The NAMM Show

the MUSIC begins here



NAMM Exhibitor Success Series

Maximized Experience. Further Reach. Bigger Returns.

SESSION 01 | OCT. 26

The Evolved Trade Show Experience

The audience has changed. Has your strategy?



John Mlynczak
President & CEO, NAMM



Kimberly Hardcastle
Chief Strategist, Freeman

Today's Agenda

01 The Next Gen Event Attendees

02 The Right Audience

03 The Pre-Show Plan

04 Audience Experience

05 Subject Matter Experts

06 Standing Out

07 Total Event Presence

08 Return on Objectives





SECTION

01

The Next Gen Event Attendees





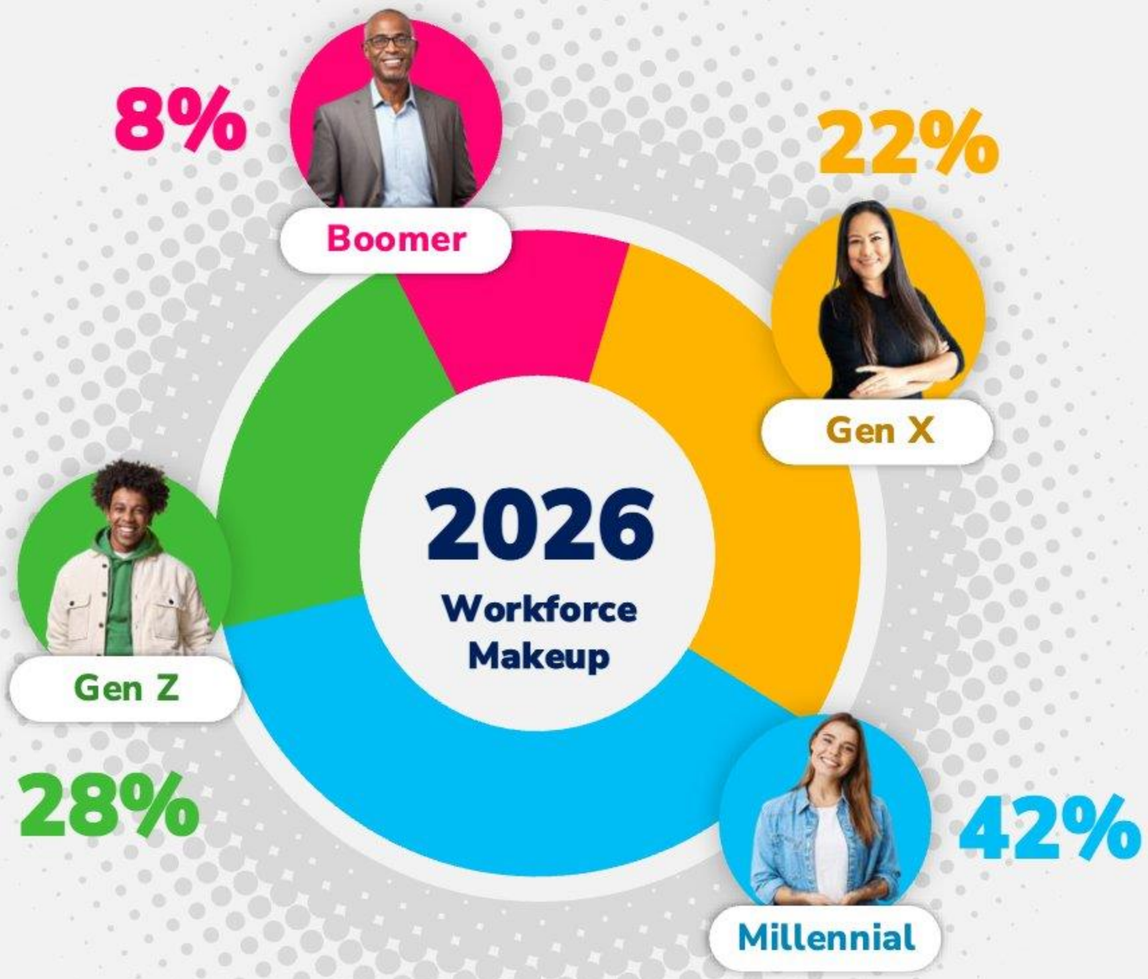
OUT

Yesterday's Attendees

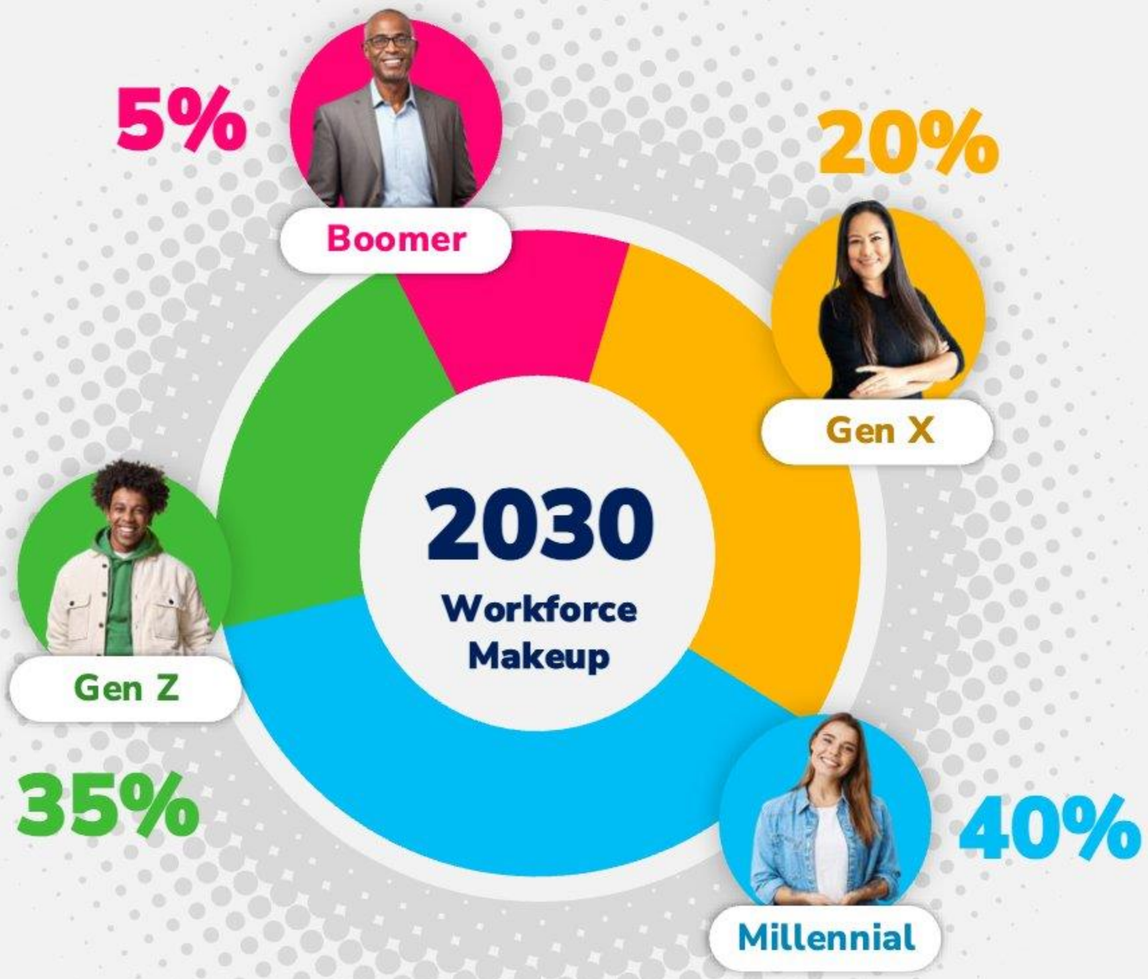
