

The background of the top section is a dark blue gradient. It is filled with white line-art icons of various musical instruments, including a guitar, a drum set, a keyboard, a microphone, and a turntable. At the bottom of this section, there are numerous colorful splatters in shades of blue, green, and purple. The text 'NAMM Show+' is prominently displayed in the center in a large, white, bold, sans-serif font. The 'NAMM' part is on the top line, and 'Show+' is on the bottom line, with the plus sign being a stylized, thick character.

# NAMM Show+

**NAMM Show+ App Information**



# What is the NAMM Show+ App & why does my brand need it?

## 2023 NAMM Show Stats for NAMM Show+ App

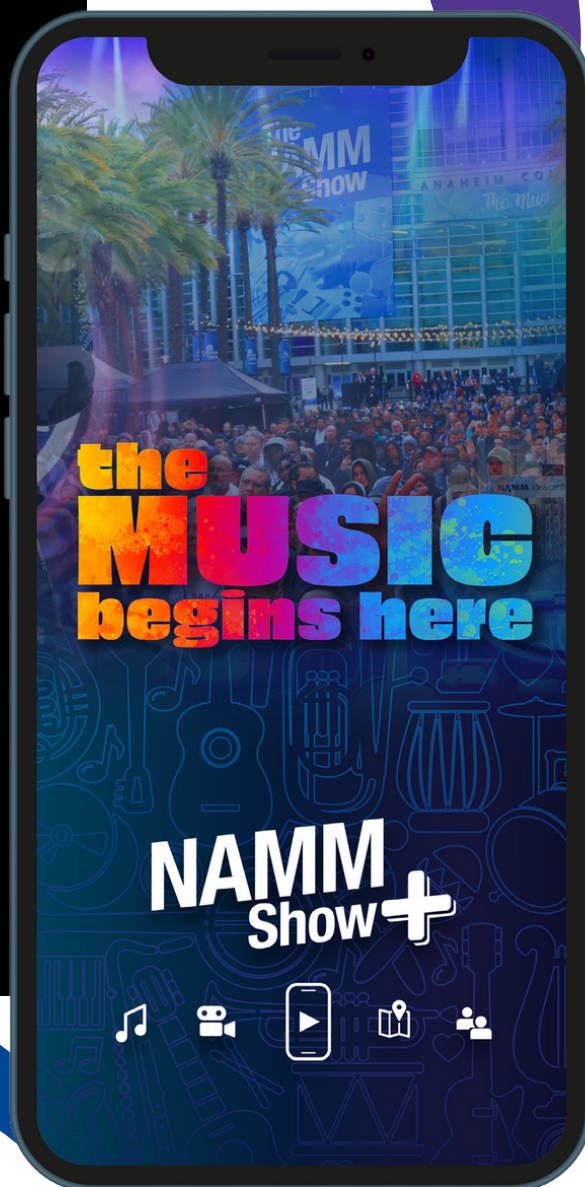
*Stats from November 8 through  
May 15*

**Total Active Users**  
23,166 (up 38% from 2022)

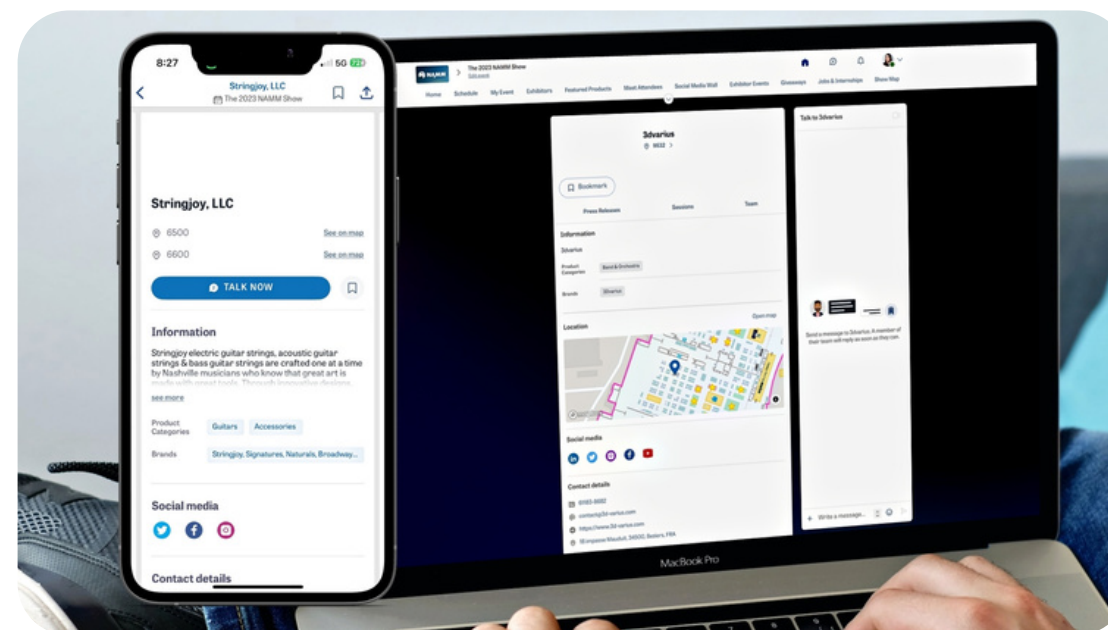
**Total Contacts Made**  
63,525 (up 58% from 2022)

**Total Exhibitor Brand Pages  
Bookmarked**  
64,279 (up 101% from 2022)

*Comparison period for The 2022  
NAMM Show is April 14-July 11,  
2022*

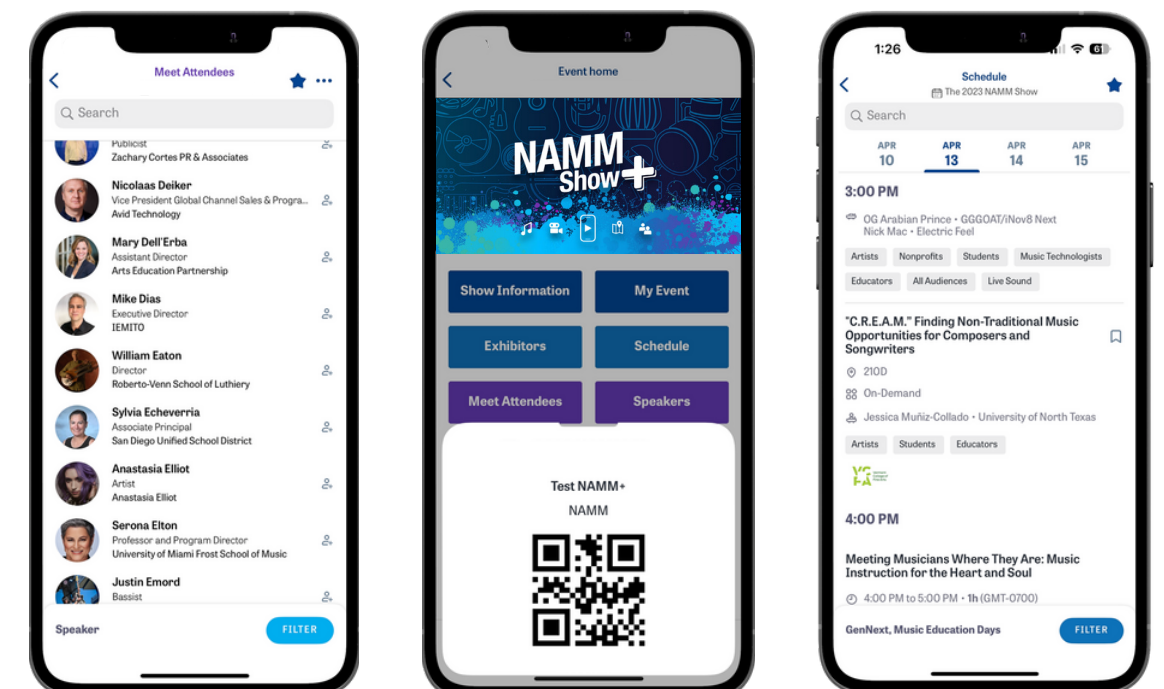


For exhibitors, the NAMM Show+ app is all about brand visibility and lead generation. The app is your tool for worldwide promotion, open 24/7, before, during, and after The NAMM Show in January.



