

#NAMMShow

NAMM®

believe in music

The
NAMM
Show

The Music Begins Here

Post-Show Report

The NAMM Show

Thank you for exhibiting!

January 16–19, 2020

Anaheim Convention Center
Southern California

Thank You!

With the start of the new decade, leaders, innovators, experts, and artists across music products, pro audio, and entertainment technology gathered at the “Crossroads” of the global industry. The annual gathering saw professionals convene to launch and discover the next decade of business opportunities and celebrate music-making.

“

It was incredible to see NAMM members and industry professionals from around the world come together in such a positive way to experience the launch of countless new products, attend the best industry education available anywhere and to enjoy the camaraderie and networking that makes our musical lives so meaningful.

Joe Lamond • NAMM President and CEO



The NAMM Show gathered a global audience of buyers, media and influencers.



The NAMM Show is the ultimate opportunity for industry professionals to come together to share their passion for music, build relationships, and learn from each other through the vast array of educational and networking opportunities that the show has to offer. It's a place where we hold each other up, cheer each other on, and strengthen the industry as a whole.

Chris Martin • Chairman and CEO • C.F. Martin, NAMM Chair



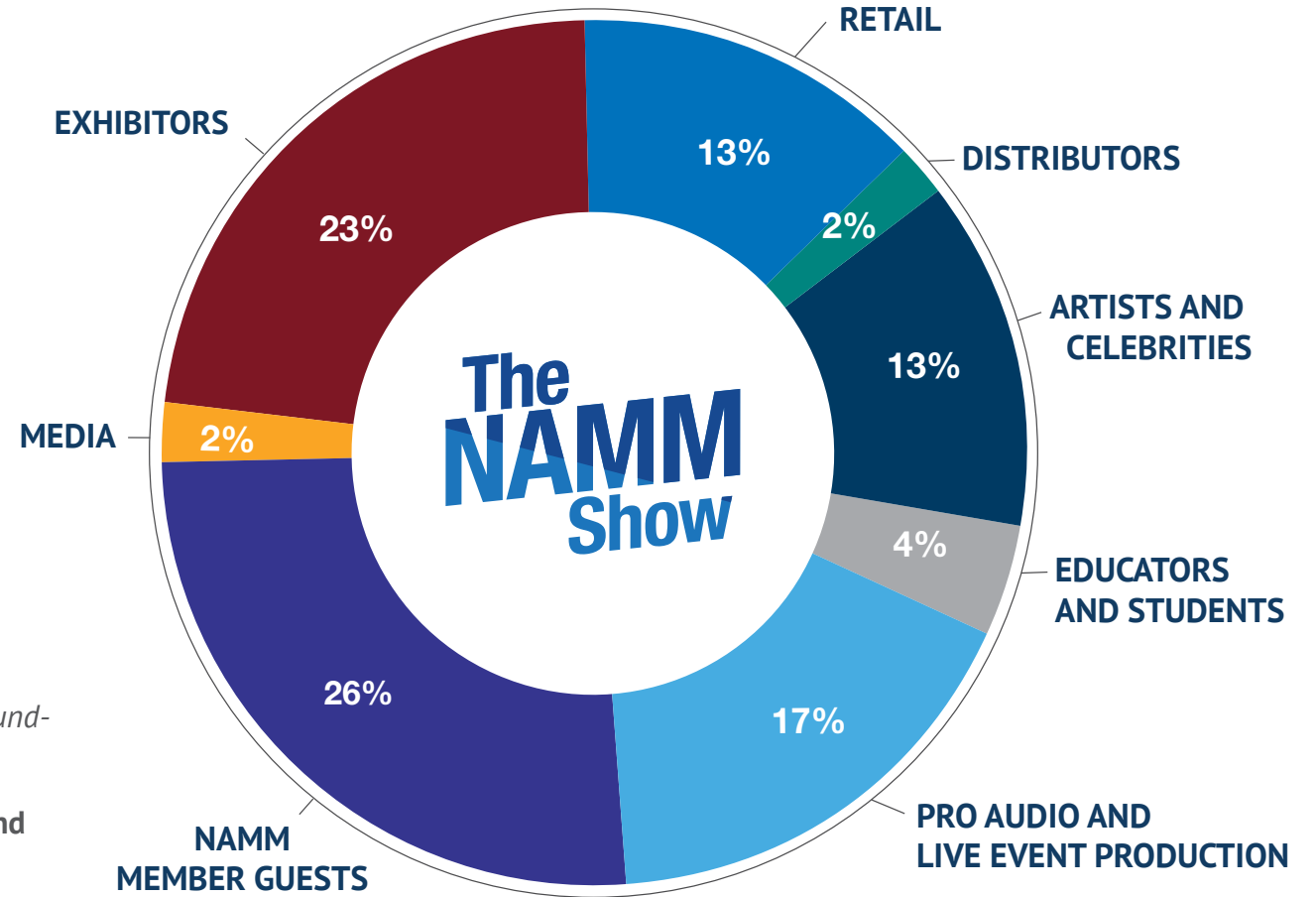
Audience Profile

This show proved to be the most diverse yet, uniting communities from across interests, cultures and generations.



NAMM is a major show for Shure. Not only does it allow us to connect with the community and its musicians... it gives us the opportunity to introduce new products to distributors from around-the-world. Year-after-year, we leave reenergized and inspired.

Abby Kaplan • Vice President of Global Sales for Musician and Consumer Audio • Shure



Watch the recap video.



Review the post-show release.



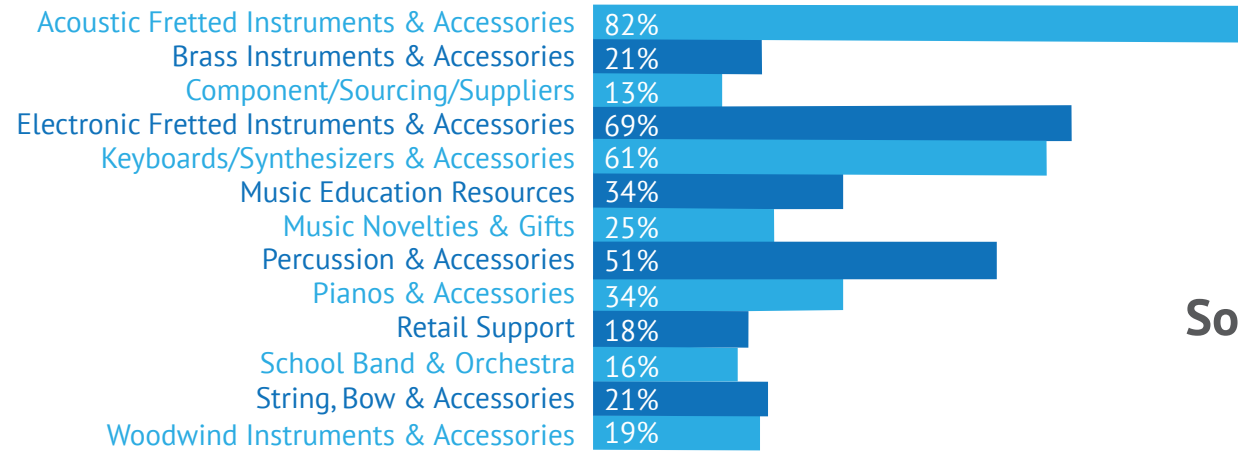
View the photo gallery.



