



# NATPE 101: BECOMING A SHOWLAUNCHER.

Whether it's your first or 10th time visiting NATPE Miami, let's make the most out of your trip.

## What is NATPE?

NATPE is the place for you to sell your content idea. One of the biggest marketplaces in the U.S., Network, Streamer, and Brand executives from all over the world are in attendance to review and purchase show concepts.

### ***Conversations Change the World.***

Your show strategy needs partners to get it from your pitch deck to broadcast ready. The exclusively curated sessions and high stakes networking generate opportunities for contributors at all levels to up their game. Be ready to share your ideas, gather business cards, take notes and buy some drinks, because the relationships you start will be your path to success.

## Am I qualified to attend?

Preparation is important. But if you have never been to the conference or are concerned that you're not 100% ready... rest assured that there's a place for you in Miami.

NATPE helps at all levels, including workshops and sessions at the conferences covering topics such as:

- Financing Your Show
- Pitch and Prep of your idea
- Sizzle or Not to Sizzle.

## Where should I start?

1. Watch the ShowLauncher Masterclass Series:

- [Understanding The Marketplace](#)
- [Perfecting The Pitch](#)
- [The Meeting & The Deal](#)

2. Get Ready to Network:

- Have your show brand ready.
- Have a clear pitch and one paragraph description
- Represent yourself and your show as a professional
- Do not mention talent you have not previously locked in
- Be honest about the financing and sponsorships you have commitments from.

3. Prep Your Pitch and Make sure to include:

- What the potential return on investment for your concept?



#### 4. Begin Outreach:

Using the [NATPE Connect Mobile app](#) find speakers and attendees to get your show sold!

- Find who's Attending
- Setting Up Meetings
- Following Up

## Should I become a NATPE Member?

Be a part of the largest U.S. based global content association and gain access to exclusive events, discounts, and insights. To learn more, please visit: <https://www.natpe.com/home/membership/>

## What are the benefits of becoming a sponsor?

NATPE Miami is a key opportunity to get your company, product, or service in front of the decision-makers charting the course of content creation of tomorrow.

- Benefit #1: Own the room, don't just attend
- Benefit #2: Position your brand front-and-center among industry leaders
- Benefits #3: Customize your experience and gain genuine exposure.

To learn more, please visit: <https://www.natpe.com/miami/sponsorship/>

## How do I get space on the NATPE floor?

Make an impact directly on the NATPE floor – or in nearby hideaways. Becoming an Exhibitor allows you to create the environment you wish inside the NATPE community. To view Exhibitor options, please visit: <https://www.natpe.com/miami/exhibit/options/>

## Where should I stay in Miami Beach?

Miami Beach traffic is tricky to negotiate and make it to you the events on time. Stay at the Fontainebleau and don't miss any sessions, events or parties. Not to mention the all so important bar scene. Book now! Accommodations tend to book up fairly quickly. You can review NATPE's recommended hotels in addition to various FAQs. Visit: <https://www.natpe.com/miami/stay/>

## Want to meet others like you?

Meet the other ShowLaunchers to find out what has lead to their recent success. ShowLaunchers will meet prior to the event to review their pitch and to network. To learn more, contact: [showlauncher@revthink.com](mailto:showlauncher@revthink.com)

For more information about RevThink visit <http://revthink.com/start>