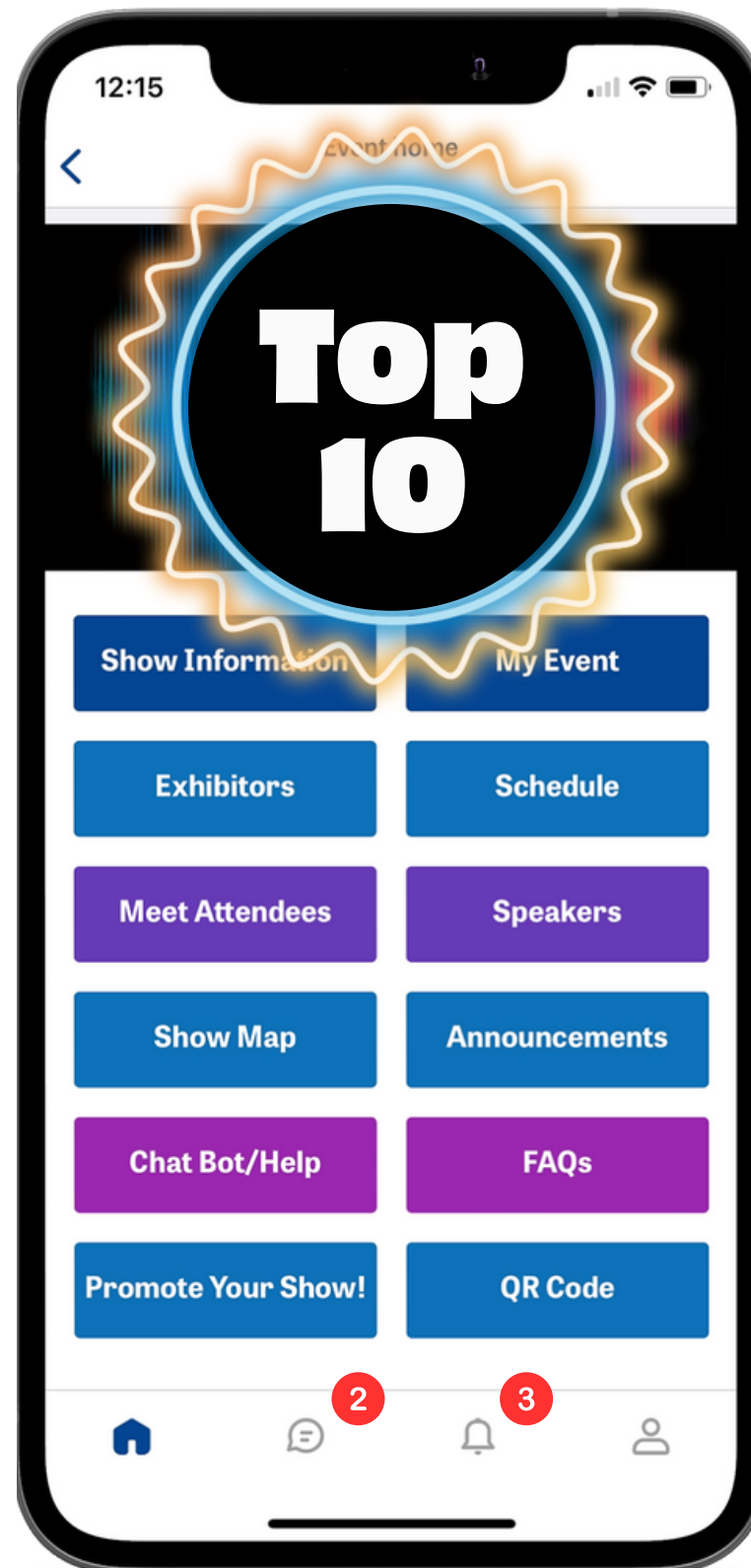
All exhibitors will begin with a complimentary page listed in the directory on the app. Attendees will search the exhibitor listings to find their interests, learn more about your brand and locate your booth on the show floor.

Exhibitors have access to the 'Meet Attendees' page and will utilize the AI and search features to locate possible leads. Easily filter the attendee list by buying power, badge type, product interest, and country to find qualified contacts.





# How do I get the most out of NAMM Show+?



1. Connect with attendees before, during and after the show via the 'Meet Attendees' page. You can use the search options to narrow list to buyers, product interests and location.
2. Add all of your booth staff to your brand page so that they can make connections. If you have staff unable to travel to Anaheim in January, have them register for online only app access, so they can still participate.
3. Designate staff to update your listing, and answer your brand page chat and meeting requests.
4. Add your booth events, so that attendees can bookmark them via the schedule.
5. Use #nammshow in your social media posts and you may see your images in the app on our social wall.
6. Add a digital sponsorship to drive traffic to your booth or website.
7. Check out our [lead retrieval options](#) to scan badges, score, and tag leads, from any location, with the app.
8. Upgrade your page to grow your lead list through product views, brand page views and giveaways. Premium pages include all page visitors, in real time, no connections needed.
9. Use all of your product and giveaway listings. It's a great way to drive traffic and build leads.
10. Don't forget to come back to NAMM Show+ after the show. You'll be able to export your lead lists, view on-demand sessions and events, follow up with attendees and connect with people you may have not met yet.

See the [Exhibitor Guide for NAMM Show+ App](#) for details, important dates and more how-tos.

The background of the top section is a dark blue gradient. It is filled with white line-art icons of various musical instruments and equipment, including guitars, drums, a keyboard, a microphone, and a turntable. At the bottom of this section, there are colorful splatters in shades of blue, green, and purple.

# NAMM Show+

**Upgrades, Sponsorships, & Lead Retrieval**

The bottom section of the image features a solid blue background with a pattern of colorful splatters in shades of blue, green, and purple, matching the theme of the top section.

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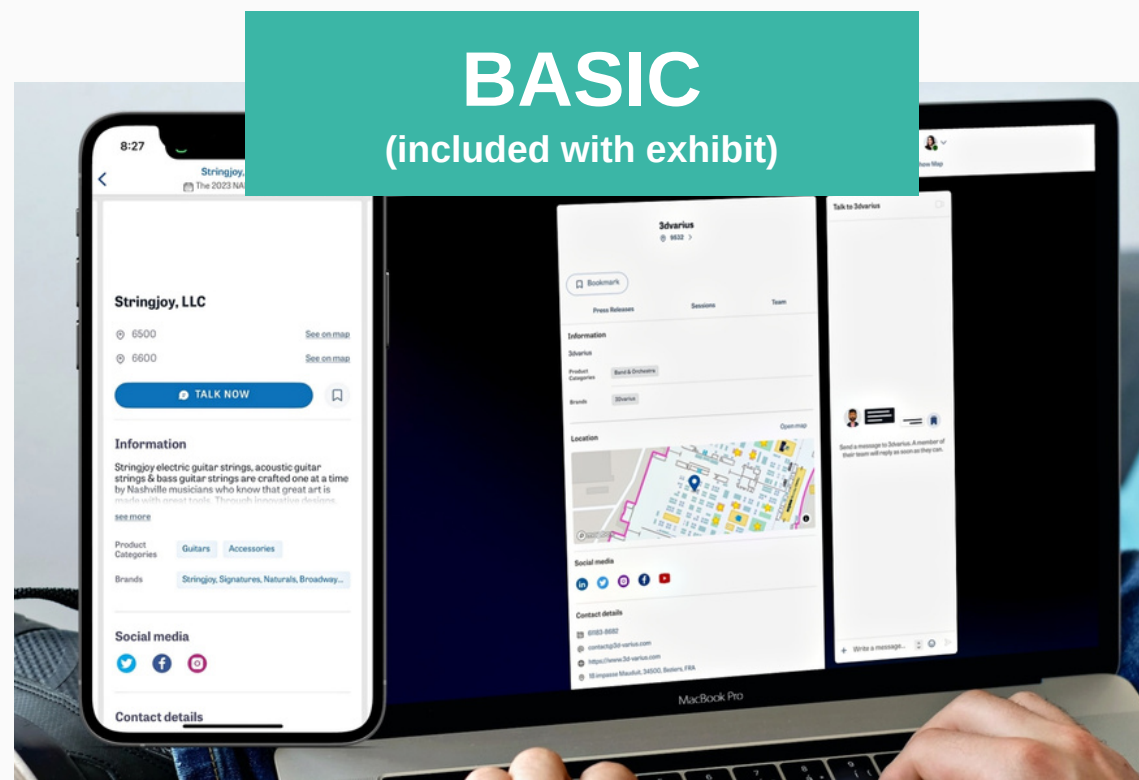
# NAMM Show+