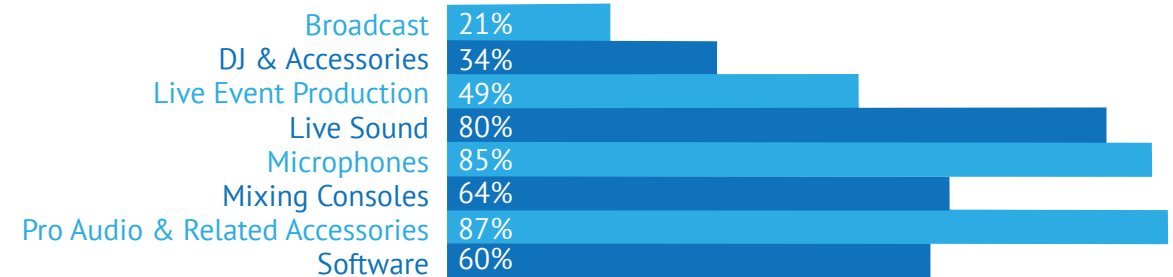
Access Global Retailers and Distributors

NAMM members comprise the vast majority of global music retail, elevating your brand throughout their broad distribution channels.

Music and Related Products:



Sound and Live Event Production:



* Totals do not equal 100% as respondents selected multiple categories.

A Passionate Community

Across the entire attendee pool, everyone walking the halls is united in their passion for music, sound and entertainment technology products, influencing their purchasing decisions as well as their networks.

Member Guest
shopping for their boutique guitar collection.

Exhibitor Guest
evaluating gear for their recording studio.

Artist/Celebrity
posting products on their social media.

Global Distributor
searching for their next retail best-seller.

Venue Professional
buying products to power their world-class entertainment.

Media Member
covering the latest innovations for an international audience.

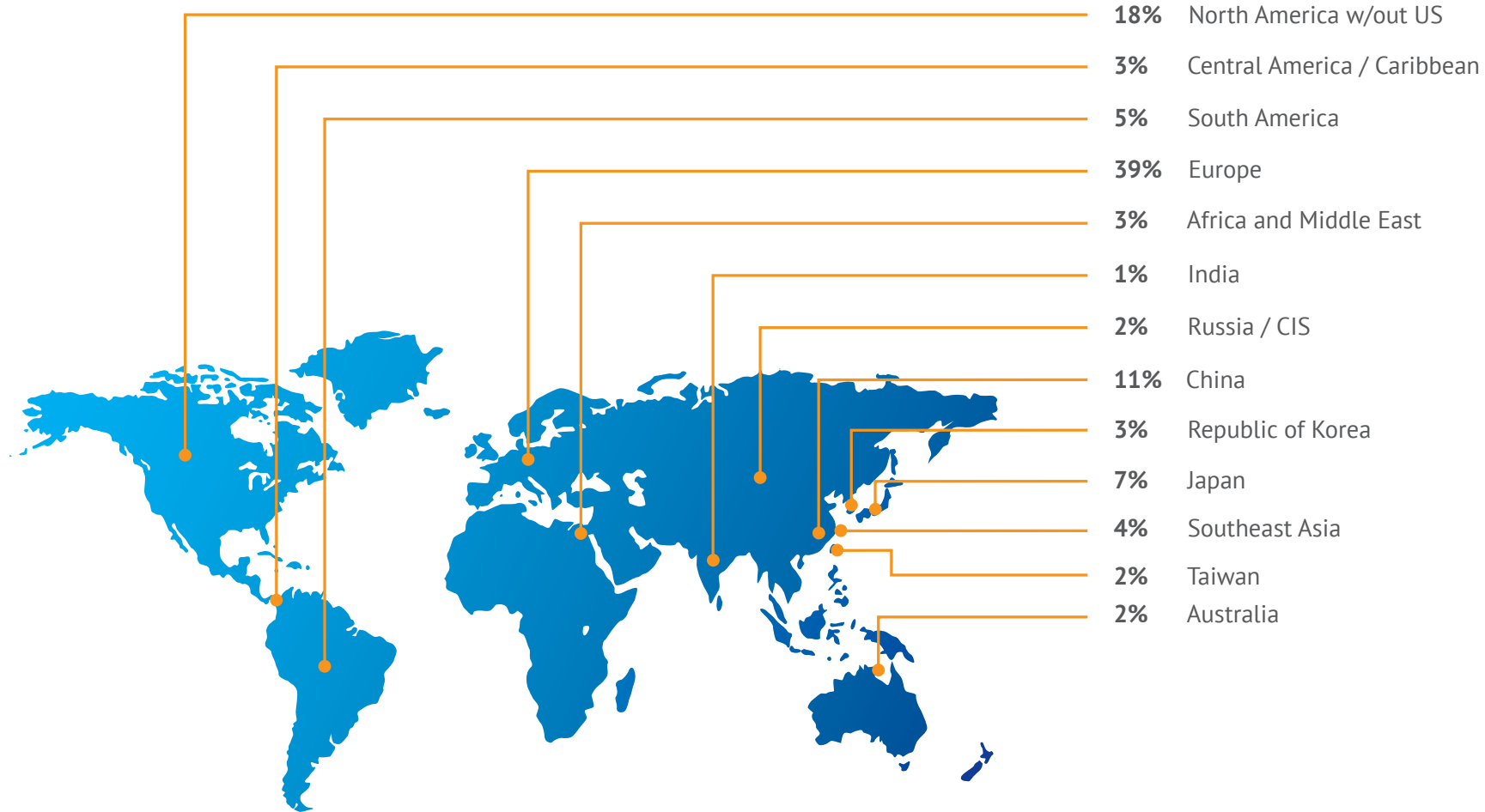
Student
looking for their first internship to break into the industry.





Global Snapshot

The world gathered at The NAMM Show, providing an opportunity for 132 countries and regions to connect in one, convenient location.



