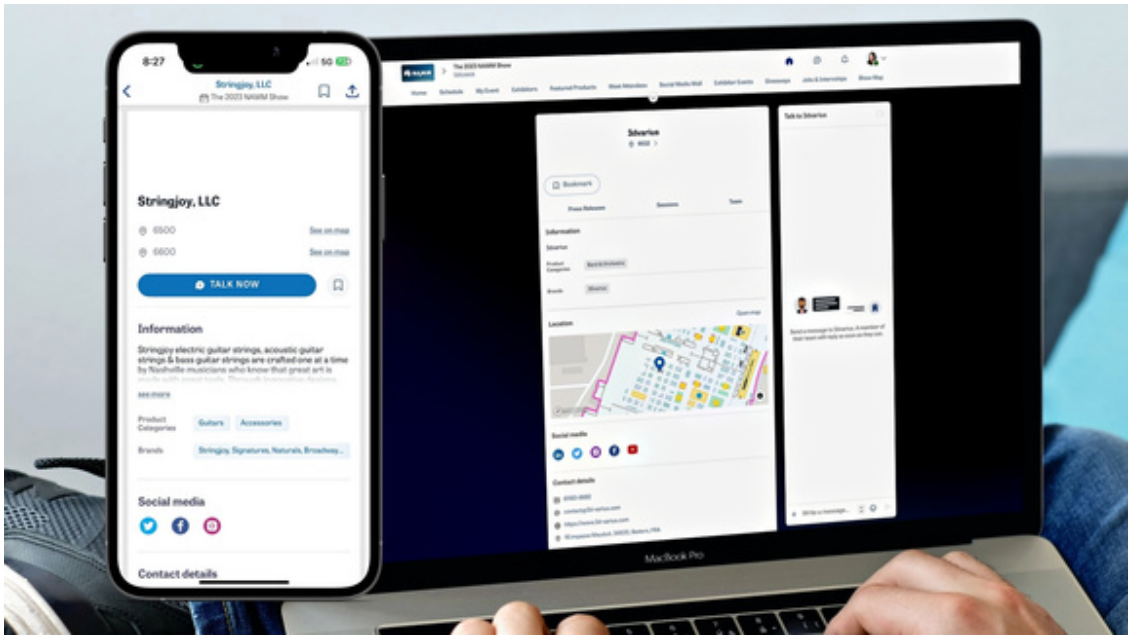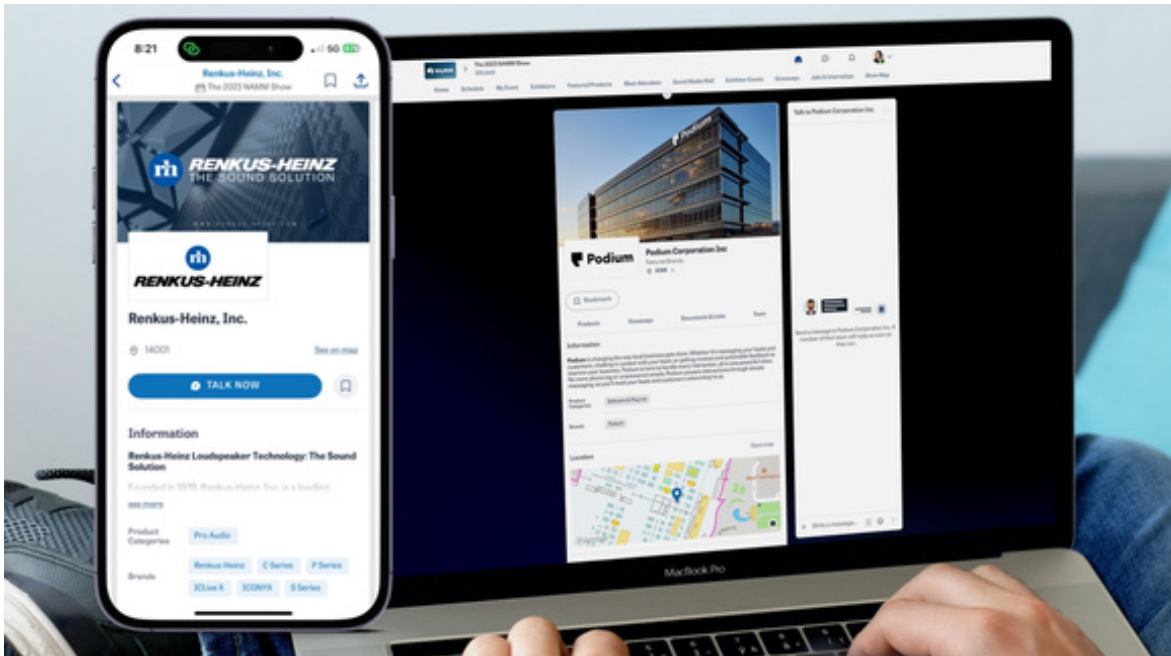# Basic Brand Page - Features & Specs:

- **Exhibitor Center**
  - Must be registered and a team member to access (see instructions on next page)
  - Update your page information, add your items and links, check your meeting availability, export your lead lists, and more via the Exhibitor Center
- **Documents & Links**
  - Add important documents and links to your brand page
  - Title: Character limit, 80 Document or Link Description: Character limit, 160Paste a link or import a file in exhibitor center
  - pdf, doc, docx, ppt, pptx, png, or jpg no larger than 30MB
- **Meeting Scheduler and Availability Planner**
  - Mark your meeting availability via the Exhibitor Center
  - Staff can also individually mark their availability via the 'My Event' page
- **Networking with Buyers and Attendees**
  - Search Meet Attendees page and request meetings or connections
  - Chat and Video calls available
- **Product Category and Brands**
  - List your brands and select categories in Exhibitor Center to improve search results
- **Add Team Members (staff)**
  - Add your booth staff to your team to increase leads and contacts
  - You can adjust availability and assign meetings to team members
- **Company Contact and Social Media Links**
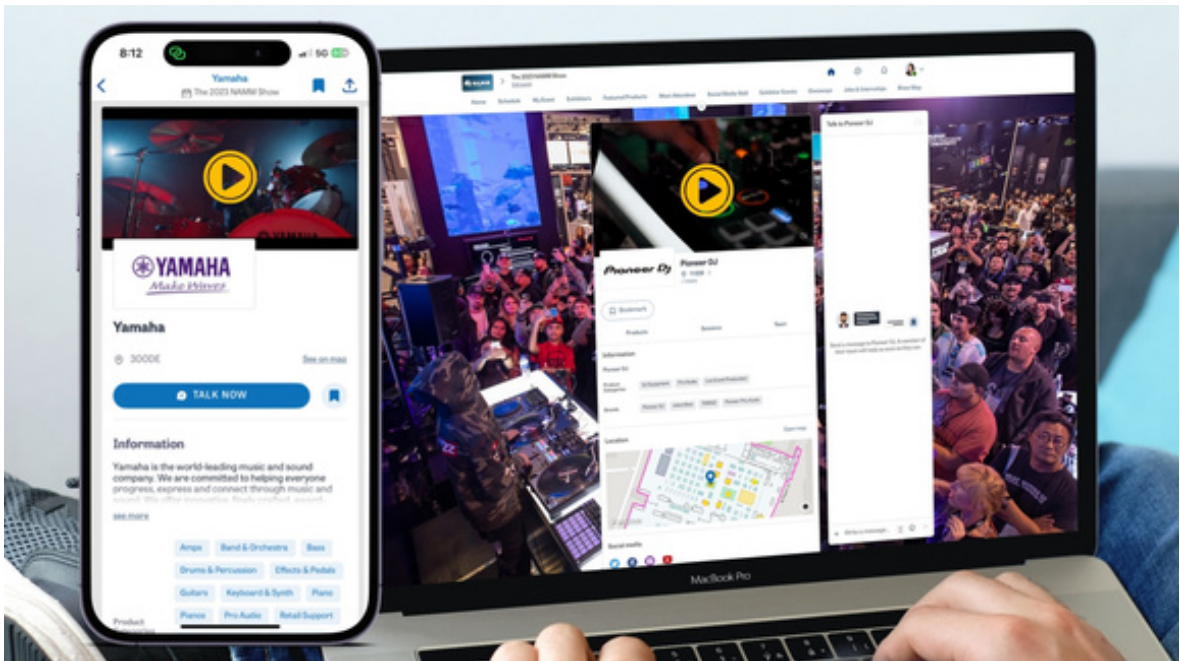 - URLs to pages, profiles, phone, email, address