**Brand Page (Directory Listing) Details & Upgrades**



# Put your best booth forward with our brand page options\*.

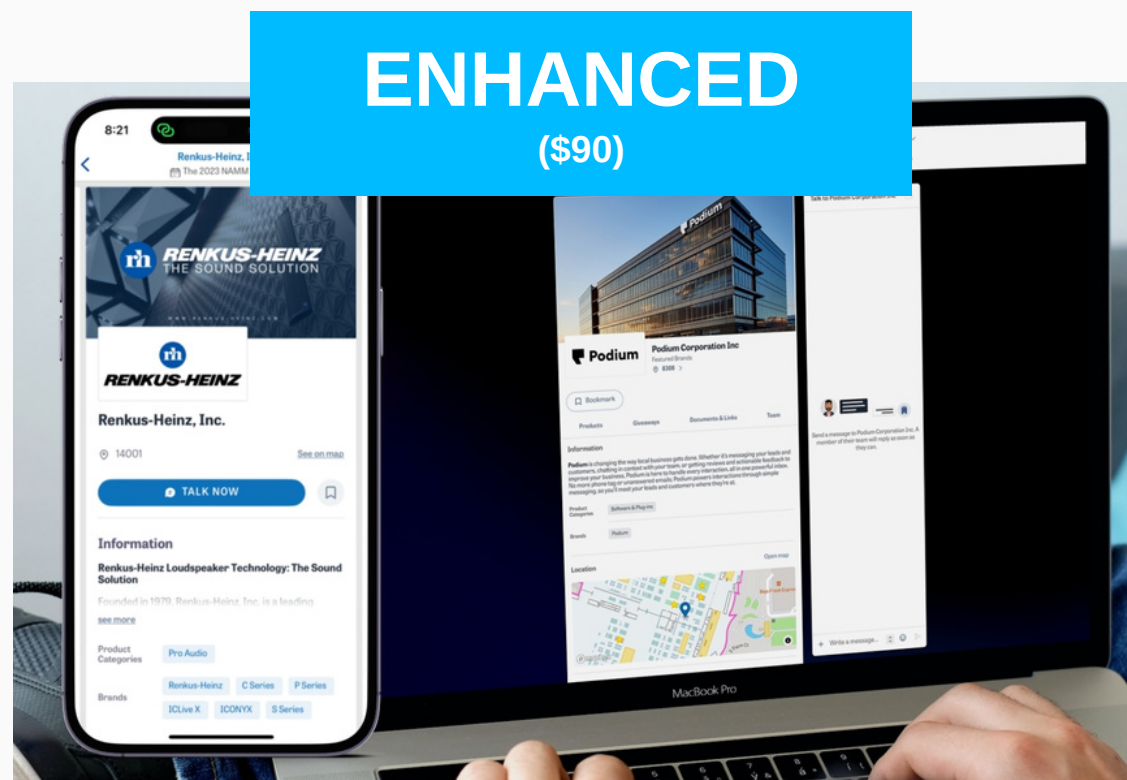
\*The new way to customize your directory listing and promote your exhibit.



All exhibitors receive a complimentary basic brand page listing.

## Features Included:

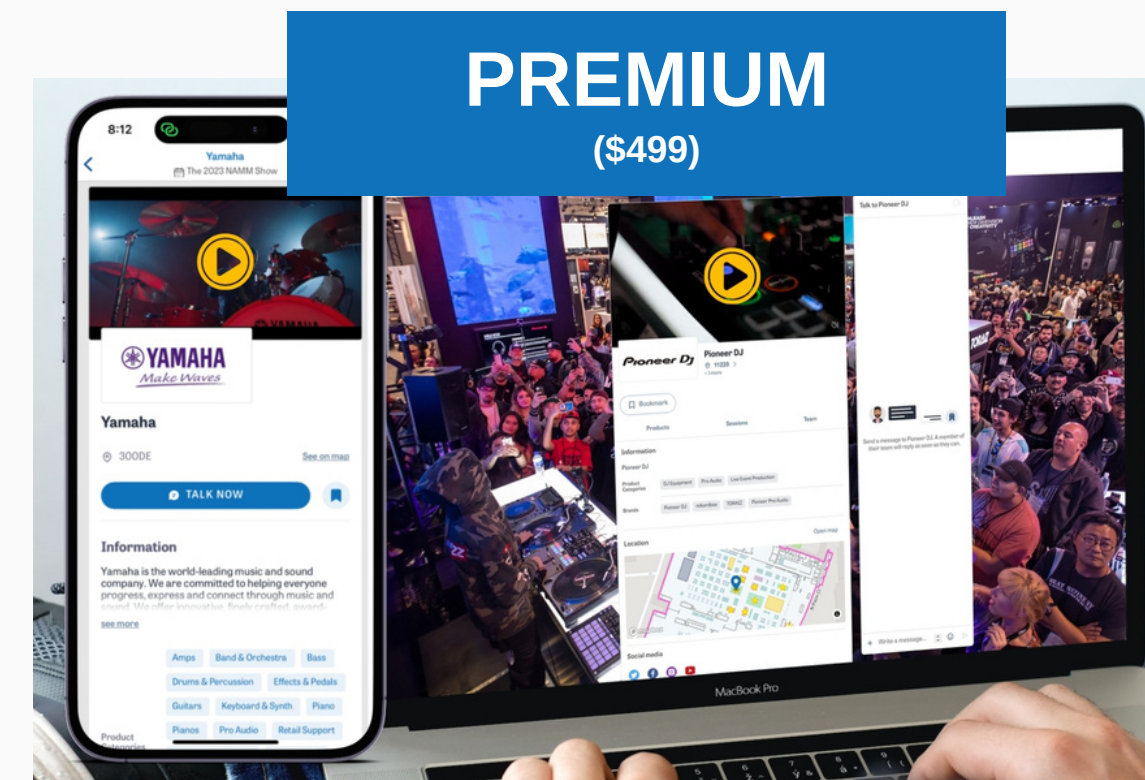
- Exhibitor Center Access (reports, meetings, and page editing)
- Meeting Scheduler and Availability Planner
- Networking with Buyers and Attendees via chat and video calls
- Product Categories and Brands
- Team Members (staff)
- Include Press Releases, Jobs, and Documents
- Company contact and social media info



Level up to an enhanced page to add your logo and image header.

## All Basic Level features PLUS:

- Your Logo (Visible in directory and event schedule)
- Image Header
- 2 Product listings viewable on brand page and in product gallery
- 2 Giveaway listings viewable on brand page and in giveaway gallery
- Lead reports on additional attendee interactions with your page, items and team



Stand out, gain leads, and amp up your visibility with the premium page upgrade.

Capture attention of potential buyers and show off your products with a video header that can be used for livestream or pre-recorded videos.

