

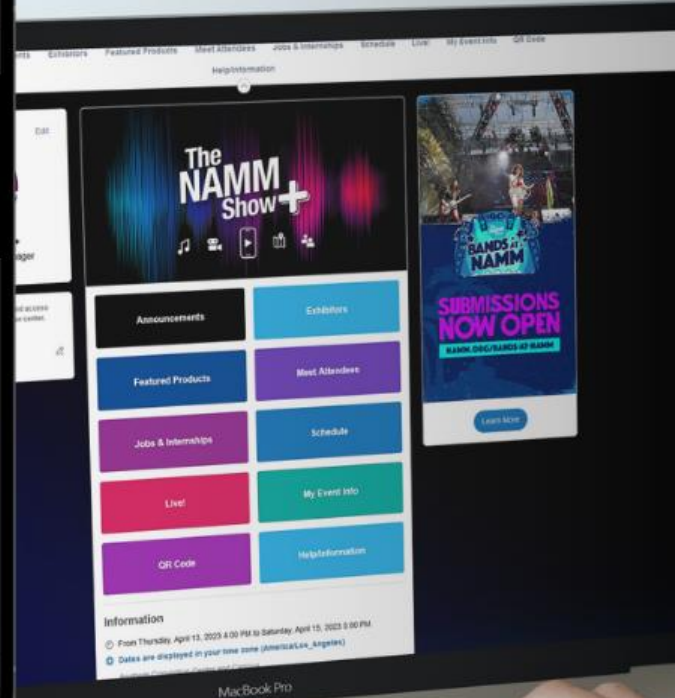
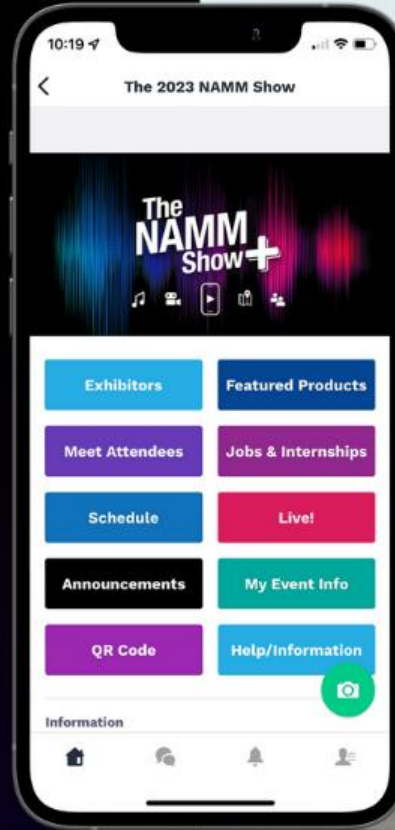
The NAMM Show+



NAMM Show+ Exhibitor Products & Sponsorships

NAMM Show+ is the single, unifying app to connect attendees and brands to all that The NAMM Show has to offer.

Available world-wide and accessible 24/7 on mobile and desktop. Extending your reach and business opportunities before, during, and after the show.



Your Digital Presence

All exhibiting brands will have a page on NAMM Show+ and access to the Exhibitor Center to manage their information and activity, giving everyone the opportunity to multiply their ROI and save time.



Prepare for the show ahead of time. Get started by prepping your page and networking.



Brand visibility. Highlight your brand and staff expertise to reach a large number of attendees.



Receive meeting requests from attendees and manage appointments before and during the show.



Connect with the right attendees, increase your number of meetings with qualified leads.



Keep track of your contacts and interactions, qualify them and export information at any time.

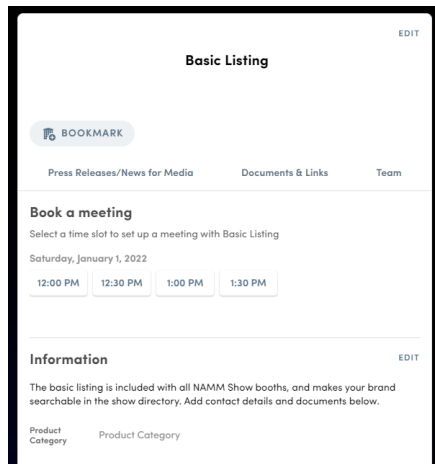


Measure and oversee your brand and sales team's performance in real-time to easily prepare and prioritize your follow-ups

Exhibitor Brand Pages

Create unique brand experiences, share information, showcase new products, and measure your performance in real-time.