132
Countries
and Regions

20%
2 Year
International
Growth

Top 20 Countries by Buyer:

- | | | |
|----------------|-------------------|-----------|
| Canada | France | Turkey |
| China | Taiwan | Brazil |
| United Kingdom | Spain | Singapore |
| Mexico | Republic of Korea | Finland |
| Germany | Australia | Denmark |
| Japan | Sweden | Argentina |
| Italy | Netherlands | |



Bringing Buyers to You (Domestic)

Exhibitors reached a vast majority of the top domestic buyers, allowing firms the chance to discover their latest bestseller.

Domestic buyer examples include:

Alto Music - NY

B&H Photo - NY

Guitar Center - CA

Austin Bazaar - TX

Chicago Music Exchange - IL

Brook Mays Music - TX

Elderly Instruments - MI

Full Compass Systems - WI

I DJ Now - NY

Sweetwater - IN

Vintage King Audio - CA

Ted Brown Music - WA



As the world's largest musical instrument retailer, Guitar Center's participation at The NAMM Show is a top priority. The show provides us with an opportunity to connect with our vendor community all in one place and allows us to discuss key issues and trends in the MI space while interfacing with an exhibitors' complete teams to better showcase and demonstrate their latest offerings.

Karl Bracken • Executive Vice President of Merchandising and Private Brands • Guitar Center



See show-recaps from
Convention Center TV @ NAMM



Bringing Buyers to You (International)

The NAMM Show offered the equivalent of 132 passport stamps, all from the comfort of Southern California, developing global networks and expanding brands to new markets.

International buyer examples include:

Tom Lee Music - Hong Kong/Canada

Thomann Musikhaus - Germany

Shimamura Music - Japan

Long & McQuade - Canada

Bax Music - Netherlands

Luthman Scandinavia - Sweden

Audiomusica Ltda - Chile

Key Music International Group - Belgium

Yamano Music Co Ltd - Japan

Boomers Music - Thailand

Best Friend Music - China

Andertons Music - UK



We travel to NAMM to see new products, make purchases, and focus on relationships. People and partnerships are a key aspect of our experience. Another aspect we enjoy is the inspiration and renewed vigor we feel at this show, as we explore so many new ways of doing things and the joy of this industry.

Alan Barclay • Managing Director • Absolute Music, UK



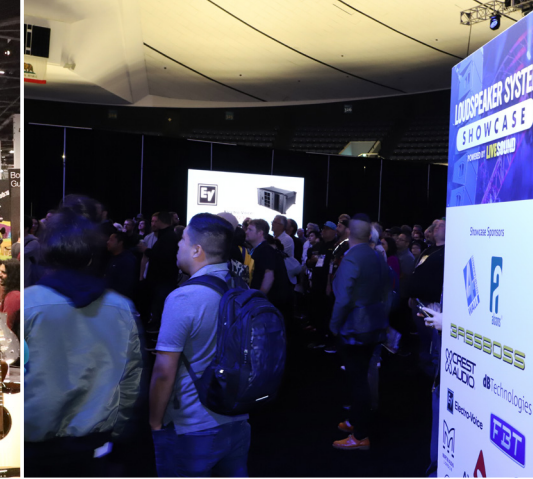
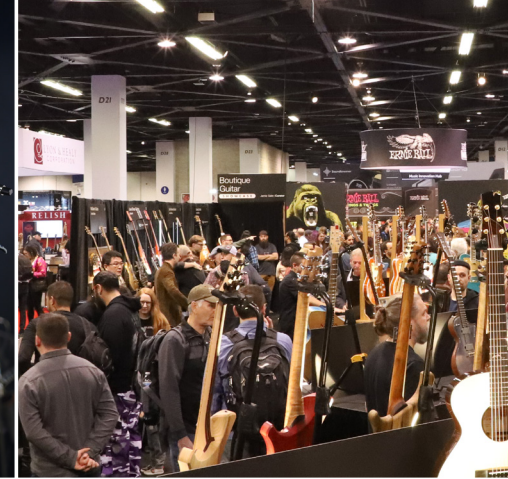
See how Dealer of the Year Mark Hebert works The NAMM Show

The
NAMM
Show

NAMM Experiences

Each evening of the show came alive on the Yamaha Grand Plaza stage with plenty of star power including Animals as Leaders, Mr. Talkbox, Kenny Loggins, Earth, Wind & Fire, and Tower of Power.





Yamaha on the Grand Series

A-list performers took the stage on the Grand Plaza




SheRocks

Honored outstanding female musicians and professionals





Campus Showcases

A series of showcases highlighted product communities




Grand Rally

Uniting advocates for a celebration of music education




Lounge 88

Presented the latest in pianos




Retail Education

Music retail professionals can't miss The NAMM Show due to the wide variety of benefits they obtain, including free, intensive NAMM U education sessions, covering topics ranging from inventory management to tax and labor policy, and digital marketing.

16.4k
NAMM U
Attendance

28k+
Professionals
Trained

NAMM[®] U

NAMM U
Jam-packed with actionable
take-aways

NAMM[®] U
Breakfast
Sessions

Breakfast Sessions
Keynote sessions focused
on big-picture ideas

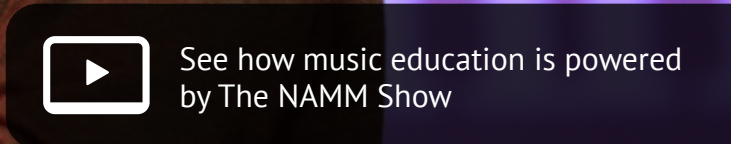
Marketing guru Ann Handley was among many iconic speakers.





NAMM Experiences

The Grand Rally for Music Education convened music education advocates for a celebration of the benefits and pleasures of music education.



The morning celebration welcomed ten-time Grammy winner Bobby McFerrin and Gimme5 for a special performance.



Music Educators and Students

Educators and students develop their crafts at the show, providing the foundation for the next generation of our industry. Universities and schools also utilized the platform, making buying decisions to outfit their bands, orchestras, theaters and stadiums.



Music Education Days

Providing continuing education to the educators

Examples include:

- Australian National University
- Berklee College of Music
- Los Angeles Film School
- Stanford University
- Tokyo Communication Arts

- Universidad Tecnológica de Bolívar
- University of California System
- University of Colorado System
- University of Nevada System
- University of Texas System



GenNext

Training the next leaders in our industry



Grand Rally

Exciting and uniting music education advocates



My experience at NAMM was life changing. Through NAMM I landed an internship with D'Addario.

Jon Giroux • Past President's Innovation Award recipient and NAMM GenNext attendee

2,500+
GenNext
Students

2k+
Music
Educators

Nonprofits

As a not-for-profit organization, NAMM is committed to giving back to the community, as well as galvanizing other nonprofits that share this mission. The Nonprofit Management Institute empowers networking and best practices throughout this corner of the industry.



NAMM Public Affairs also presented Policy sessions with experts on issues and regulations relevant to NAMM member businesses, such as CITES permit requirements, remote sales tax, Prop 65, Chinese tariffs and more.