IN

Next Gen Event Goers

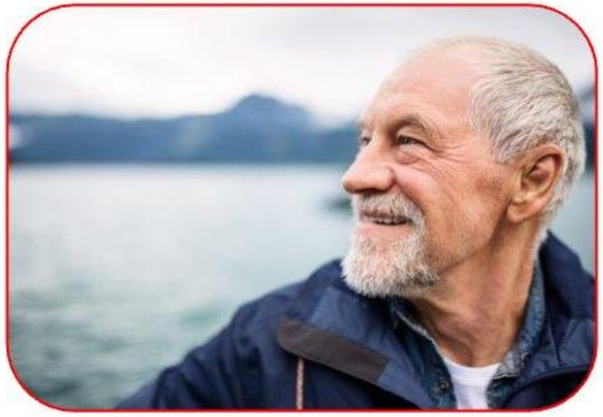
The workforce by the end of 2026.



The workforce by 2030.



Changing Workforce Dynamics



BOOMERS

entered the workforce during a period that rewarded stability, hierarchy and institutional loyalty.



GEN X

grew up during corporate restructuring and increasing skepticism.



MILLENNIALS

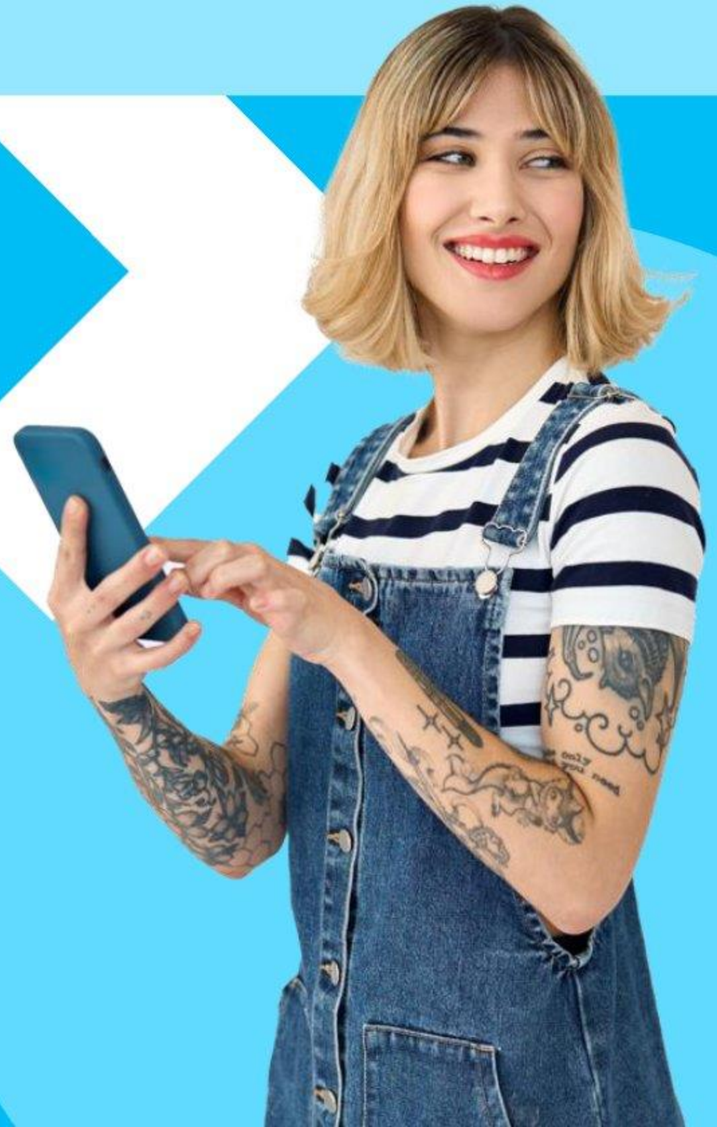
came into the workforce during economic instability and rapid digital transformation.

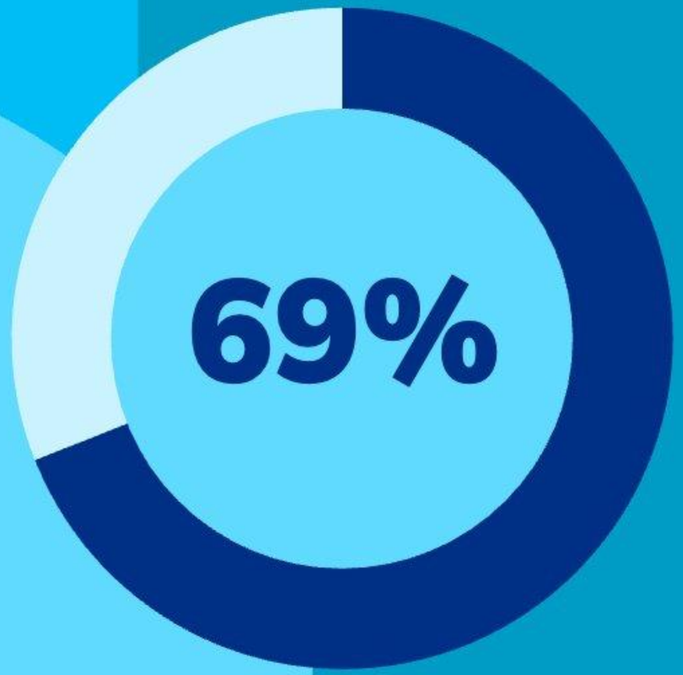


GEN Z

Entered during: a pandemic, political polarization, economic uncertainty, constant connectivity, the rise of AI.