Enhanced Brand Page - Features & Specs:

- **Exhibitor Center**
  - Must be registered and a team member to access (see instructions on next page)
  - Update your page information, add your items and links, check your meeting availability, export your lead lists, and more via the [Exhibitor Center](#)
- **Image Header**
  - Recommend using a 1200x675px (16:9 ratio) image, no larger than 1MB
- **Logo**
  - Rectangular image (2:1 ratio), 400x200px and no larger than 1MB
- **2 Product & 2 Giveaway Listings**
  - Name: Character limit, 255
  - Description: Character limit, 2000 Image(s): Squared image (1:1 ratio), size of at least 400x400px and no larger than 500KB
  - Upload up to 20 images per item
  - Additional Product Info: MSRP, Brand/ Family, URL
- **Press Releases & 5 Job/Internship Listings**
  - Name: Character limit, 255
  - Description: Character limit, 2000 Image(s): Squared image (1:1 ratio), size of at least 400x400px and no larger than 500KB, 20 images per item
  - Additional Info: URL and contact information
  - Note: Press Releases are only seen by Media Badges
- **Documents & Links**
  - Title: Character limit, 80 Document or Link Description: Character limit, 160 Paste a link or import a file in exhibitor center
  - pdf, doc, docx, ppt, pptx, png, or jpg no larger than 30MB
- **Meeting Scheduler and Availability Planner**
  - Mark your meeting availability via the Exhibitor Center
- **Networking with Buyers and Attendees**
  - [Search Meet Attendees page](#) and request meetings or connections
  - Chat and Video calls available
- **Product Category and Brands**
  - List your brands and select categories in Exhibitor Center to improve search results
- **Add Team Members (staff)**
  - Add your booth staff to your team to increase leads and contacts
  - You can adjust availability and assign meetings to team members

- **Company Contact and Social Media Links**
  - URLs to pages, profiles, phone, email, address

Premium Brand Page - Features & Specs:

- **Exhibitor Center**
  - Must be registered and a team member to access (see instructions on next page)
  - Update your page information, add your items and links, check your meeting availability, export your lead lists, and more via the [Exhibitor Center](#)
- **Video or Image Header**
  - For video, first upload video or set up a livestream on YouTube, Vimeo, or other video provider, then paste the ID or SRC link in the exhibitor center.
  - Image specs: 1200x675px (16:9 ratio) image, no larger than 1MB
- **Logo**
  - Rectangular image (2:1 ratio), 400x200px and no larger than 1MB
- **Custom Background**
  - Background image displays on desktop version only
  - 2560x1600px (16:10 ratio) image, no larger than 1MB
- **12 Product & 12 Giveaway Listings**
  - Name: Character limit, 255
  - Description: Character limit, 2000 Image(s): Squared image (1:1 ratio), size of at least 400x400px and no larger than 500KB
  - Upload up to 20 images per item
  - Additional Product Info: MSRP, Brand/ Family, URL
- **Press Releases & Job/Internship Listings**
  - Name: Character limit, 255
  - Description: Character limit, 2000 Image(s): Squared image (1:1 ratio), size of at least 400x400px and no larger than 500KB, 20 images per item
  - Additional Info: URL and contact information
  - Note: Press Releases are only seen by Media Badges
- **Documents & Links**
  - Title: Character limit, 80 Document or Link Description: Character limit, 160 Paste a link or import a file in exhibitor center

