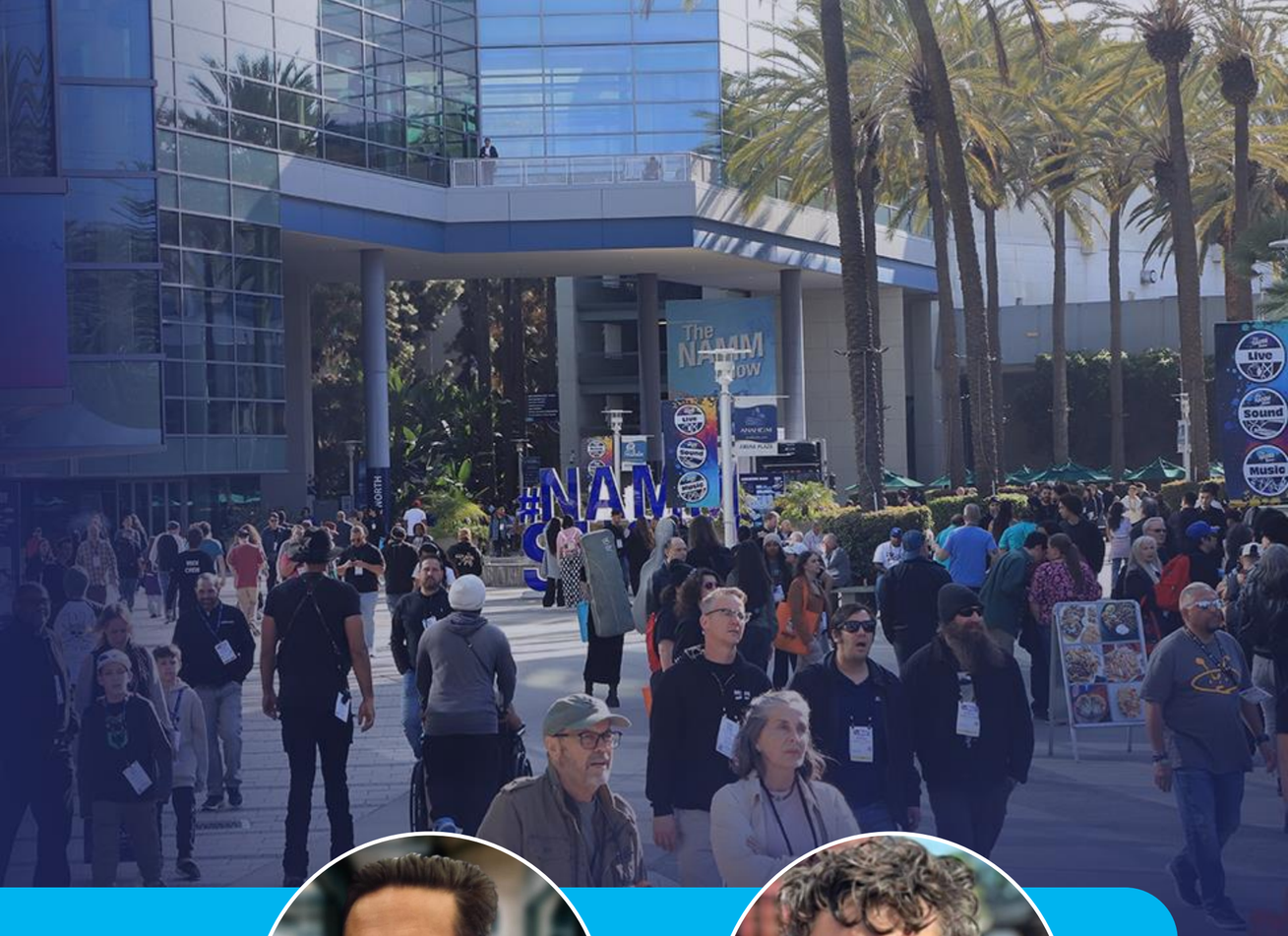
The NAMM Show

the MUSIC begins here

NAMM Exhibitor Success Series

Maximized Experience. Further Reach. Bigger Returns.