Ongoing Tech, Ongoing Disconnect





of Gen Z say that the rise of technology has made them feel less connected and more isolated from others at their company/in their industry.

Freeman

Live Events: The Career and Confidence Connector



91% of Gen Zers agree that in-person events are some of the best ways to build social and interpersonal skills.

89% of Gen Zers agree that the relationships made at in-person events are a critical for building professional confidence.

88% of Gen Z says that in-person events help them stay ahead of what's happening in their industry.

86% of Gen Z agrees that opportunities to attend in-person events are an important part of professional employees' career development.

Freeman

THE NAMM SHOW 2026

Planning Online. Connecting in Person.

Attendees research and build their show digitally, then come to Anaheim to meet face to face.

138K
unique online directory visitors

31K
NAMM Show App downloads

330K
app launches

6,400+
attendees built a My Show Planner

87K+
exhibitors added to planners

75K
unique interactive floor plan visitors

Source: 2026 NAMM Show Post-Show Report

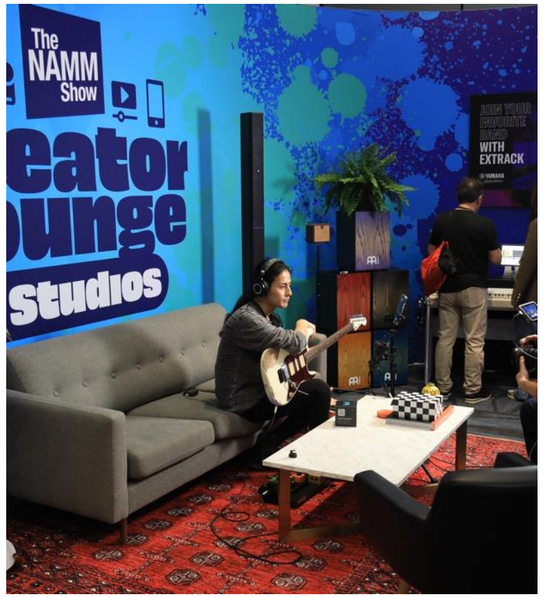
THE NAMM SHOW

A Show to Connect Audiences

The NAMM Show is designed for every generation of the industry to connect with multiple audiences.



Education & Careers



Creators & Influencers



Industry Leaders



Artists & Performers

The NAMM Show



SECTION

02

The Right Audience



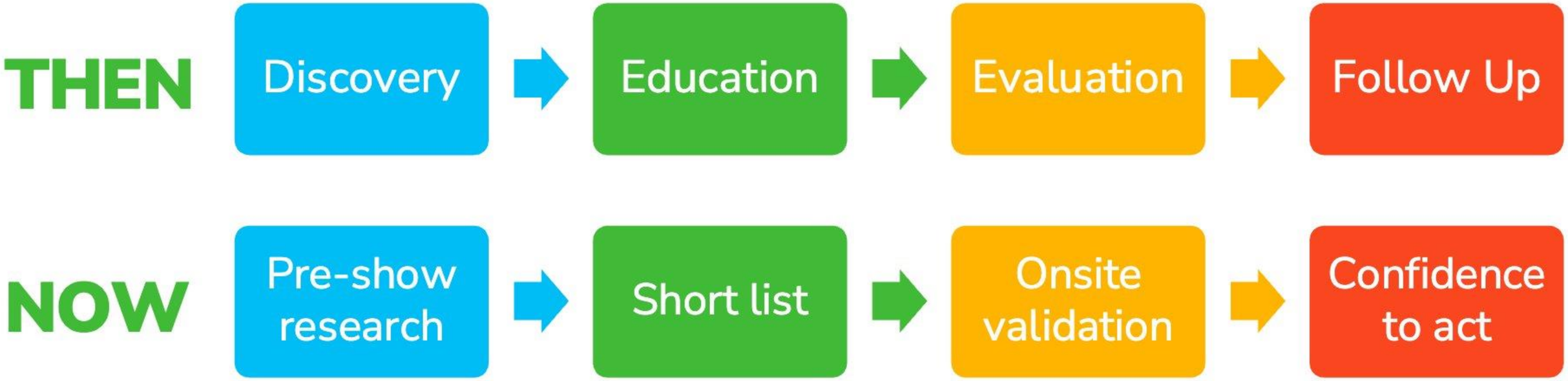
OUT

“Here’s what we do … ”

IN

“Why it’s right for you”

THE BUYER JOURNEY



Freeman

“What do you do?” has been replaced by ...

Is this right for my company?

Is this right for my customer?

Is this right for my budget?

Is this right for my timeline?

Is this right for the problem I’m solving?



A booth gives you more than visibility, it gives you the opportunity to influence buyers when they are actively comparing, validating and deciding.



Who are you trying to influence?

What do those buyers already know before they arrive?

What questions are they likely to ask on-site?

What would help them understand that your solution is the right fit?

What do you need beyond the booth to move them from interest to confidence?

THE NAMM SHOW 2026

All the Right People. All in One Place.