## All Basic and Enhanced Level features PLUS:

- Video Header & Custom Background Image
- Column Ad on Brand Page
- 10 Additional Giveaway listings
- 10 Additional Product listings
- Lead list includes all page views and show visitors in real-time.
- Custom QR Code for your brand page



# Brand Page Feature Comparison Chart

FEATURES INCLUDED	BASIC INCLUDED WITH EXHIBIT	ENHANCED \$90 UPGRADE	PREMIUM \$499 UPGRADE
NAMM Show+ Exhibitor Center (desktop and mobile access)	✓	✓	✓
Press Releases, Documents & Jobs (featured in NS+ gallery and on brand page)	2 of each	5 of each	Unlimited
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 (image, top of brand page)		✓	✓
Video Header & Background Image (Pre-recorded or livestream, top of brand page)			✓

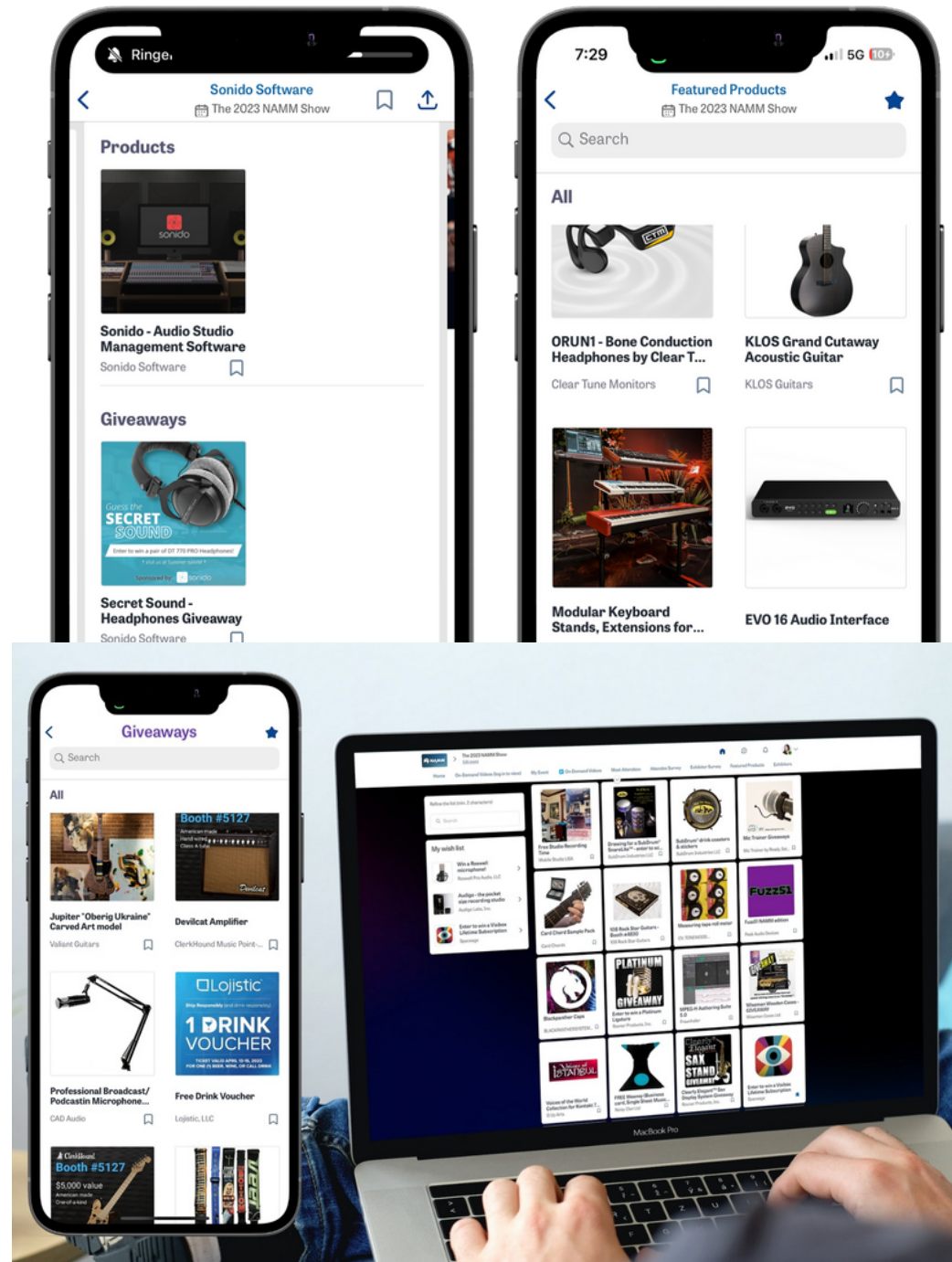


# Brand Page Lead Report Comparison Chart

LEAD REPORTS WILL INCLUDE PEOPLE WHO:	BASIC INCLUDED WITH EXHIBIT	ENHANCED \$90 UPGRADE	PREMIUM \$499 UPGRADE
Connected with exhibitor members (connection request accepted)	✓	✓	✓
Had a confirmed meeting with exhibitor or its team members	✓	✓	✓
Had a chat conversation with the exhibitor (engaged in chat with brand page)	✓	✓	✓
Visited or bookmarked a Product or Giveaway (all items featured on brand page)		✓	✓
Clicked on the ad of the exhibitor page (column ad on brand page)			✓
Downloaded documents of the exhibitor (documents on brand page)			✓
Visited or bookmarked the exhibitor brand page (real-time view of page visits)			✓



