

**NAB**  
SHOW

April 18-22, 2026  
(Exhibits April 19-22)  
Las Vegas, NV



## 2026 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 2026 NAB Show starts here!

### Navigating NAB Show

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

#### NORTH HALL

- Main Stage | [North Hall, Show Floor Map](#)
- Premium Conference Meeting Rooms | [North Hall, Second Floor Map](#)

#### CENTRAL HALL

- TV and Radio HQ
- Show Floor

[Central Hall, Show Floor Map](#)

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## TV and Radio HQ

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

### HQ Hours:

Sunday, April 19 | 10 a.m.-6 p.m.  
 Monday, April 20 | 9 a.m.-6 p.m.  
 Tuesday, April 21 | 9 a.m.-6 p.m.  
 Wednesday, April 22 | 9 a.m.-2 p.m.

### Inside HQ:

Located in Central Hall on the Show floor.

- [NAB Member Lounge](#) - Connect with fellow NAB members, host impromptu meetings, relax and enjoy complimentary refreshments.
- [TV and Radio HQ Theater](#) - Connect, discover and join the conversations shaping what's next in TV, radio and audio.
  - [Workforce Development Program](#) - Explore how AI and workforce shifts are reshaping media organizations and what broadcast leaders need to do to prepare for the next era of industry growth.

### Television/Radio/Audio Conferences

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

#### North Hall Conference Rooms

- [Broadcast Management and Monetization](#)
  - [NAB Small and Medium Market Radio Forum](#)
  - [Focus on Leadership Speaker Series](#)
- [Broadcast Engineering and IT Conference](#)

#### West Hall Conference Rooms

- [Programming Everywhere](#)

#### Show Floor

- [Sports Summit](#) (West Hall)
- [Media and Entertainment Theater](#) (West Hall)

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



## Broadcasters on the Main Stage

Join us at the Main Stage in North Hall to hear from media trailblazers and celebrate the achievements of broadcast innovators.

### **NBC Sports Playbook: Rights, Partnerships and What's Next | Sunday, April 19 | 12:30 p.m.**

- Jon Miller, president of Acquisitions and Partnerships at NBC Sports

### **NAB Show Opening | Monday, April 20 | 10 a.m.**

The official 2026 NAB Show welcome event:

- Fireside chat with mega producer Jesse Collins and Carolyn Giarda
- NAB Spirit of Broadcasting Award – “Survivor” with special appearance from Jeff Probst

### **We Are Broadcasters | Tuesday, April 21 | 10 a.m.**

Honors excellence across content, leadership and innovation, while spotlighting the impact broadcasters have on culture and community.

- 2026 LABF Insight Award Presentation- [Mo Rocca](#)
- NAB Television Chairman’s Award- [Nate Bargatze](#)



## Show Floor

The 2026 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 19 | 10 a.m.-6 p.m.

Monday, April 20 | 9 a.m.-6 p.m.

Tuesday, April 21 | 9 a.m.-6 p.m.

Wednesday, April 22 | 9 a.m.-2 p.m.

## Broadcast Management and Monetization Schedule-at-a-Glance

### Sunday, April 19

[Focus on Leadership Speaker Series](#) | Hosted by the NAB Leadership Foundation  
9-11 a.m. | N252/N254

[Small and Medium Market Radio Forum](#)  
2-5 p.m. | N252/N54

Small and Medium Market Radio Forum Reception  
5-6 p.m. | NAB Member Lounge (inside TV and Radio HQ), C2450

### Monday, April 20

[NextGen TV and TV 3.0: A Global Conversation on the Future of Broadcasting](#)  
1-2:45 p.m. | N254

[Beyond Search: How Broadcasters Can Win or Lose in AI-powered Search](#)  
1:30-2:30 p.m. | N259

[Improving the Listener Experience](#)  
2:45-3:45 p.m. | N259

[Ask the FCC with Larry Walke](#)  
3-4 p.m. | N254

### Tuesday, April 21

[America 250: Owning the Moment — How Radio and TV Will Drive Community, Culture and Revenue in 2026](#)  
11:15 a.m.-12 p.m. | N259

[The Local Advertising Buying Landscape: Find Out What's Driving Digital Sales, Revenue and Growth Opportunities](#)  
1:30-2:30 p.m. | N259

[Hot Digital Trends: What to Know About Video, Podcasts and AI](#)  
2:45-3:45 p.m. | N259

[The AI Bot Blocking Strategy: Feed the Bots or Fight Back?](#)  
4-5 p.m. | N259

## TV and Radio HQ Schedule-at-a-Glance

### Sunday, April 19

[AI is Changing Everything: What Leaders Must Do as AI and Market Forces Reshape Work](#)  
11-11:45 a.m. | C2450

[DTS AutoStage: The End of the Measurement Guessing Game](#) *Sponsored by Xperi*  
1:30-2 p.m. | C2450

[The Skills Demand is Intensifying: Why Leaders Should Build Agile, Extendable Workforces](#)  
2:30-3 p.m. | C2450

[Radio – The New Boutique Business?](#) *Sponsored by Radio World*  
3-3:30 p.m. | C2450

[NextGen TV Tech in Motion: Inside Two Live ATSC 3.0 Lab Prototypes](#)  
4-5 p.m. | C2450

[NAB NextGen TV News Technology Lab Happy Hour](#)  
*Co-located with the NAB Small and Medium Market Radio Forum Reception*  
5-6 p.m. | C2450

### Monday, April 20

[Talent Pool Crisis: Building the Next-Gen Workforce for the Future of Work in Media](#)  
11-11:30 a.m. | C2450

[From Vision to Action: Pilots, Roadmaps and the Workforce of the Future](#)  
2-2:30 p.m. | C2450

[The Value and Power of Mentorship in Advancing Women Leaders](#)  
2:45-3:15 p.m. | C2450

[Election 2026: Capturing Radio's Political Ad Opportunity in the Midterms](#)  
3:30-4 p.m. | C2450

## TV and Radio HQ Schedule-at-a-Glance

### Tuesday, April 21

[Beyond the Firewall: Protecting the Next Generation of Media Assets](#)

10:15-10:45 a.m. | C2450

[Your Digital Ad Sales Suck! A Revenue Model Built By Broadcasters! How Radio and TV Leaders are Accelerating Digital Revenue](#)

*Sponsored by NuLeaf Digital | Powered by Crowd Fire Solutions*

11-11:30 a.m. | C2450

[Music Licensing for Internet Radio with SoundExchange](#)

*Sponsored by SoundExchange*

1-1:30 p.m. | C2450

[Developing for ATSC 3.0 Through the PILOT NEXTGEN TV Fellowship](#)

3:15-4 p.m. | C2450

[Improving AM Coverage and the Future of Digital Radio Listening](#)

4:15-4:45 p.m. | C2450

### Wednesday, April 22

[SBE at NAB Show – New SBE/NAB Guides and Other News for 2026](#)

10:15-10:45 a.m. | C2450