60,000+
show attendees

$9.8B+
in buying power

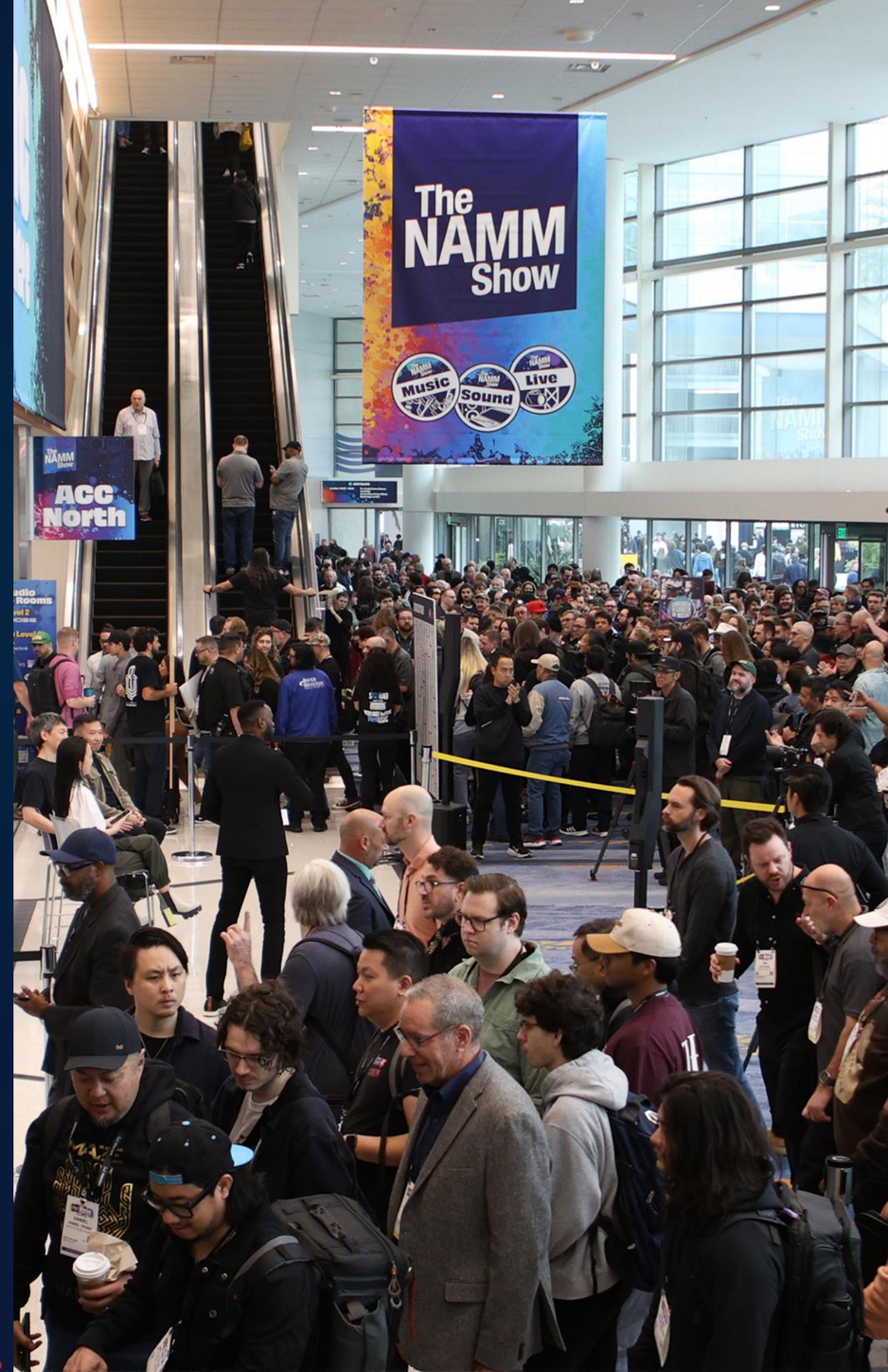
122
countries, regions and territories

8,650+
international attendees

90% of attendees saw the brands they wanted to see

92% of exhibitors connected with their target audience

Source: 2026 NAMM Show Post-Show Report



WHO WE SAW

Every Community. One Show.



Performing Artist	23.6%
Artist Management, Labels & Industry	10.6%
Education	9.7%
Live Sound & Event Production	9.6%
Recording & Post-Production	9.2%
Media, Content & Influencer	5.9%
Corporate Buyer (Non-Member)	5.2%
Nonprofit	1.9%
Guest/Other	24.3%

Source: 2026 NAMM Show Post-Show Report

SECTION

03

The Pre-Show Plan





OUT

Just showing up

IN

Showing up prepared

Exhibitors Engaging in Pre-Show Marketing …

Increased Booth Traffic (82%)

Increased Brand Awareness (81%)

Improved Relationships (41%)

Improved Lead Quality and/or Quantity (37%)

Heightened ROI (35%)

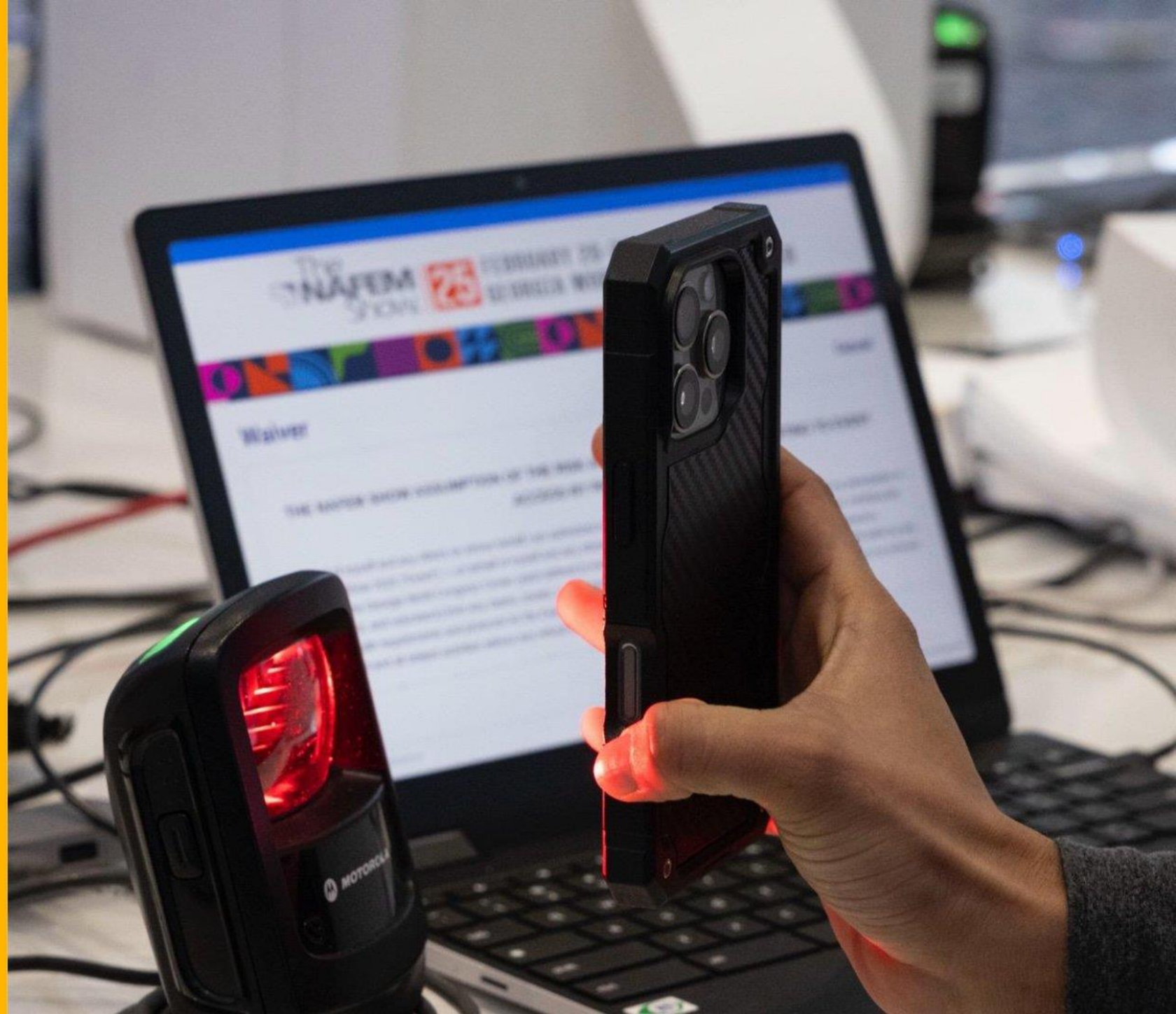
Improved Attendee/Staff Interactions (28%)