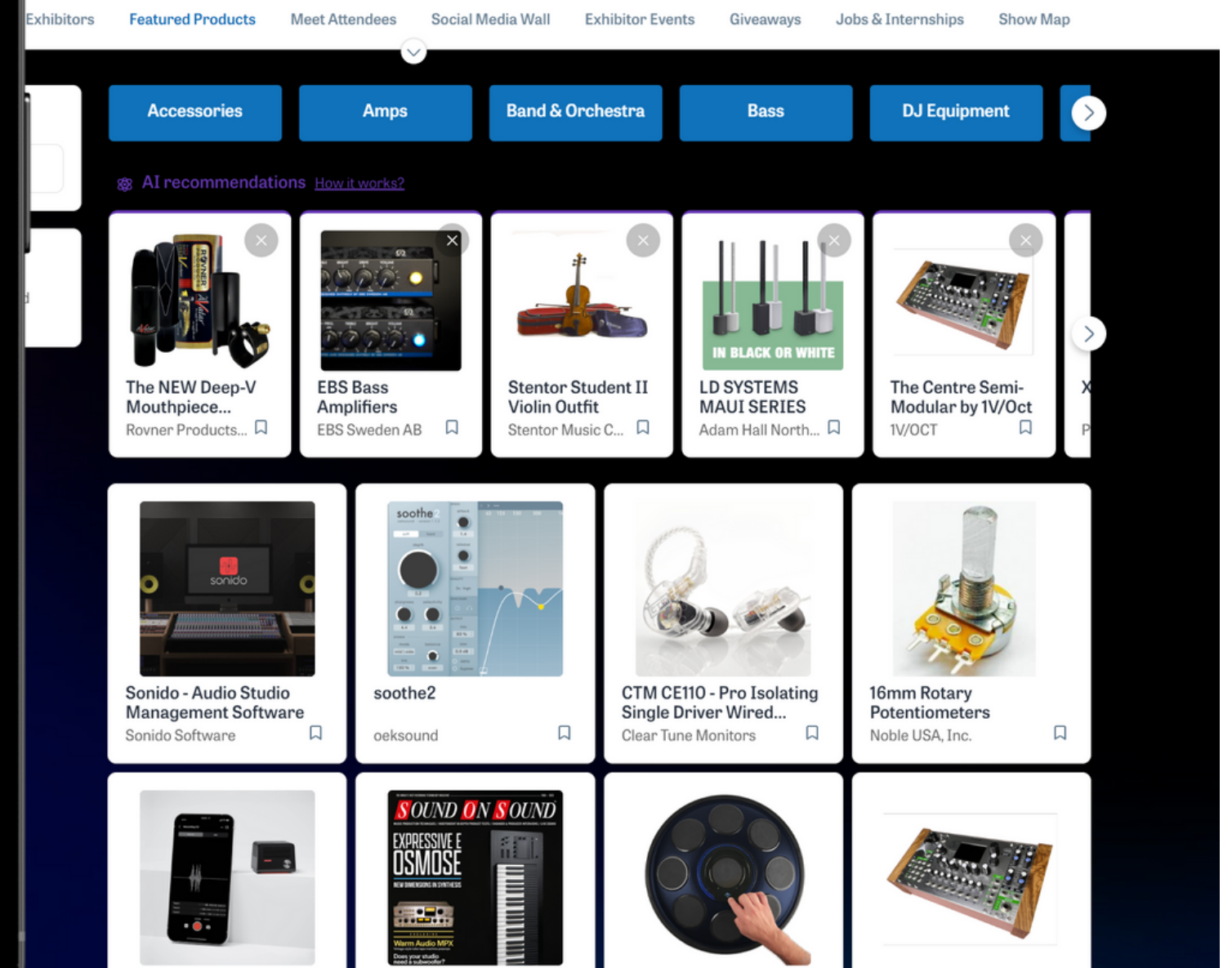
# Product & Giveaway Gallery Examples



Available for Enhanced and Premium pages only or with add-on purchase for Giveaways. Items appear in gallery and on brand page.

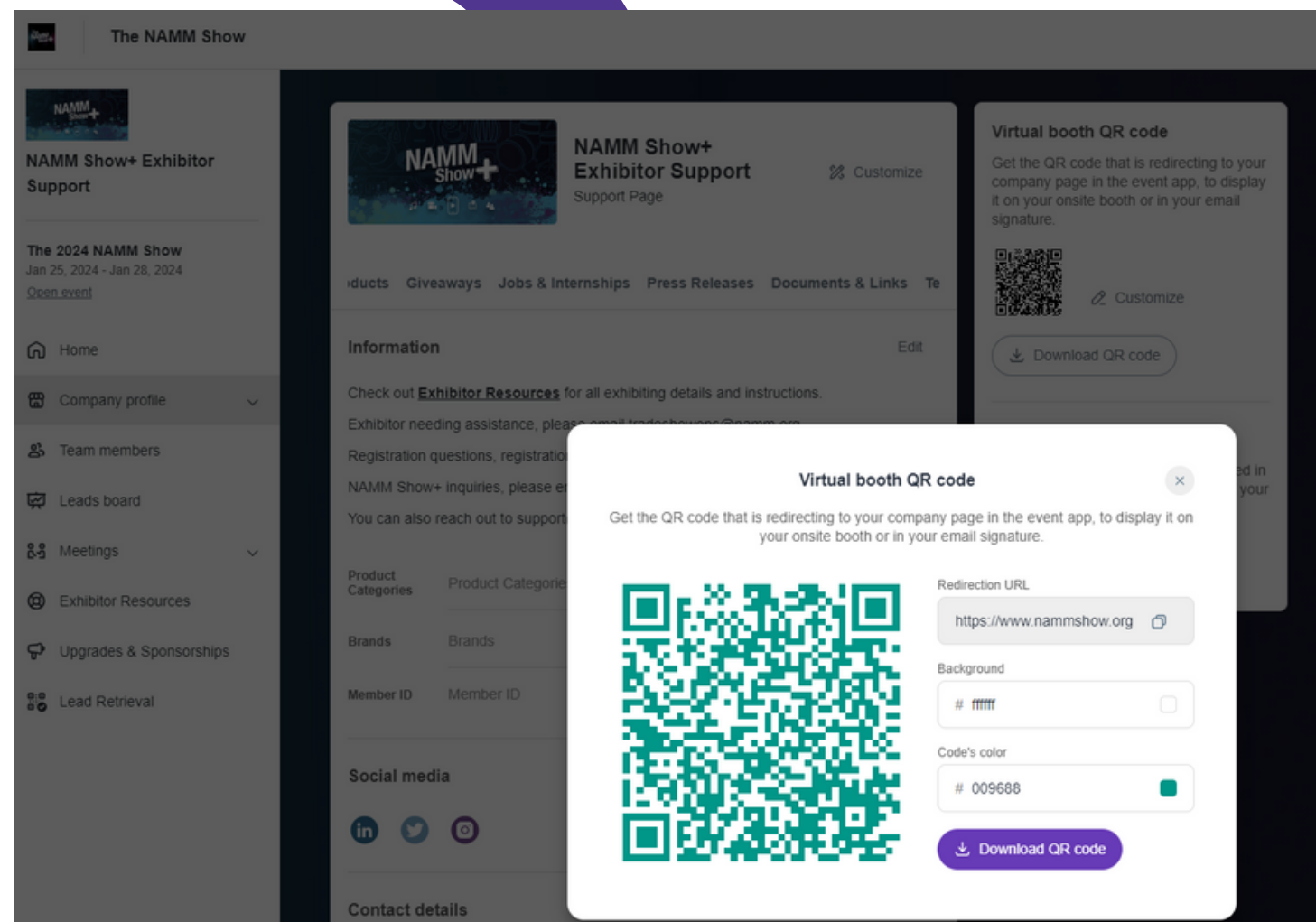


All Product & Giveaway items include a detail page that can display multiple images, URL, and description. This page also links to the Exhibitor's brand page, so that the visitor can chat and check out more about the company.





# New for Premium Level Only - Custom QR code for Brand Page



Customize and download your brand page QR Code via the NAMM Show+ App Exhibitor Center to use in your promotional materials.



**Exhibitors with Premium Level Brand Pages will have access to Swapcard's new QR code generation feature!**

Customize and download a QR Code that will drive traffic and increase engagement for your brand page via the NAMM Show+ Exhibitor Center.

Exhibitors can effortlessly drive interactions by placing QR codes

- at their booths
- on email signatures
- on social media posts
- on promotional materials

Visitors will scan QR code and instantly access exhibitor page via NAMM Show+ app or through web mobile browser. They can view company details and products, initiate chats, request meetings, download document and add favorites.

By leveraging this user-friendly feature, exhibitors can maximize engagement, boost brand visibility, and optimize lead generation, gaining a significant advantage at events.