“The NAMM Show is a great place for nonprofits to connect with those working together for advocacy of music education.”

Chiho Feindler • Senior Director of Programs and Policy
VH1 Save the Music Foundation



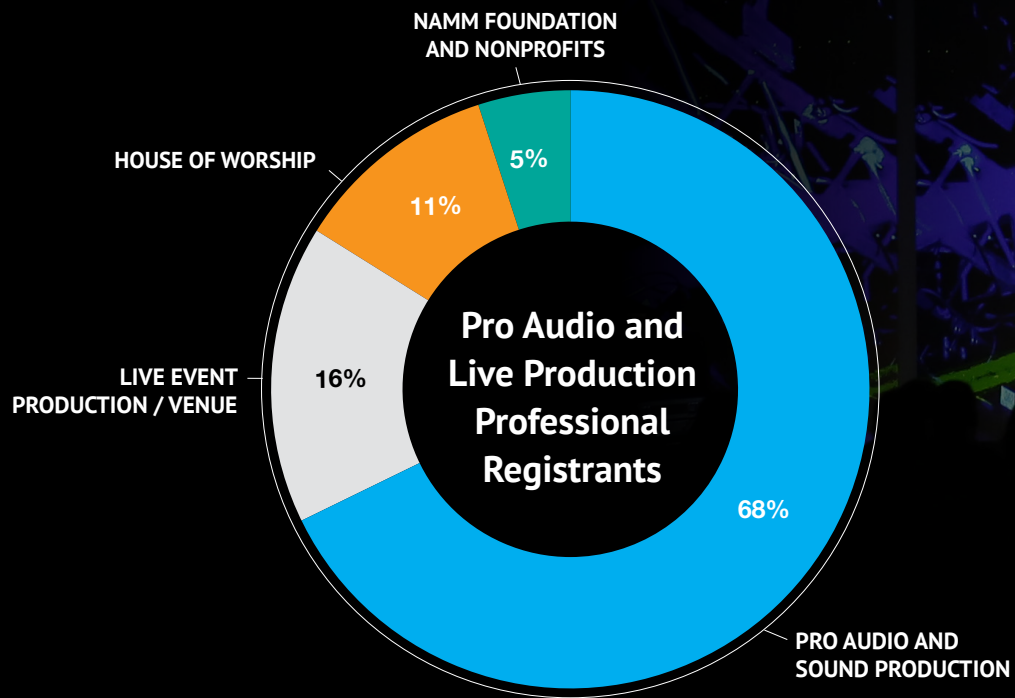
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Found

To Pa

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Uniting Communities

General attendee registrants represented a variety of professional fields, making The NAMM Show a meeting place of industries and helping exhibitors create connections and opportunities across diverse market segments.



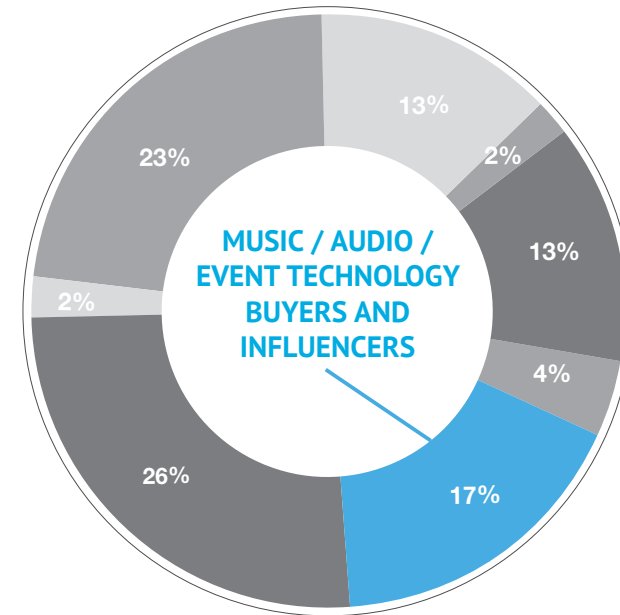
The NAMM Show BREAKFAST OF CHAMPIONS
CROSSROADS
MUSIC · SOUND · ENTERTAINMENT TECH



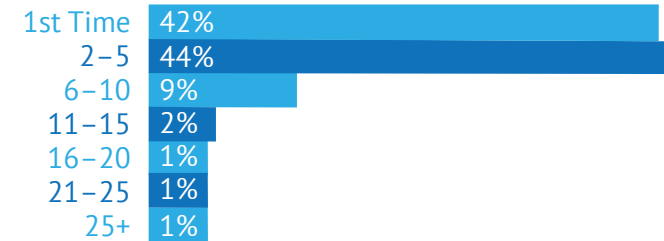
New Sales Opportunities

Thousands of pro audio, sound production, house of worship, venue, university, school, hotel, amusement park and cruise ship professionals communed at the Crossroads to find the latest products to power their own music, audio and live event experiences.

As our global community grows, more professionals with buying power are making a trip to The NAMM Show, creating expanded sales opportunities every year.



of Times at The NAMM Show:



Buying Roles:



(based on those that indicate they are involved with purchasing decisions)



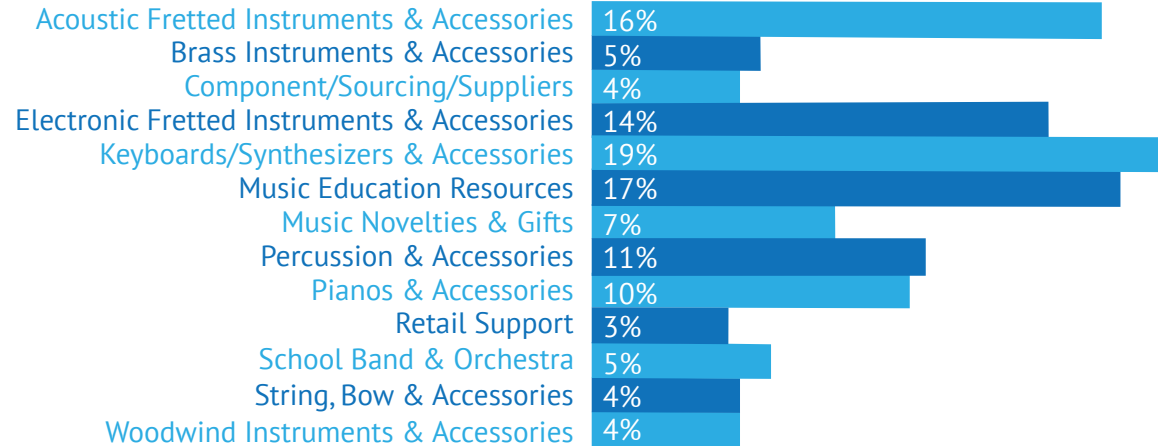
Products of Interest

The show welcomed professionals looking for many different products, solutions and services, creating powerful sales opportunities for exhibitors.