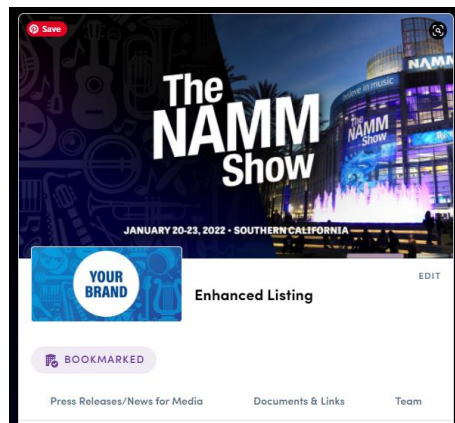
3 Brand Page Options



Basic

Exhibiting in-person at The NAMM Show? All exhibitors will receive a Basic page. Upgrade to Enhanced or Premium to access more features.

See Demo



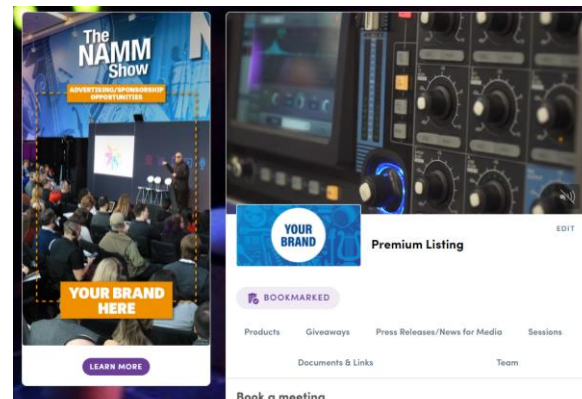
Enhanced

All of the Basic page features, plus expand your presence by adding your logo, custom image header, news releases, 2 products and 2 giveaways.

NAMM Show Exhibitor: \$85

Online/Virtual only: \$787.50

See Demo



Premium

Enjoy all features of the Enhanced package plus show up to 12 products, see recent views, participate in giveaways, add a custom background and showcase a clickable ad on your brand page.

NAMM Show Exhibitor: \$1,050

Online/Virtual only: \$2,100

See Demo

BRAND PAGE COMPARISON CHART

FEATURES	BASIC INCLUDED WITH EXHIBIT	ENHANCED \$85 UPGRADE	PREMIUM \$1050 UPGRADE
NAMM Show+ Exhibitor Center (desktop and mobile access)	✓	✓	✓
Press Releases & Jobs/Internships (featured in NS+ gallery and on brand page)	✓	✓	✓
Products (featured in NS+ gallery and on brand page)		2 products	12 products
Giveaways (featured in NS+ gallery and on brand page)		2 giveaways	12 giveaways
Brand Logo (Exhibitor Directory and brand page)		✓	✓
Static Image Header (top of brand page)		✓	✓
Video Header (Pre-recorded or live video at top of brand page)			✓
Reports (Accessed in NS+ Exhibitor Center)	limited to contacts from chat and meetings	basic reports plus product and giveaway views	full suite incl. recent page visitors and ad clicks

All pages include:

- Exhibitor Center Access
- Chat and Video Calls
- Unlimited 1:1 and Group Meetings
- Search and Connect With Attendees
- Lead Scoring
- Category List (for search)
- Brands List (for search)
- Add Members (staff) to Booth
- Add Documents & Links
- Company Name
- Description
- Booth Number with map section
- Website
- Social Networks
- Phone Number(s)
- Email Contact

Premium page example above. All page edits, scheduling, lead information, reports and staff lists are accessed via the Exhibitor Center.

