Growth](#)

3-3:45 p.m. | W233

TV and Radio Roundtables: [How to Prepare for Purchase and Integration](#)

4-5:30 p.m. | W231-W232

TV and Radio Happy Hour

Tuesday, April 8

9-9:40 a.m. | W231-W232

Sip-and-Speak Series: [Guestbooking Strategies – How to Book Guests and Prep Them for the Best Content](#)

10-10:40 a.m. | W231-W232

Sip-and-Speak Series: [High School Sports Revenue Success: A Case Study](#)

10-11 a.m. | Main Stage

We Are Broadcasters

10:30-11:15 a.m. | W224-W225

[Beyond Broadcast: The Role of AI, Data Analytics and Personalization](#)

11-11:40 a.m. | W231-W232

Sip-and-Speak Series: [Using Sweepstakes to Drive Engagement](#)

11:15 a.m.-12 p.m. | W224-W225

[Today's College Athletes: The Business of "Me"](#)

11:30 a.m.-12:20 p.m. | W233

[Winning Radio and Podcast Marketing Strategies](#)

1-1:45 p.m. | W231-W232

[NAB Member Meetup: Ask the CEO](#)

(NAB members only)

1:30-2:30 p.m. | W217-W218

[Mentoring & Inspiring Women Present Next Generation Trailblazers: A Developing Vision for the Future](#)

1:45-2:30 p.m. | W224-W225

[The Future of Live Sports Production: Innovation in Real-Time Broadcasting](#)

3-3:30 p.m. | Main Stage

[The Power of Positivity: Building the World's Largest Digital Scripted Studio - Dhar Mann Studios](#)

3-3:40 p.m. | W231-W232

Sip-and-Speak Series: [Music Licensing for Internet Radio](#)

3-3:45 p.m. | W233

[Amplifying Success: Lessons from Bobby Carter and the Tiny Desk Concert Series for Radio and Podcasting](#)

3-4 p.m. | W217-W218

[Sports Radio and Podcasting - Where are the Big Revenue Opportunities?](#)

Wednesday, April 9

10:30-11:30 a.m. | Main Stage

[WWE: The Next Era of Sports Entertainment](#)