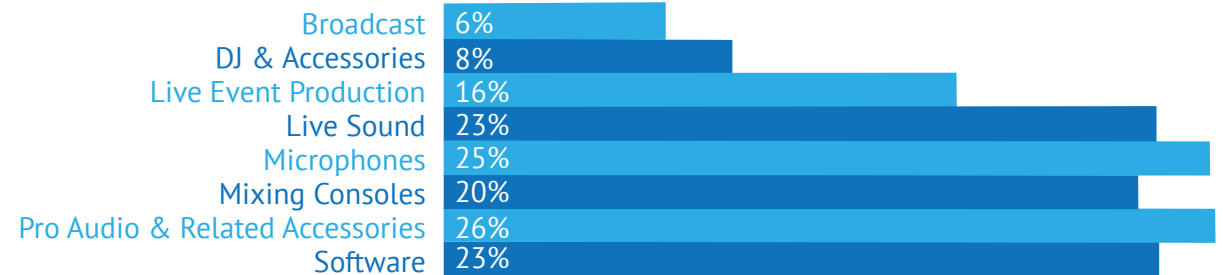
“Being here at NAMM is eye opening, it gives me many ideas and the realization that things are changing and that the old norms will not work anymore. And I am looking forward to checking all the new gear and bringing some of it back to my church. To me this is the most wonderful time of the year!

Michael Anthony Hunt Sr. • Musical Ministry Lead • Vessels of Honor Ministries International

Music and Related Products:



Sound and Live Event Production:



* Totals do not equal 100% as respondents selected multiple categories.



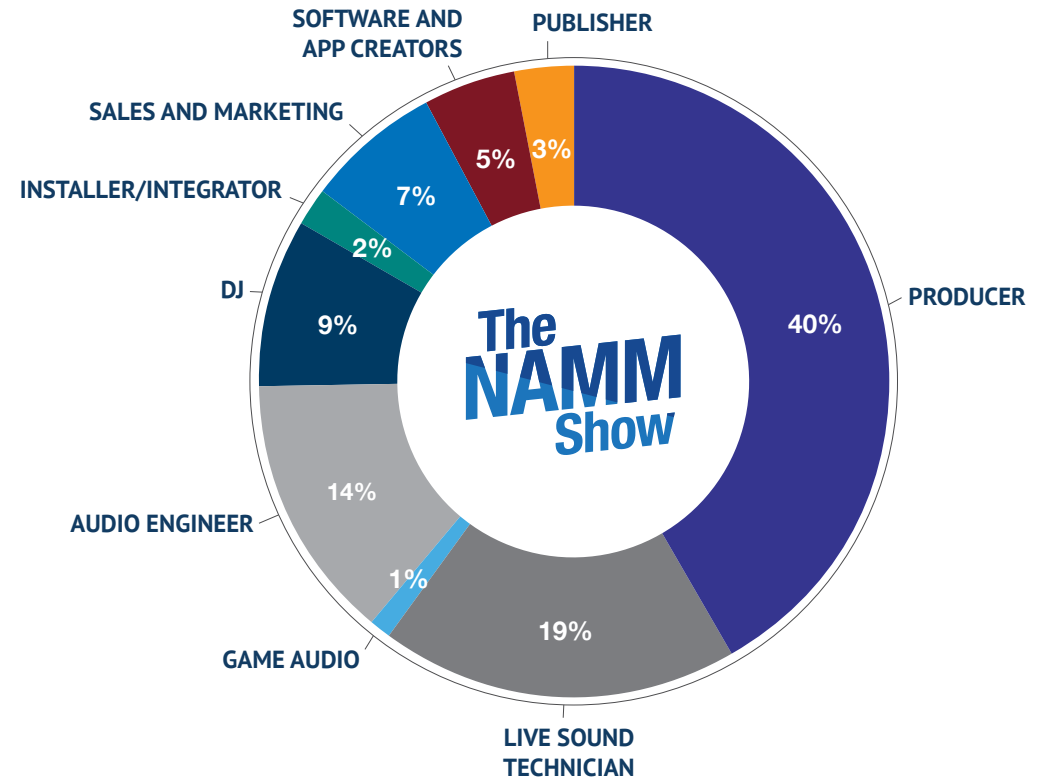
Pro Audio and Sound Production

The NAMM Show has become the home for pro audio and sound, with a dedicated exhibit hall, networking events and side-by-side demo opportunities.

Examples include:

TDE Entertainment
Pensado's Place
Pulse Music Group
Disney Theme Parks
Sony

Warner Brothers
PRG
Clair Global
Formosa Group
Dreamville Records



This is our third year, and as NAMM is more focused on pro audio and live sound companies, the [show attendees] are a good mix for business. [NAMM] is one of those shows where you have to be there.

Rusty Waite • President • K-Array



See highlights from the team at Pro Audio Asia as they explore the audio neighborhoods of the campus.

NAMM Experiences

The TEC Awards honored 31 categories of excellence in pro audio and sound production.

The evening also honored musical legend Joni Mitchell with the Les Paul Innovation Award, and inducted audio legends Herb Trawick and Dave Pensado into the TEC Hall of Fame.

The celebration helped attract a powerful community of studio professionals, producers, manufacturers, artists and celebrities.



See performances and acceptance speeches from a special evening, Saturday, January 18, 2020.



TEC Tracks
The legends of recording




A3E
Future-focused sessions




Pro Audio Pool Party
Audio leaders united poolside




AES Academy
Hands-on look at the latest gear and techniques




Loudspeaker System Showcase
Side-by-side demos of loudspeakers






House of Worship

The house of worship market discovered their music, sound and entertainment technology solutions on the show floor, interacting with brand representatives on a personal level and building relationships.