Exhibitor Center – Lead Reports

Leads Included with Basic

- ✓ Connected with your members
- ✓ Had a confirmed meeting with your company or your members
- ✓ Had a chat conversation from your exhibitor page

Added with Enhanced upgrade

- ✓ Visited or bookmarked a product items from brand page
- ✓ Visited or bookmarked a giveaway item from brand page

Added with Premium upgrade

- ✓ Visited or bookmarked your exhibitor page (Virtual booth visits)
- ✓ Clicked on the ad of your exhibitor page
- ✓ Downloaded any of your documents

Check out our [NAMM Show+ Lead Retrieval](#) solutions to maximize your connection opportunities.

Analytics of your company

NUMBER OF VIEWS OF YOUR COMPANY PROFILE	2,311	NUMBER OF PEOPLE WHO BOOKMARKED YOUR COMPANY	35
NUMBER OF CONTACTS MADE	44		

Export leads report

Download a list of people your team interacted with during the event as an Excel file

[Export leads](#)

Virtual booth visits

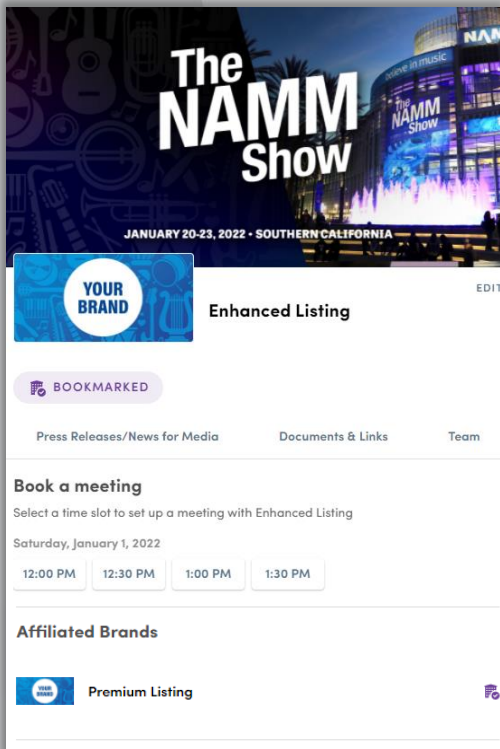
Discover here who have visited your company profile

Team's contacts

Photo	First name	Last name	Job title	Company	Email
	Jake			itars	jake@itars.com
	Travis			itars	travis@itars.com
	Leticia			lics	leticia@lics.com
	Mary Jane			rd	maryjane@rd.com
	Dave			rman	dave@rman.com
	Michael			ap for in	michael@apforin.com
	Kevin			is,	kevin@is.com
	Chelsea			ment	chelsea@ment.com
	Glen			e A ords	glen@eAords.com
	Trina			il ng	trina@ilng.com

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Listing Upgrades



Additional Listing - \$85

Exhibitors can add an additional listing to showcase more of their brand family in the show directory and other online tools. All Additional Listings include a Basic page, and you can upgrade to Enhanced or Premium.

Priority Exhibitor Listing - \$2,100

The Show Directory (exhibitor search list) is alpha-sorted, place your brand above the crowd with a priority listing. Limited to 3 exhibitors, you'll be noticed first at the top of the list.

Linking Brand Pages - \$78.75

Your brand pages will be connected by adding an affiliated brands section with links to present your entire brand family.