- pdf, doc, docx, ppt, pptx, png, or jpg no larger than 30MB
- **Meeting Scheduler and Availability Planner**
  - Mark your meeting availability via the Exhibitor Center
- **Networking with Buyers and Attendees**
  - Search Meet Attendees page and request meetings or connections
  - Chat and Video calls available
- **Product Category and Brands**
  - List your brands and select categories in Exhibitor Center to improve search results
- **Add Team Members (staff)**
  - Add your booth staff to your team to increase leads and contacts
  - You can adjust availability and assign meetings to team members
- **Company Contact and Social Media Links**
  - URLs to pages, profiles, phone, email, address

Compare Brand Page Levels & Upgrades
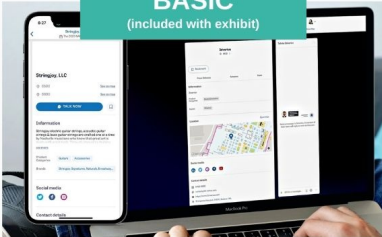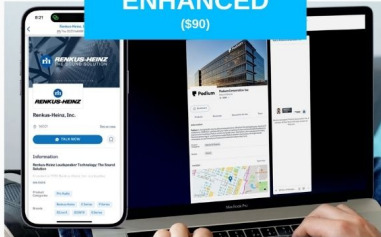
View page upgrades, sponsorship options and lead retrieval solutions here
https://www.namm.org/thenammshow/exhibitor/namm-show-plus

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

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

BASIC
(included with 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

ENHANCED
($90)

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

PREMIUM
($499)

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 (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)			✓

How to Access NAMM Show+ App Exhibitor Center

For Authorized Contacts:

Step 1: Make sure you have registered for this year's NAMM Show badge with your **email address linked to your NAMM account.** If you have not yet registered, please register here.

Step 2: Sign in to NAMM Show+ Exhibitor Center using your NAMM Account

Step 3: Accept the Terms and Conditions (Swapcard will ask on the first visit)

Step 4: Add any additional staff members to your brand page, so they can edit content (make sure they have registered for the event!)

Step 5: Start editing your content and creating your brand page

For Exhibitor Team Members:

    Step 1: Register for The 2024 NAMM Show via the badge invitation from your company.

    Step 2: Make sure an authorized contact adds you to the team on NAMM Show+

    Step 3: Go to exhibitor.namm.org and log in with your NAMM account (same as registration).

    Step 4: Check that the "share contacts" option is turned on under the Team settings.

About the NAMM Show+ App

NAMM Show+ is all about visibility and lead generation for exhibiting companies. Use NAMM Show+ to put your best booth forward! Drive traffic to your brand page and space on the show floor by updating your information, adding items (products and giveaways), connecting with attendees, creating events* and more.

With the app, at any brand page level, you and your staff have access to attendee profiles and can easily filter the list to find exactly whom you'd like to meet at the show. Filter by buying power, badge type, product interest and country. ***Even if your staff cannot attend the show in person, they can use the app to make connections and experience the show (free online-only badges available).***

Attendees will also search for exhibitors (you) and visit brand pages before, during and after the show to make their plans and make their way to your booth. They can message you directly and/or request a time to meet (see manage meeting availability for details).

[View NAMM Show+ App Slide Show Deck](#)

*Adding events to show schedule will be available December 15.

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

Here are some suggestions:

1. Connect with attendees before and after the show via the 'Meet Attendees' page

2. Add all of your booth staff to your brand page to add their connections. *Staff not attending in person can use NAMM Show+ App to network with potential clients, view educational sessions, and help with your brand page.*

3. Designate someone to answer your brand page chat and meeting requests

4. Check out our lead retrieval options to add scanning capabilities to the app

5. Upgrade your page to add leads through alternative actions like product views, brand page views and giveaways. Premium pages include a list of attendees that visit the page, no connections needed.

Helpful Links

Get the most out of your show experience with NAMM Show+

Desktop Access
iOS App Store
Google Play

NS+ Attendee Guide
NS+ Exhibitor Guide
Exhibitor Center on NS+
Lead Retrieval Information

Email nammplus@namm.org for exhibitor assistance with the app.