Increased Media Coverage (23%)

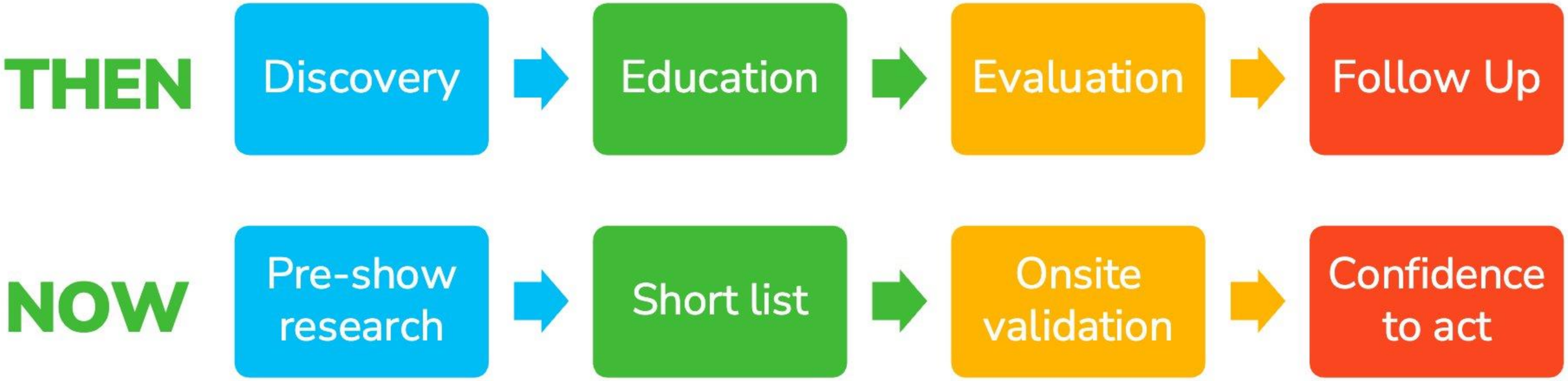
Yet, 80% of exhibitors do little or no targeted pre-show marketing.



AND 64% of trade show leads are never followed up on.



THE BUYER JOURNEY



Freeman

LIVE NOW

Your Audience Is Planning Now

- The NAMM Show App and Map opened in September
- Every registered attendee can log in and start building their planner
- Anyone can download the app and view the floor plan on namm.org
- **Over 45,000 views of the floorplan and directory already**

30,000+
personalized itineraries built

150,000+
unique viewers of the app and map

850,000+
impressions

THE NAMM SHOW 2027

Reach Your Audience Before Anaheim

Digital Brand Presence

Three tiers to get seen in the app and map

In-App Messaging & Banners

Reach attendees while they're actively planning

NEW

NAMM Show Connect

AI-recommended schedules and exhibitor lists. Your presence level affects how often you're matched.

NEW IN 2027

Audience Emails & Sessions

Pre- and post-show emails plus session presence for five key audiences

More in Session 03: Beyond the Booth · Nov. 9



SECTION

04

Audience Experience



OUT

Scanning & Standing

IN

Touching & Trying

Limited hands-on exposure is most likely to prevent attendees from achieving their commercial objectives

QUESTION

Which of the following options are most likely to negatively impact your experience evaluating products/services at a business event or prevent you from achieving your commercial objectives?

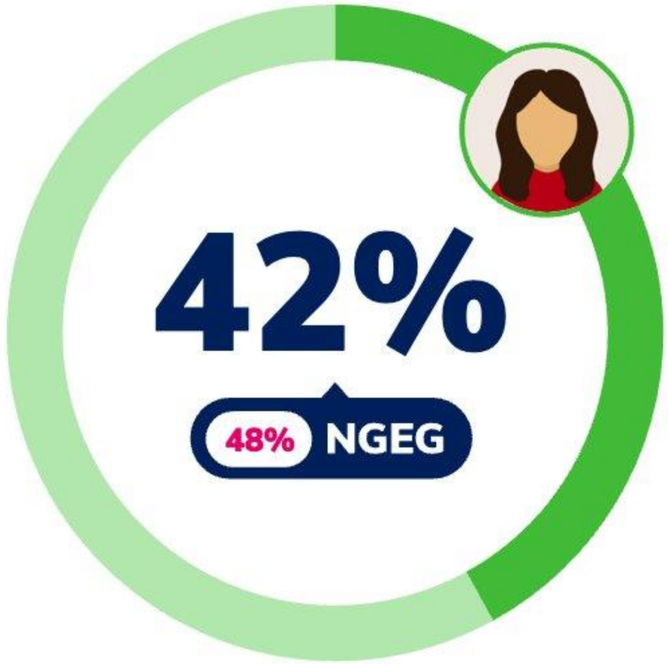




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QUESTION

To what extent did the lack of hands-on experience with a product/service impact your perception of a brand/company?