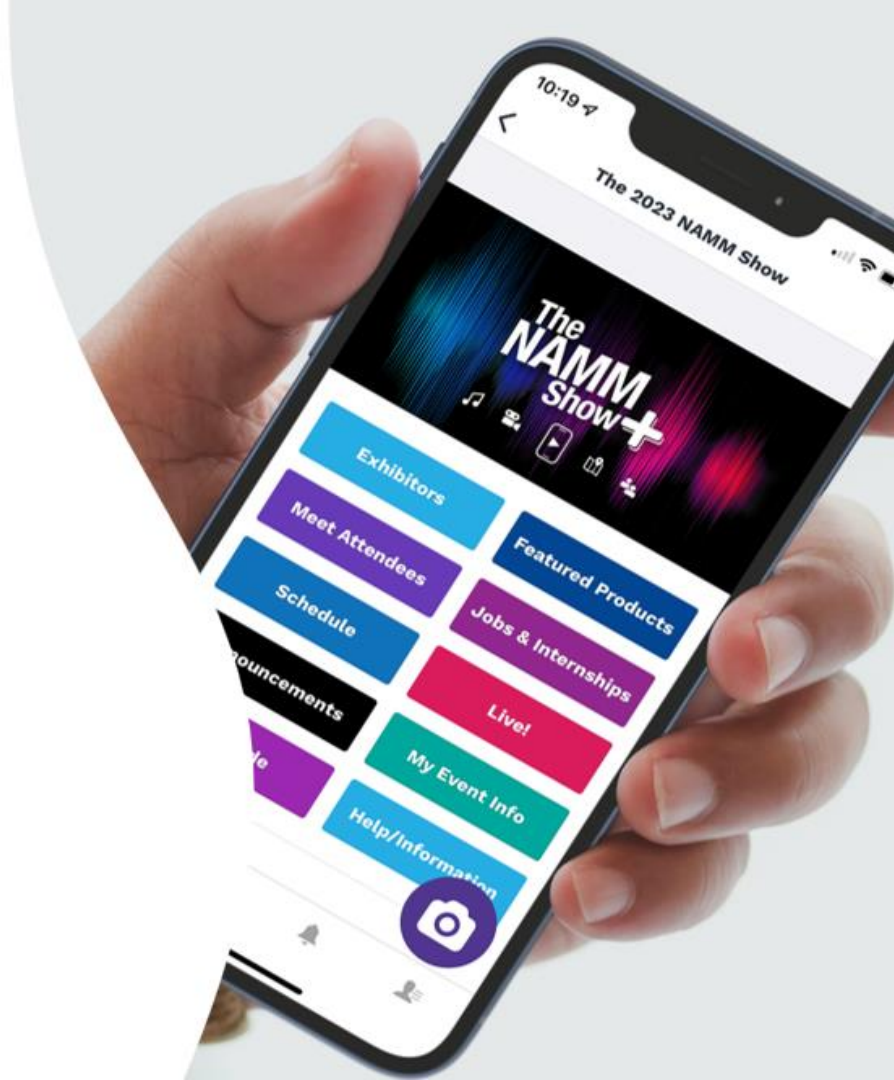


Lead Retrieval

A simple solution for capturing, scoring and exporting leads — all through NAMM Show+

[See Demo](#)

Powered by **swapcard**

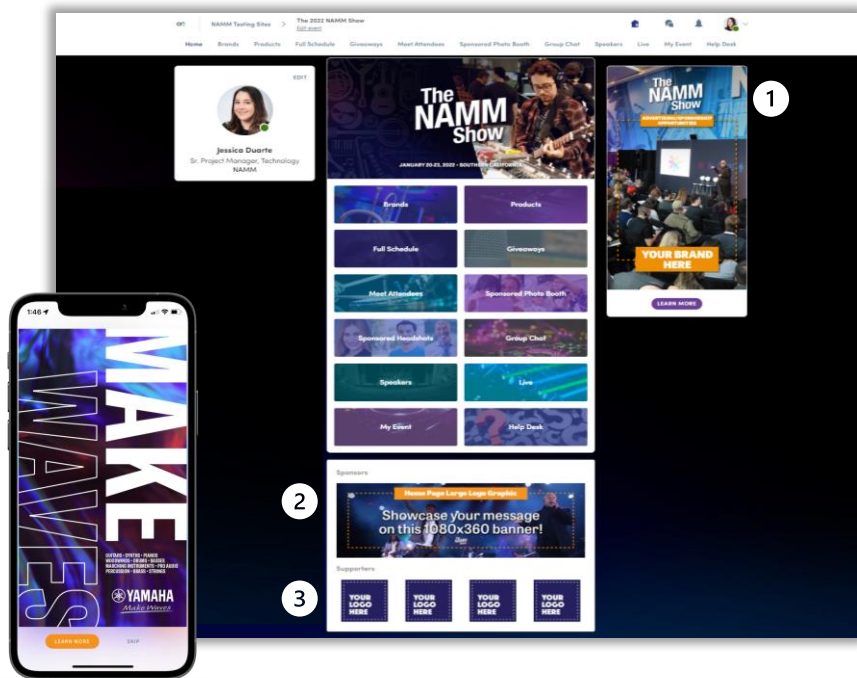


Brand-Building Sponsorships

Tap into the power of the new unified app with a variety of solutions to increase your visibility and make more connections.