Examples include:

Bethel Church

Calvary Chapel

Christ Community Chapel

Hillside Community Church

Hope Community Church

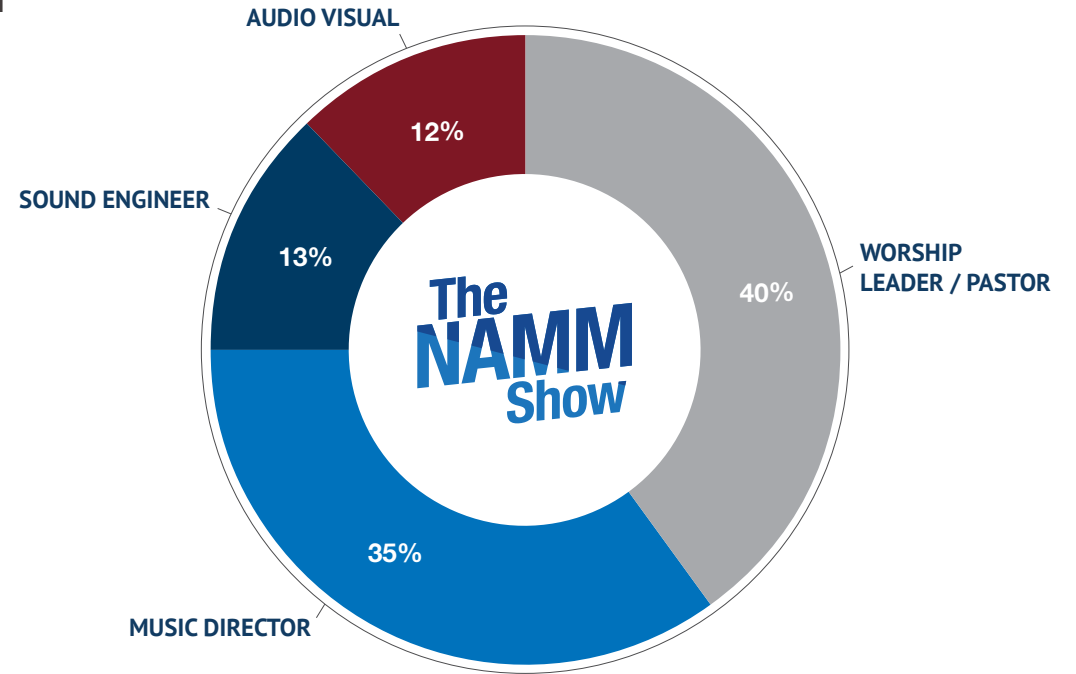
New Life Church

Rock Church

Saddleback Church

Trinity Broadcasting Network

Worship Musician Magazine



“The house of worship market is one of the biggest live event production segments in the country. For context, last year there were 50 million tickets sold for the top 200 touring acts. On any given Sunday, it is estimated 124 million people attend church, most of which produce live events.

George Ross • Chief Operating Officer • CCLI (Christian Copyright Licensing)



Learn how the worship community approaches opportunities at The NAMM Show

The
NAMM
Show

NAMM Experiences

Michael W. Smith headlined a spirited NAMM Night of Worship presented by Yamaha, uniting a wide array of people, including church organizations looking for the latest gear to elevate their live events.



Live Event Production

Entertainment Technology professionals connected, discovered and were celebrated at the show, drawing touring production, video and lighting designers, distributors, retailers, rental houses and up-and-coming students.

Examples include:

4 Wall

Absen

Area Four Industries

Atlanta Rigging Systems

Freeman

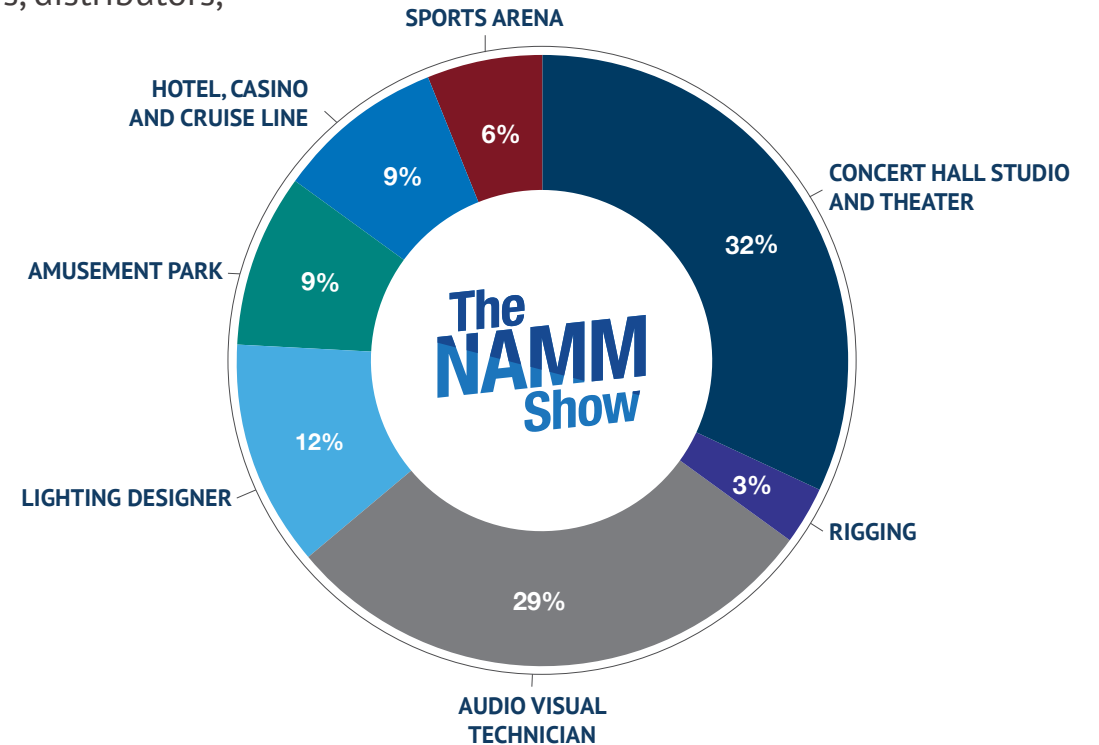
IATSE (Various)

LEGOLAND California Resort

Lighting Trainer

Lighting&Sound America

Pyrotek Special Effects Inc.



At this show, you see the company culture and the product directly and have a tactile relationship. And that definitely leads to decisions. It's one of the key things that really tips the scale between one manufacturer and another. I'm looking at the strengths of different manufacturers here at NAMM, so I can say one product may or may not be right for this tour, but it might be perfect for another context.

Emery Martin • Video Designer/Lighting Designer (Beck, Foo Fighters, Alt J, LACMA)



Hear comments from live event professionals on how they utilize The NAMM Show

NAMM Experiences

The Parnelli Awards, hosted by music legend John Waite, honored excellence in live event production, welcoming the industry's brightest stars to The NAMM Show.





Pro Production
Exciting sessions for entertainment technology professionals




ESTA-Curated
Four tracks offered free-ETCP renewal credits




LSA/PLASA
Richard Cadena of Lighting & Sound America and PLASA hosted several entertainment technology sessions




Hands on Training
Lighting designers test drove and got hands-on with lighting consoles






Designer Studio

Fireside chats, live podcast recordings and networking sessions united production professionals



Parnelli Awards

Leading touring pros were honored in this star-studded industry awards presentation



Members Choice Awards

Manufacturers gained exposure and credibility through this industry-voted award




Entertainment Tech Showcase

The latest in entertainment technology was showcased and celebrated



ESTA and Behind the Scenes

Members networked while giving back to those in need





NAMM Experiences

More than 1,700 media outlets and millions of enthusiasts turned their gaze to The NAMM Show, sharing the experience across the world.