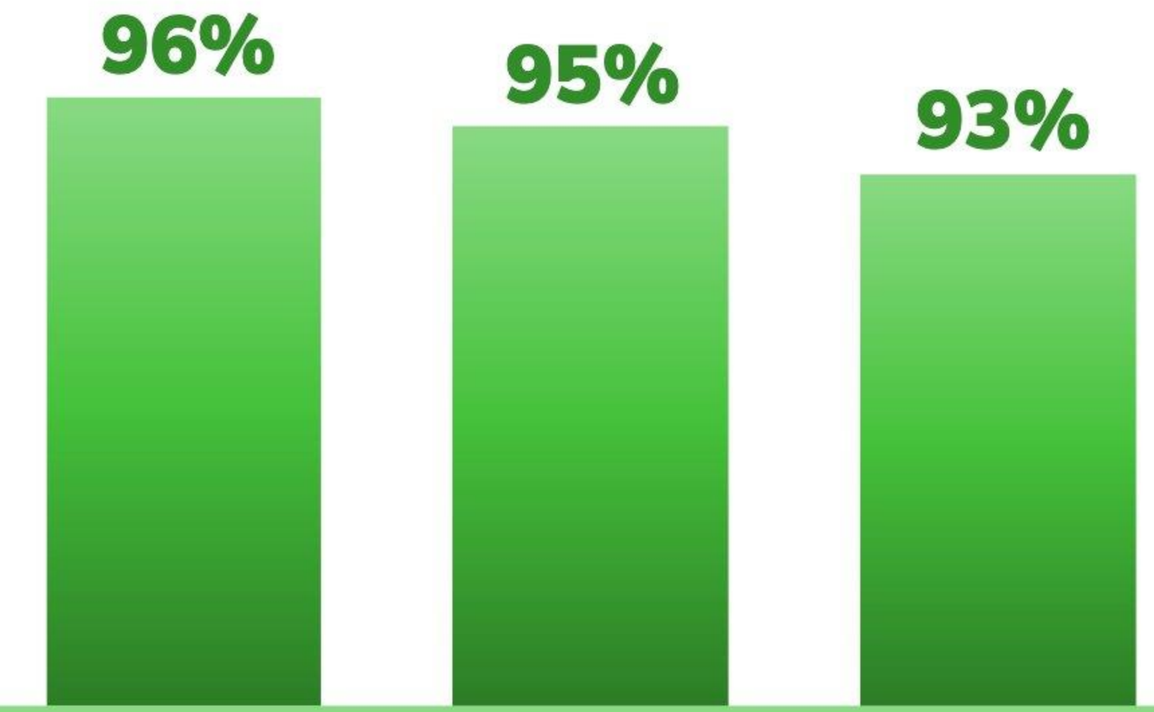
Attendees who don't receive hands-on experiences are likely to prioritize other vendors instead!

Hands-on exposure turns attendees into product advocates



QUESTION

Please select your level of agreement with the following statements regarding the hands-on experience



HOW TO SATISFY ATTENDEES' NEEDS FOR HANDS ON EXPERIENCES

Incorporate immersive activations in your booth

Consider partnering with experts (agencies, GSCs, etc.) to design engaging experiences

Train your staff to guide, not just sell



The World's Largest Product Show

Attendees come to experience what's next, in person.