Opportunities for the NAMM Show+ Homepage

All items below will be seen on mobile and desktop views and will link to your brand page or URL of your choice.

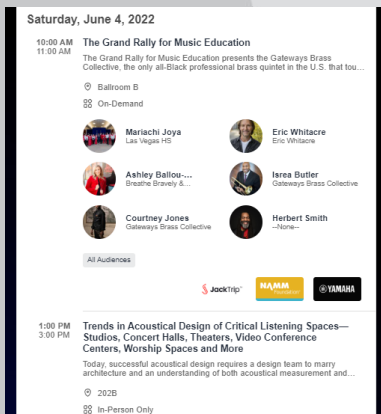
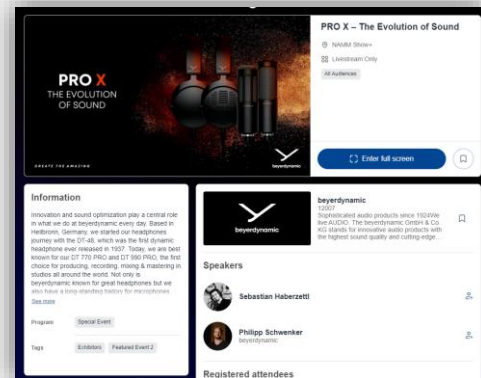


- 1 Column Ads - \$2,100** (limit 10)
 Have your advertising message headline an exclusive rotation on the NAMM Show+ app homepage.
- 2 Sponsor Logo - \$840** (limit 12)
 Place your logo on the NAMM+ homepage in a limited set of logos and reach thousands of in-person attendees and online participants around the world.
- 3 Sponsor Banner - \$1,680** (limit 5)
 Include your message on a large banner prominently featured on the NAMM Show+ homepage and reach thousands of both in-person and online attendees.

Events and Education Sponsorships

Exhibitor Event – \$1,575

Add an event to the main schedule and showcase your brand. Up to 30 minutes of live or pre-recorded video. Event can be available on demand after original airing.

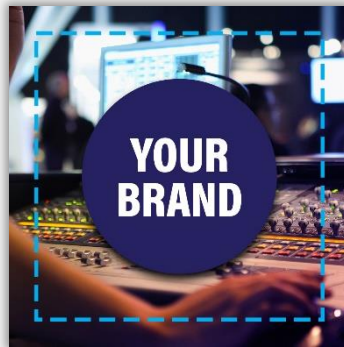


Education Session or Roundtable - \$1,575

Associate your brand with thought leadership by sponsoring several topics showcased across tracks. Your logo will be listed in the main schedule and a link to your brand page will appear on session page.

NAMM Show + Email - \$5,250

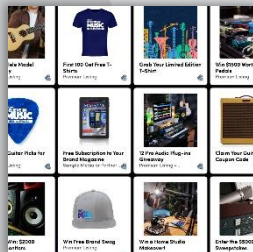
Feature your logo on the emails sent to all show registrants by the platform provider, Swapcard.



Push Notification - \$5,000

Capture the attention of all mobile and desktop users with a custom notification. Brand logo, a link to your brand page and emojis can be included in your messaging.

Custom Promotions



Giveaway Participation - \$78.75

Grab attendee's attention through custom giveaways. Include or add 5 listings to our giveaway gallery that will also be seen on your brand page.



Logo on NAMM Show+ App Map - \$800

Present your logo on the NAMM Show+ app and show your audience exactly where to find your booth location and promote your brand through thousands of map views.



Gamify the NAMM Show+ App - \$10,500.00

Have your brand be the talk of the show by gamifying the official NAMM Show+ app. This new opportunity will create enhanced engagement as you work with the NAMM Show+ team to develop an interactive game helping attendees earn points while touring the NAMM Show Campus, all while generating more leads for your brand.

Bringing the Future into Focus

**The
NAMM
Show+**

Talk to your Tradeshow Representative about opportunities for your brand.

Contact us at tradeshowsales@namm.org or 760-304-5860