Watch Dr. Mix's experiences at the show!



Media

The NAMM Show attracted a wide range of media outlets across trade, mainstream and content creators, amplifying exhibitors' messaging and launches.

Social influencers extended the vibe of the show, and product reviews, to millions of followers.

2
Billion+
Social Media
Impressions

1,700
Media
Outlets

Media examples include:



Influencer examples include:



Click icons above to join the conversation.



Preview Day
 A “first look” reception helped brands showcase new products to a diverse media audience



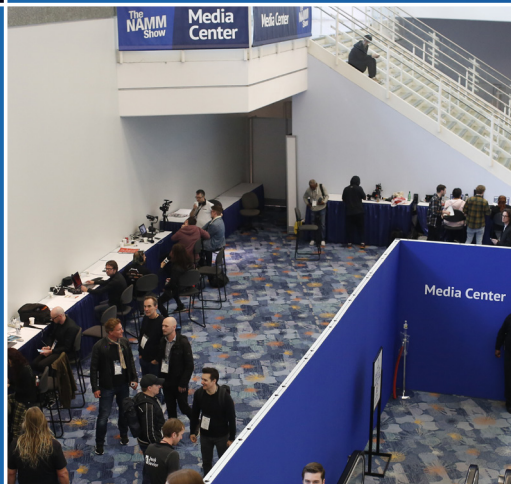
Podcasts
 Podcast setups, located on the show floor helped power content and new ideas



Content Creation
 Numerous live streaming opportunities helped exhibitors tell their brand stories



Media Centers
 A professional and focused area for content creation



Social Reach
 Billions of impressions and interactions were generated as a result of the show



Brand Visibility

The NAMM Shows Mobile App and namm.org provided visibility and navigation at the show.