5,400+
brands

1,650+
exhibitors

Creator Content

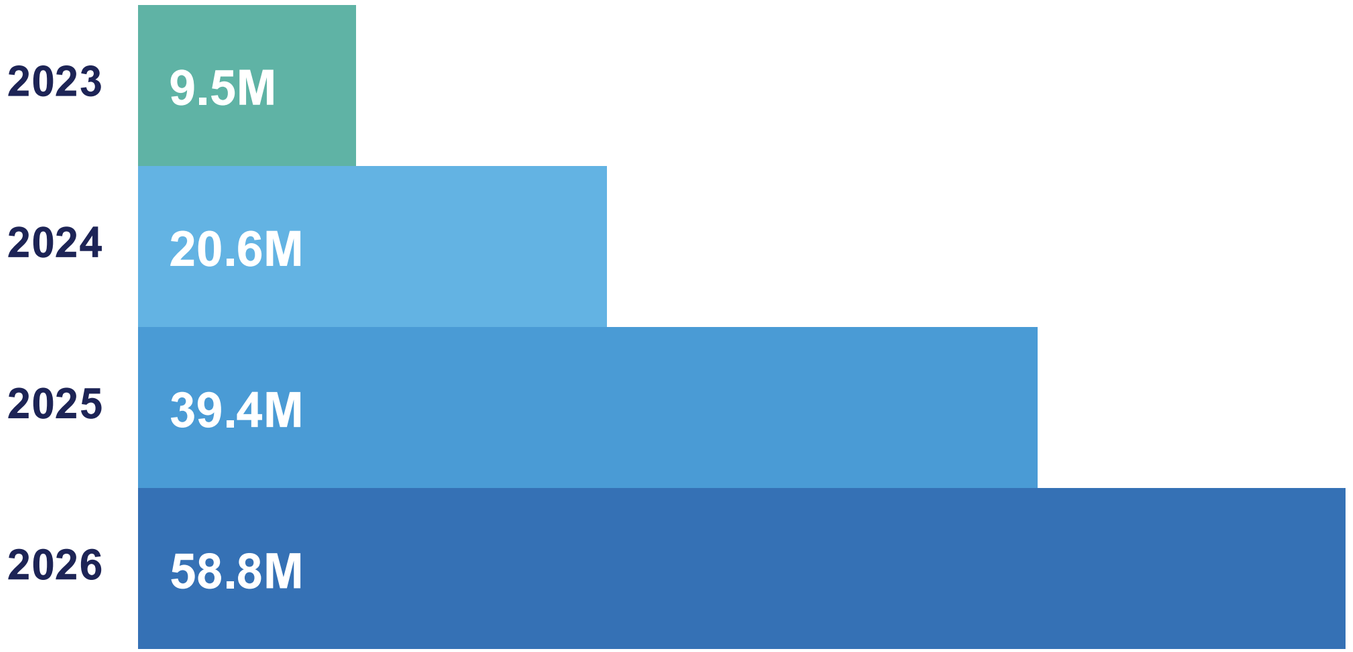
Creators Carry Your Product Further

58.8M

social media views of creator content from The 2026 NAMM Show

83.6%

compound annual growth since 2023



Views as of 02.15.26 · Source: 2026 NAMM Show Post-Show Report



SECTION

05

Subject Matter Experts



OUT

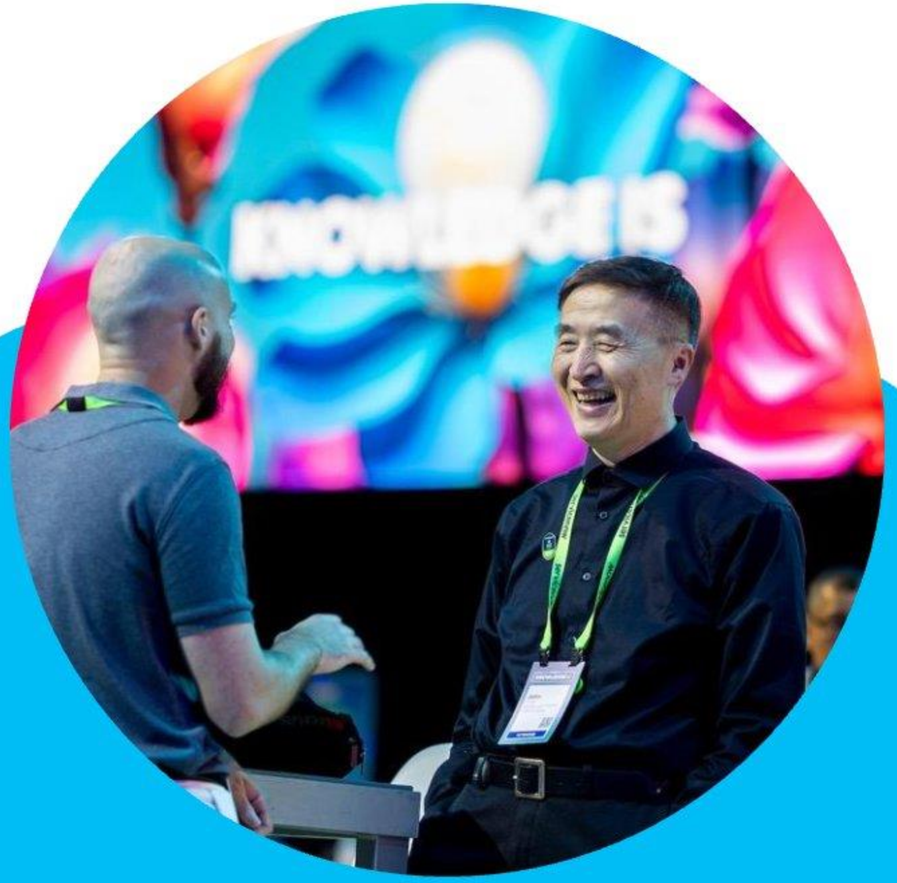
Booth talent

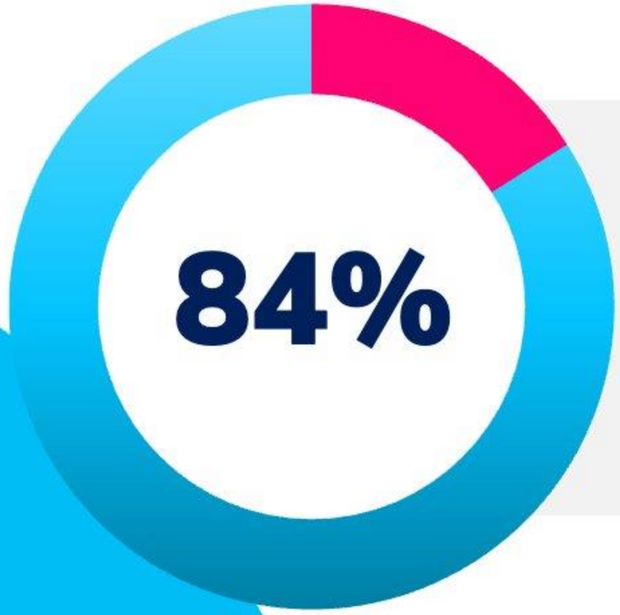
IN

SMEs

Prioritize SMEs!

QUESTION
At the most important in-person business event you attended last year, how important was it that you achieved each of the following





of attendees report that connecting with subject matter experts is extremely/very important

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QUESTION

Select the top 3 options that would be most effective in helping you interact and/or engage with exhibitors/attendees at in-person events.

Exhibitors undervalue the impact that subject matter experts have on attendees, and over-value badge scans and emails

Top expectations for improved interactions: attendees vs exhibitors



Speaking with subject matter experts
from exhibiting companies





Being scanned and emailed afterwards
about products and services



HOW TO STAFF YOUR BOOTH

Mix personalities and expertise

Incorporate SME-friendly formats

Brief your team on attendee expectations and event goals

PEOPLE CONNECT WITH PEOPLE

“The connections made at The NAMM Show don't ‘stay at the NAMM show.’ They last a lifetime and influence for years.”

Jeep Simonet • Five Star Guitars

EDUCATION & NETWORKING

Grow Your Team at The NAMM Show

505
education sessions

91K
session engagements

- Send employees to develop their skills at the show
- Rotate staff out of the booth for sessions and networking
- Bring stronger subject matter experts back to your business



SECTION

06

Standing Out





OUT

Blending in

IN

Breaking through

STEP 1: CAPTURE ATTENTION

The physical layout and design of your exhibit should visually attract customers and prospects.

No matter the size or scope of your exhibit, there are quick-win opportunities to capture attention, generate attention, and achieve goals.



STEP 2: CREATE BUZZ

Consider a bold, provocative exhibit structure that creates buzz. – but make sure it has meaning that makes sense and is firmly tied to your business goals.



STEP 3: MAKE THE MESSAGE MOTIVATING

Keep it short. Use simple UVPs that can be grasped quickly and captivating images, artwork, and bold type.

Target the top: Present important information above the crowds (but not so high attendees strain to look).

Encourage action: Use messages that inspire actions: interacting with your product, answering a question, or sharing an experience..



HOW TO STAND OUT

Use bold visuals and clear messaging to attract attention

Design for buzz — but tie form to function

Incorporate sustainable materials and reuse assets

CAMPUS ACTIVATIONS

New Ways to Stand Out in 2027



Award Shows

Align with the industry's biggest moments



Creator Lounge & Studios

Be in the room where the most-shared content is made



Audience Sponsorships

Reach your audience before, during, and after the show



In Booth Events

Use your space to promote experiences

A booth without a **Brand Boost** will not stand out.