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# NAMM Show+

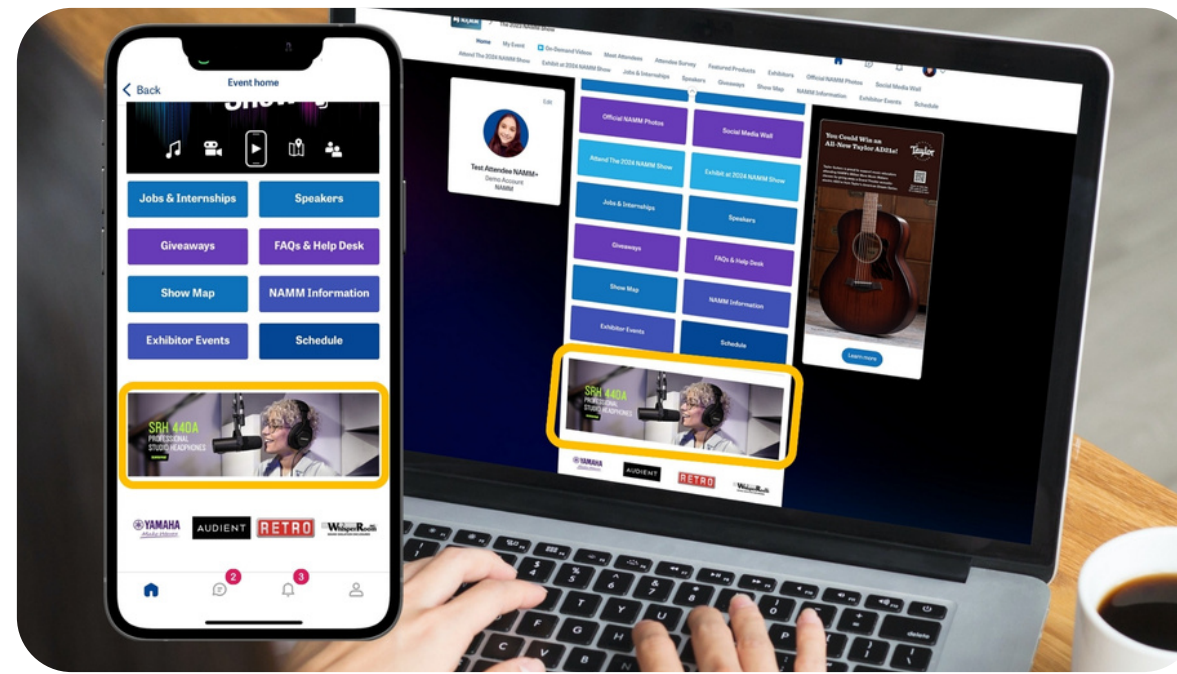
**Sponsorships & Add-Ons**



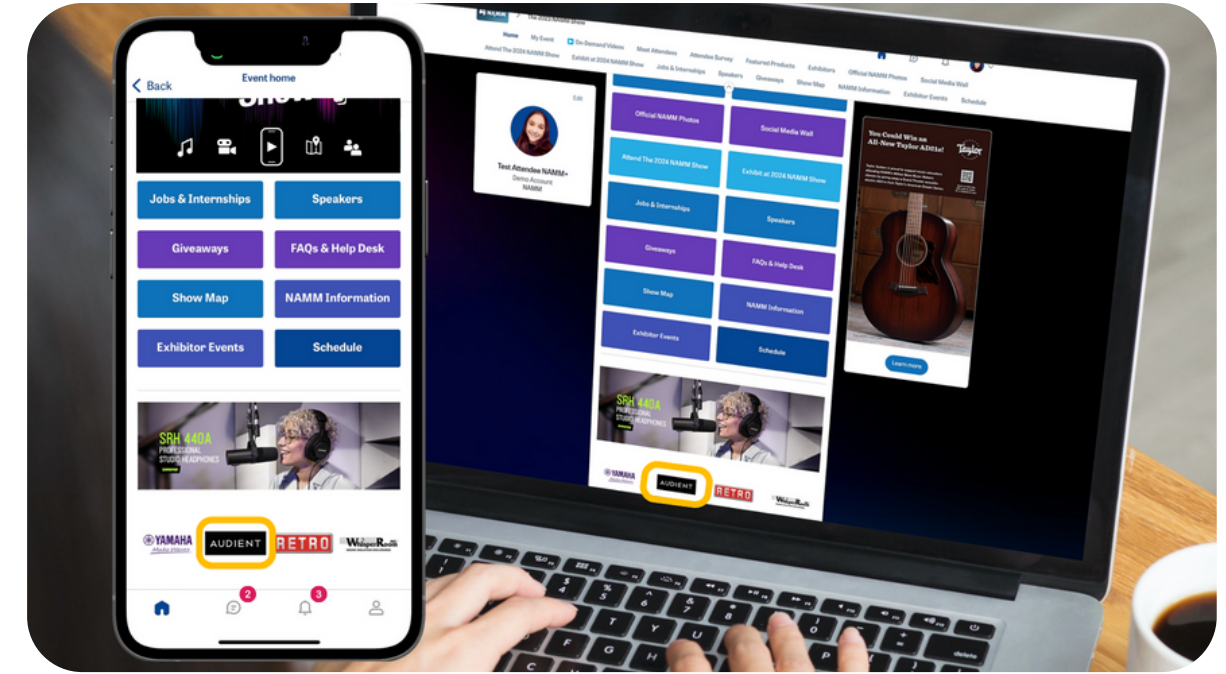
# Sponsorships to put your brand up front and above the crowd!



**Column Ad - \$2100** *(limited to 10)*



**Banner - \$1680** *(limited to 8)*



**Logo - \$840** *(limited to 8)*

**Get noticed first and drive traffic to your brand page, booth, or website with these homepage sponsorships.**



Column ads rotate and appear full screen each time mobile app is opened and in upper right on desktop.



A lead list for attendee data will be provided after the show for all homepage sponsor click-throughs.



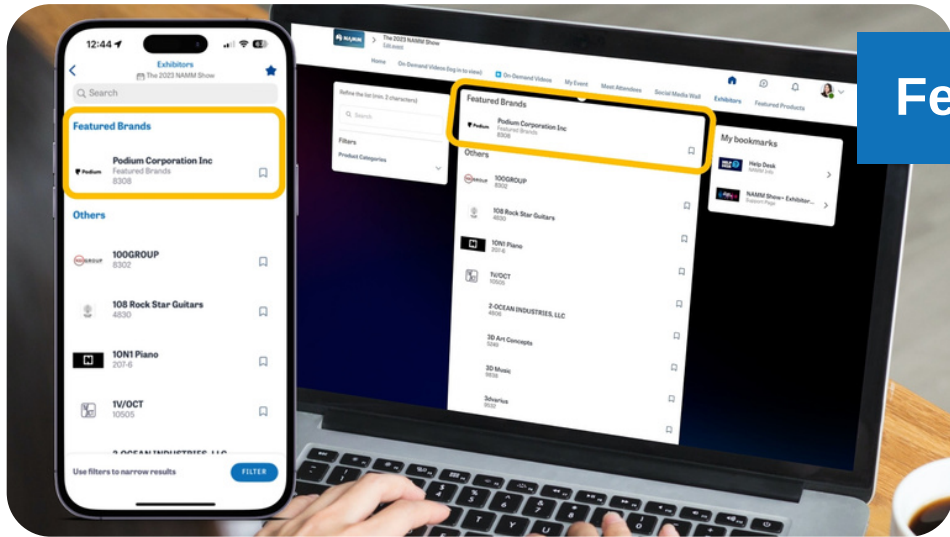
Column ads for 2023 were seen over 70,000 times and clicked over 3,000 times (3 sponsored column ads).

**ORDER NOW**



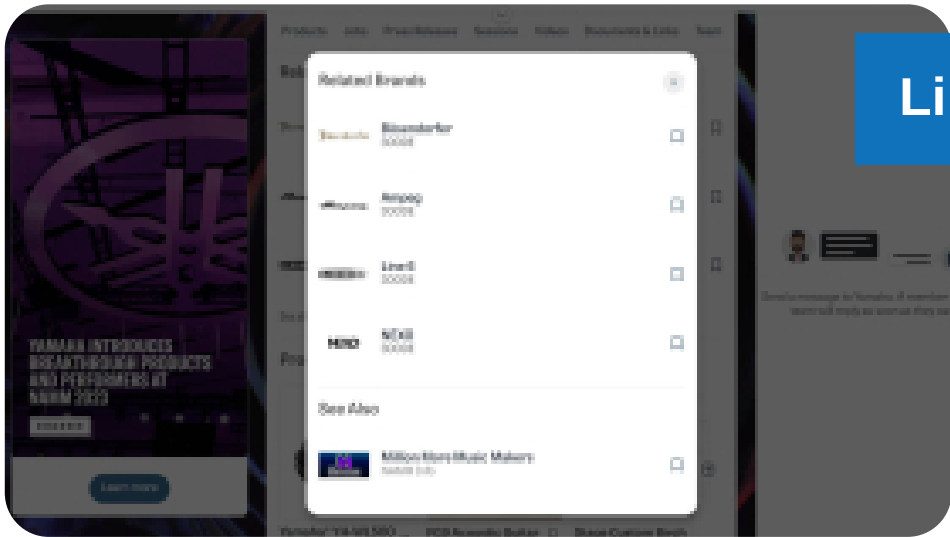
# Additional Sponsorship Opportunities & Add-Ons