90k

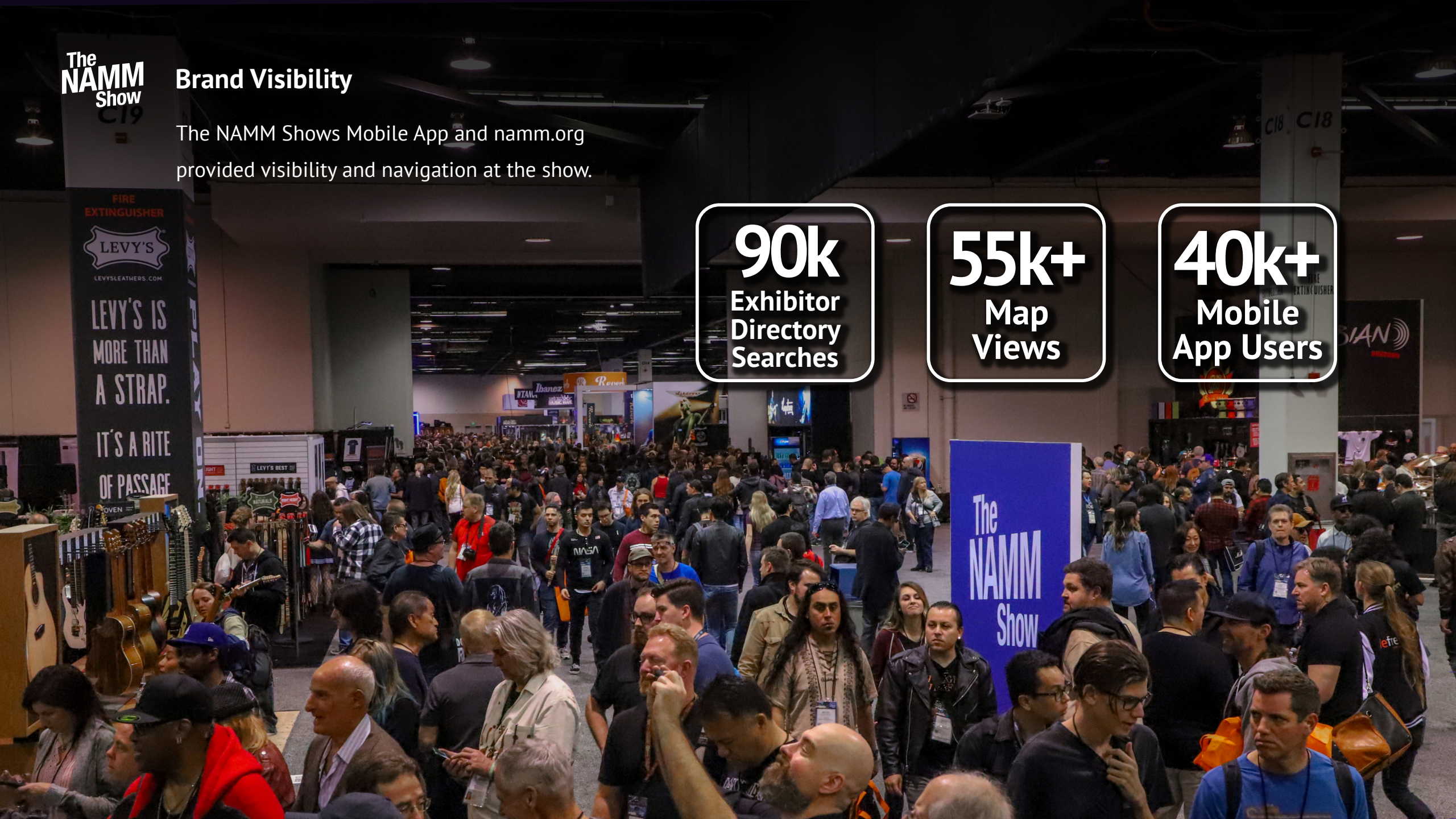
Exhibitor
Directory
Searches

55k+

Map
Views

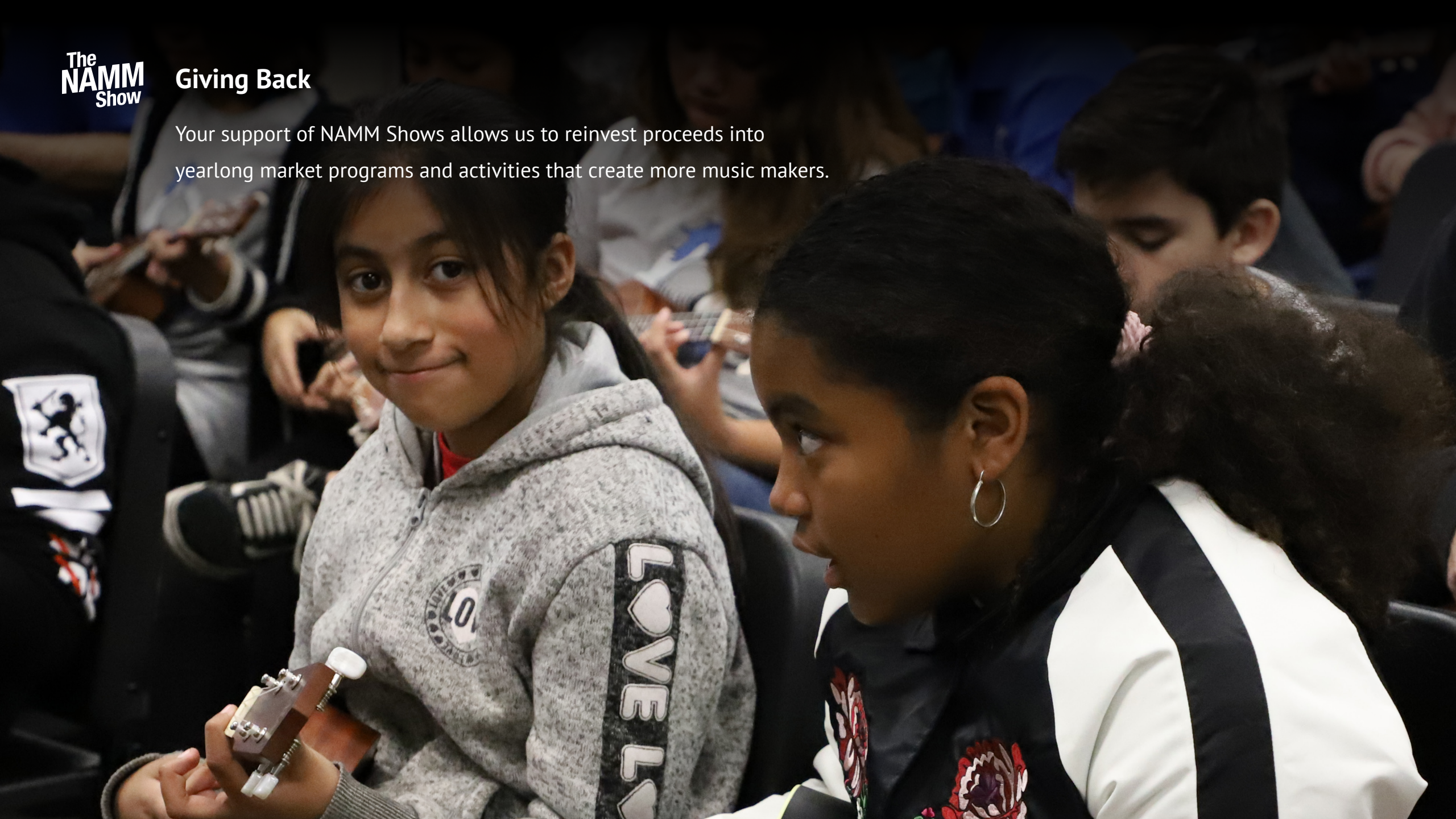
40k+

Mobile
App Users



Giving Back

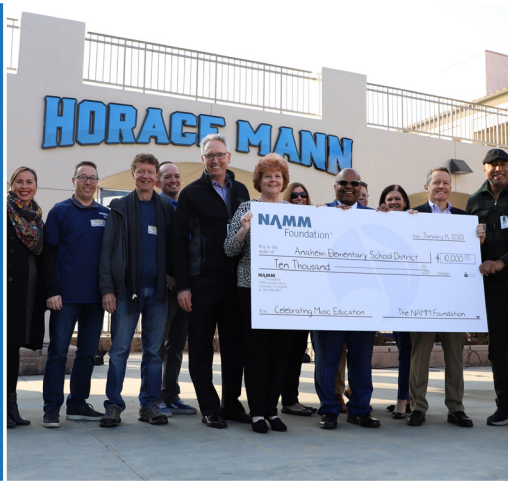
Your support of NAMM Shows allows us to reinvest proceeds into yearlong market programs and activities that create more music makers.





Day of Service

NAMM members united to promote music education at a local school

NAMM YP and Mentoring

Supported young professionals in the music products industry

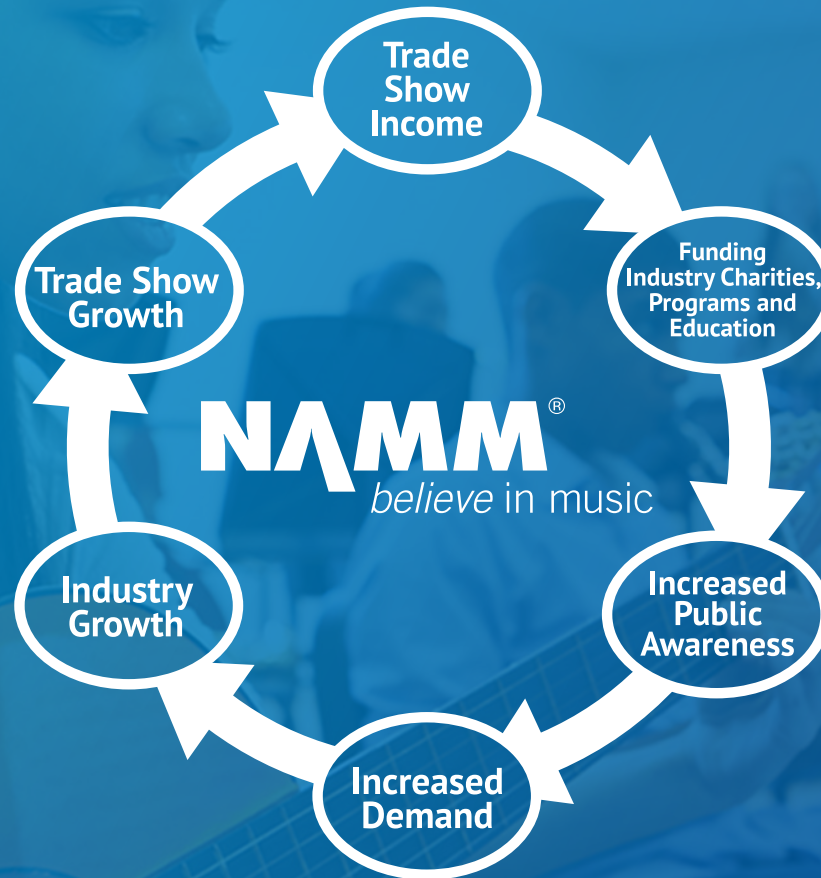



President's Innovation Award

Provided scholarships for college music students to attend the show




Your support helps create more music makers!



See you next year!

The
NAMM
Show

January 21–24, 2021 • Anaheim, California



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your exhibit space online

namm.org/exhibit

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