The NAMM Show

the MUSIC begins here

Coming Up Next Week

NAMM Exhibitor Success Series



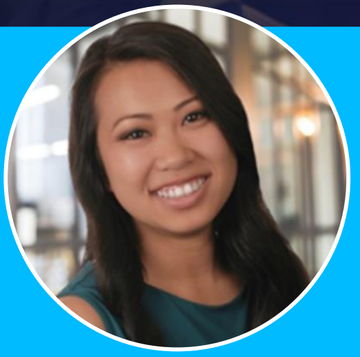
SESSION 02 | NOV. 2

Command the Floor

Turn your booth into a destination.



Cindy Sample
Director of Trade Show Operations



Jackie Battaglia
Associate Director of Trade Show Sales

SECTION

07

Total Event Presence





OUT

Booth-only Thinking

IN

Total event presence

1) Think beyond the booth boundary. Your booth is the anchor, but it does not have to be the entire strategy.

2) Create more surface area for engagement. Demo stages, lounges, networking moments, content opportunities and hospitality spaces can help buyers experience your brand in different ways.



3) Use the margins intentionally.
Some of the most valuable conversations happen between sessions, after demos, over coffee, in hallways and during informal moments. Plan for those moments instead of leaving them to chance.





ONSITE + ONLINE

Your Presence Is the Whole Campus

60,000+
onsite

150,000+
engaged

70M+
watching worldwide

Booth | Education Sessions | Award Shows | Creator Lounge & Studios | App & Map | Social & Creator Content

LIVE EVENTS + AI

Live Event Presence in the Age of AI

1M+

hours of YouTube video OpenAI transcribed to train GPT-4

173K

YouTube videos whose subtitles trained Apple, Nvidia, Anthropic & Salesforce AI

#1

YouTube's rank among sites cited in Google AI Overviews

Every booth demo, interview and creator video from The NAMM Show becomes source material AI uses to describe your brand. More buzz, more presence.

Booth Demos | Artist Interviews | Education Sessions | Creator Videos | Press & Podcasts | Social Clips

Sources: The New York Times, Apr 2024; Proof News/Wired, Jul 2024; Ahrefs Brand Radar and Surfer AI Overviews citation studies, 2026

The NAMM Show

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Coming Up

NAMM Exhibitor Success Series

SESSION 03 | NOV. 9

Beyond the Booth

Your NAMM Show audience doesn't stop at the edge of your booth.



Dan Moylan
Director Trade Show Sales



Amber Love
Senior Account Executive

SECTION

08

Return on Objectives





OUT

One-size-fits-all metrics

IN

Measuring what matters

Step 1: Set Your Goals

Your first step in preparing for a successful trade show exhibition is to clearly identify your goals for the event.

- **Raise brand awareness**
- **Launch new initiatives or enhance brand perception**
- **Generate leads or grow your pipeline**
- **Launch new products**
- **Educate clients on new products and features**
- **Maintain (and defend) key client relationships**
- **Make more connections within your industry**



Step 2: Align Actions

TO ACHIEVE THIS:	CONSIDER THINGS LIKE:
Brand awareness	Sponsorship packages
Demo'ing product(s)	Hands-on activations
Launching product(s)	Coordinated PR campaign
Enhancing brand perception	Trendy activations, cool lighting, unique displays.
Generating new leads	Demos and experiential activations + messaging that captures attention
Expanding globally	Multi-lingual staff
Closing business	Private meeting rooms
Defending existing relationships	SMEs in booth



TO MAXIMIZE YOUR ROO:

Lead with a clear objective

Design with purpose in mind

Choose tactics that align to goals

Measure what matters

BEYOND BADGE SCANS

Measure Success Across the Entire Campus

- Digital leads captured in the app
- Planner and itinerary adds
- Creator content reach
- Sponsorship and activation impressions
- Education session audiences
- Meetings and qualified conversations

The NAMM Show

the MUSIC begins here

Coming Up

NAMM Exhibitor Success Series



SESSION 04 | NOV. 16

Measuring ROX: Return on Experience

Turn what you've learned into a winning plan for January.



Joe Federbush
CEO & Chief Strategist
EVOLIO Marketing

Today's Takeaways

01 Plan your exhibit strategy with NGEGs top of mind

02 Remember not all customers will be “top of funnel”

03 Prioritize pre-show marketing and post-show follow up

04 Give attendees the hands-on exposure they want

05 Don't leave your SMEs at home

06 Design your booth to stand out from the crowd

07 Think beyond the booth

08 Expand your definition of exhibiting success

The NAMM Show

Your Next Three Sessions

Mondays at 11 AM PT / 2 PM ET · Free for NAMM Exhibitors

SESSION 02 | NOV. 2

Command the Floor

Turn your booth into a destination.



Cindy Sample
Director of Trade Show Operations



Jackie Battaglia
Associate Director of Trade Show Sales

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SESSION 04 | NOV. 16

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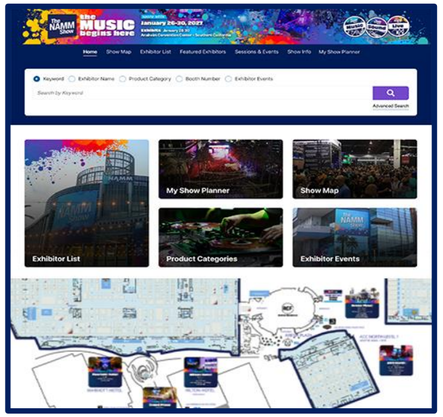


Joe Federbush
EVOLIO Marketing

Register once. Join the entire series. namm.org/exhibitor-success-series

Can't join live? Every session is sent to your email after the webinar.

Put What You Learn Into Action



Build Your Digital Presence



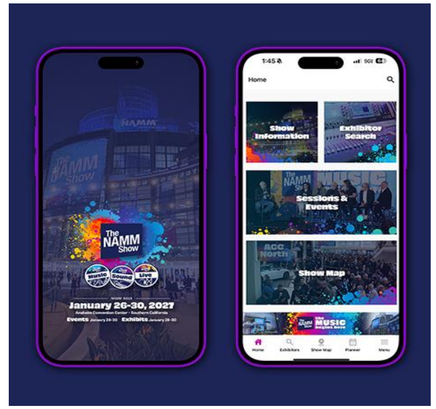
Update Your Showroom



Explore Sponsorship Opportunities



Exhibitor Resources



NAMM Show App & Map

Questions? Contact **tradeshowsales@namm.org**


The NAMM Show
your BUSINESS grows here
NAMM WEEK
January 26–30, 2027
Anaheim Convention Center · Southern California · Exhibits Jan 28–30
The NAMM Show Music
The NAMM Show Sound
The NAMM Show Live