ORDER NOW



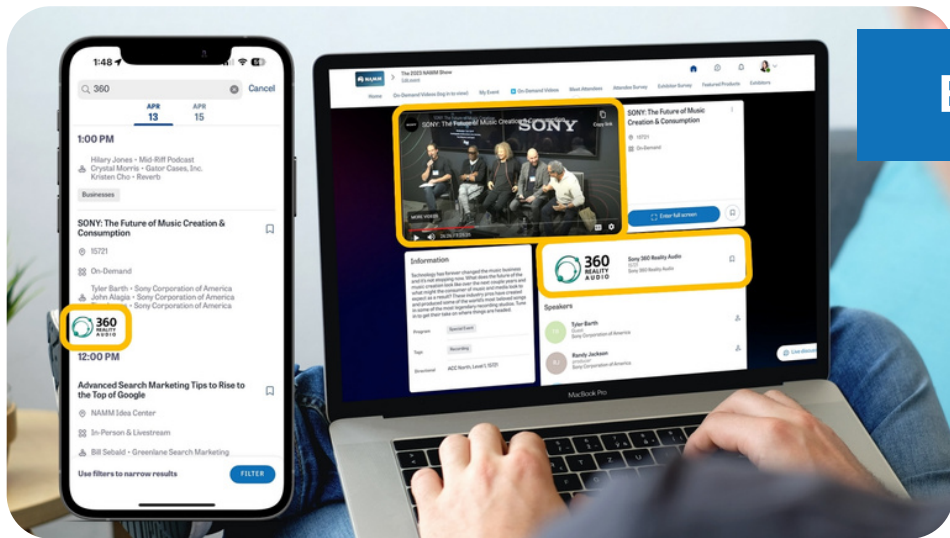
## Featured Brand Placement - \$2100

Place your brand at the top of The NAMM Show exhibitor directory list to amplify brand visibility on the app and increase your booth traffic. *Limited to 5 exhibitors.*



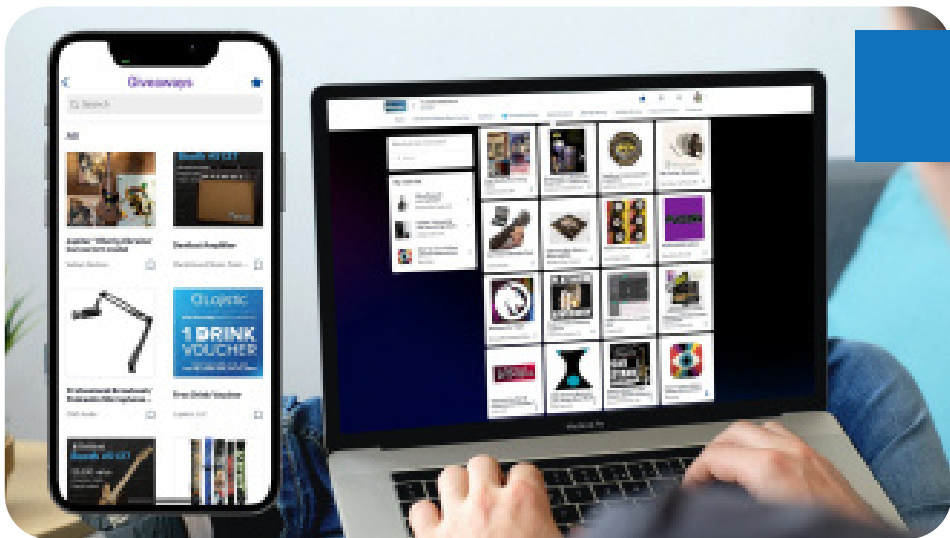
## Link Brand Pages & Listings - \$85

Connect your brand pages on NAMM Show+ to help attendees find all of your associated brands and booth locations. All brands will be listed under "Affiliated Brands" section on each page and users will be able to click through to each page.



## Exhibitor Event on App - \$1575

Showcase your brand with a livestream or pre-recorded artist appearance, product training, or special event. NAMM will include event on official schedule, create a page for viewing and make it available on-demand post-event if desired. Attendance data included.



## Add Giveaway Items - \$80

Include your show promotions or sweepstakes (up to 5) on your brand page and in our NAMM Show+ giveaway gallery to drive more leads and increase engagement. Giveaways can be booth or online only.



## Session Sponsorship - \$1575

Drive traffic to your brand page and booth by sponsoring a NAMM educational session. Your logo and details will be featured on the session page and link to your brand page. Additionally, your logo will appear in official NAMM schedule.



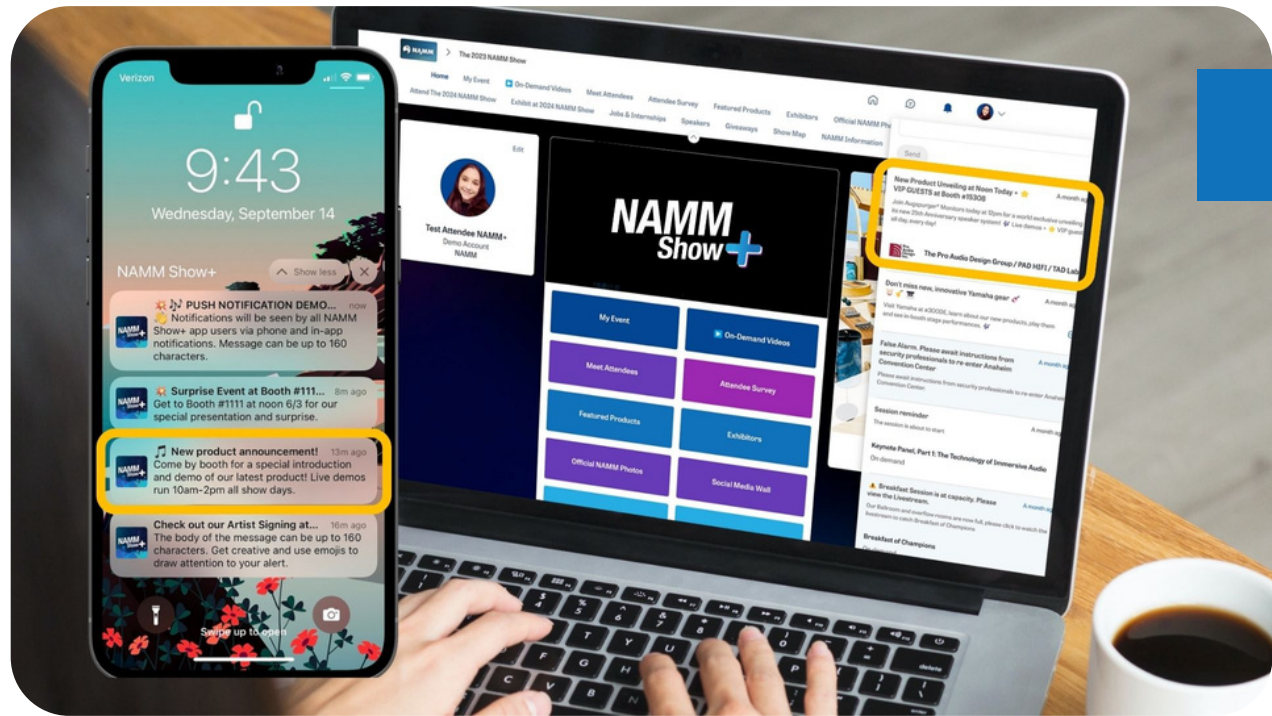
## Logo on App & Locators - \$800

Place your logo on the NAMM Show+ map and Locator Boards placed around the show campus. Show your audience exactly where to find your booth location, and promote your brand through thousands of map views.



# Additional Sponsorship Opportunities & Add-Ons (Cont.)

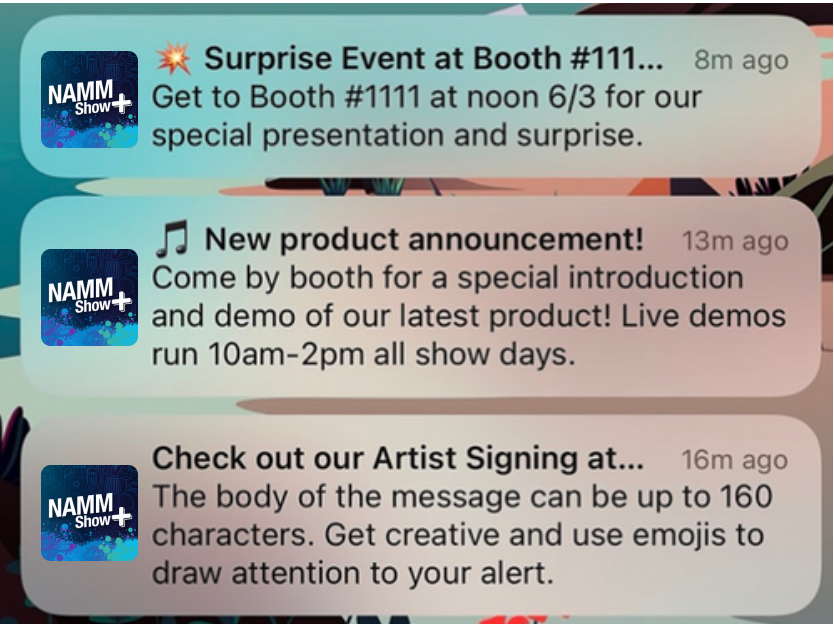
ORDER NOW



## Push Notification - \$5000

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

*Limited number available for pre-show, during show, and post-show options.*

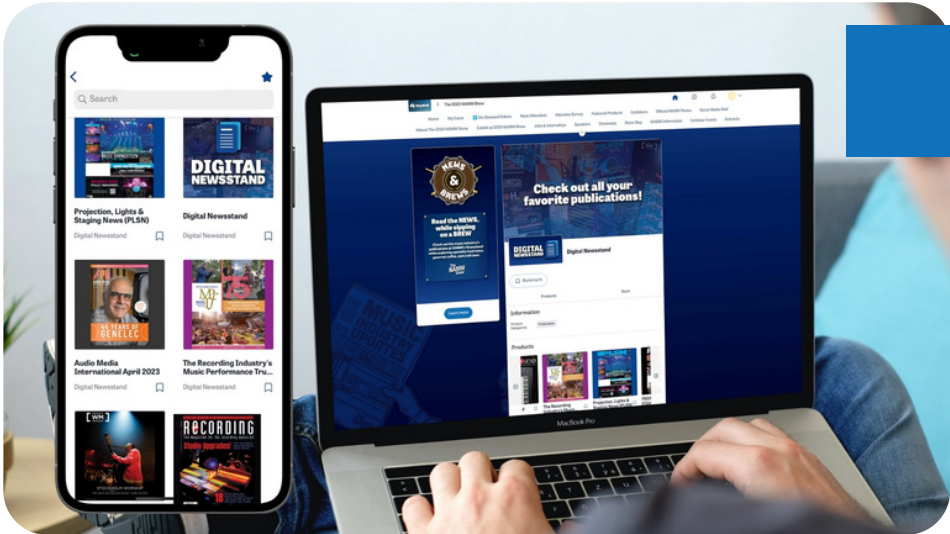


# Digital Newsstand



## Newsstand + Digital Upgrade - \$775

Distribute your printed publication in NAMM's main Newsstand area, and extend your reach by helping thousands of attendees see your digital publication in the Featured Products and Newsstand page on the NAMM Show+ App.



## Digital Newsstand - \$575

Reach thousands of attendees with our Digital Newsstand. Your publication and details will be included on the Featured Products and Digital Newsstand pages on the NAMM Show+ App.



# NAMM Social Wall Sponsorship - \$12,000

Get your name, brand, product and/or services in front of thousands of attendees!



Place your logo and content on social walls displayed in multiple locations, right where the action is.



In addition to physical locations, social walls are featured on the NAMM Show+ App and on [namm.org](http://namm.org). These walls extend out a week before and a week after the in-person event.



You can create 1 to 3 posts, image(s) or short video(s), that will be set up to appear in all wall feeds once every 35-40 posts. These can include call to action button for your brand page or URL.



**BONUS!** We will also create a wall for your own use, featuring a hashtag of your choice to display during show days at your booth or on your website.



 [Demo Video of 2023 NAMM Social Wall](#) (text version)

The background of the slide is a dark blue gradient. It is filled with white line-art icons of various musical instruments, including guitars, drums, a keyboard, and a microphone. At the bottom of this section, there are numerous colorful splatters in shades of blue, green, and purple. The text 'NAMM Show+' is prominently displayed in the center in a large, white, bold, sans-serif font. The '+' symbol is stylized with a horizontal bar.

# NAMM Show+

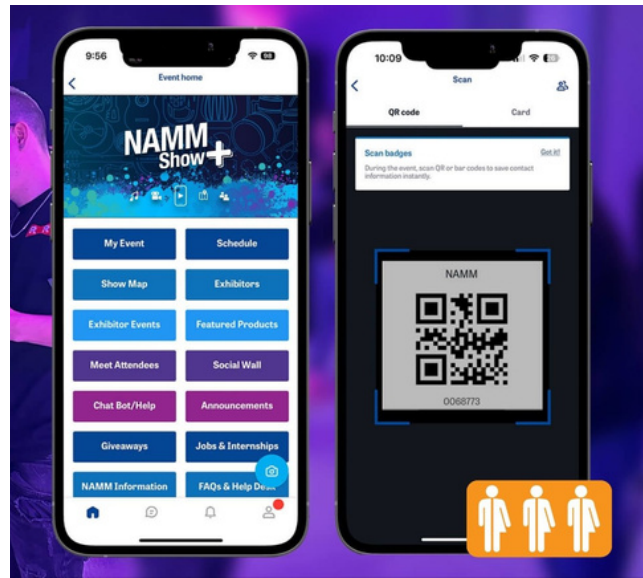
**Lead Retrieval**



# Lead Retrieval: App Access Only & Device Rentals

ORDER NOW

## Access to Lead Retrieval on NAMM Show+ App

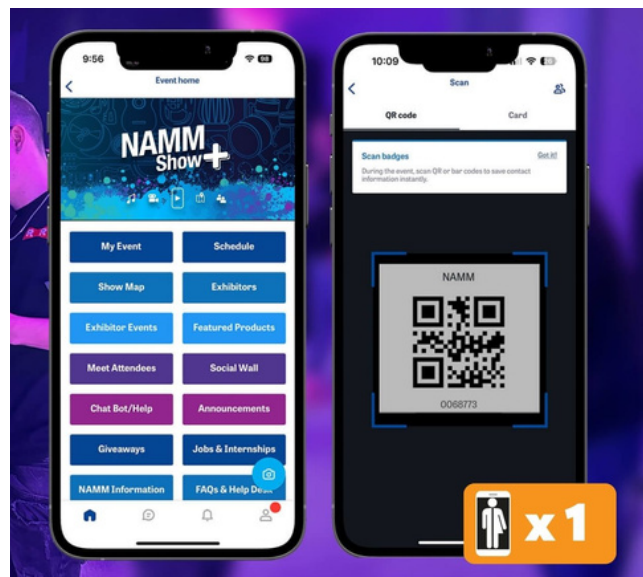


Users will download the NAMM Show+ App to their smartphone and have access to Lead Retrieval feature.

- 1 user - \$349
- 2 - 3 users - \$475
- 4 - 5 users - \$599

More than 5 Users - \$149 per additional user (only purchase additional user(s) after 5 users)

## Rent Device(s) for Scanning that Include App Access - Deadline to order December 27, 2023



The rental device options that include app access are for exhibitors who want a device provided to them for scanning.

- 1 Device, Access for 1 User - \$659
- 2 Devices, Access for 2 Users - \$899

Additional devices with app access - \$400 per additional device (only order an additional device after adding 2 device rental option to cart)

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# NAMM Show+

**Thank You! Contact your sale rep or email  
[nammplus@namm.org](mailto:nammplus@namm.org) with any product questions**