SESSION 03 | NOV. 9

Beyond the Booth

Digital & Global Reach · Monday, November 9, 2026



Dan Moylan
Director of Business Development



Amber Love
Senior Account Executive of Business Development

Today's agenda

01 Getting Found Before the Show

02 Building Your Digital Booth

03 Connecting Digital and Onsite

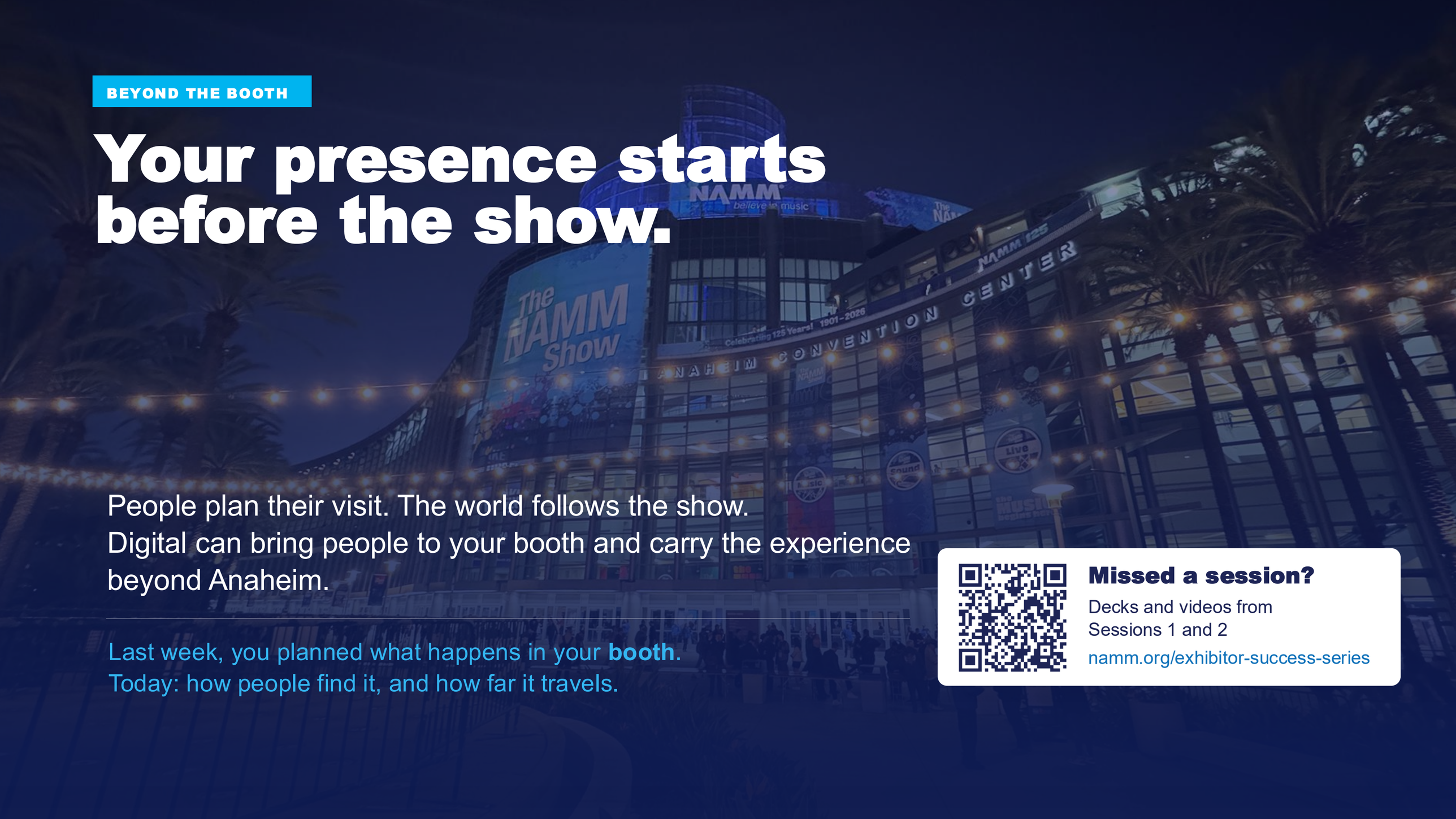
04 Engaging Creators & Media

NAMM WEEK	EXHIBITS	EPK LIVE	BADGE DEADLINE
Jan. 26–30	Jan. 28–30	Jan. 21	Jan. 6



BEYOND THE BOOTH

Your presence starts before the show.



People plan their visit. The world follows the show.
Digital can bring people to your booth and carry the experience beyond Anaheim.

Last week, you planned what happens in your **booth**.
Today: how people find it, and how far it travels.

Missed a session?

Decks and videos from
Sessions 1 and 2

namm.org/exhibitor-success-series

BEYOND THE BOOTH

Three audiences to reach

IN ANAHEIM

On the show floor

Attendees researching products, saving exhibitors and building their agendas

60,000+

onsite from 122 countries

IN THE APP

Engaged online

Attendees and fans planning their show and following along in the app and map

150,000+

engaged

AROUND THE WORLD

Watching worldwide

People discovering launches through creators, media, social posts and video

70M+

watching worldwide

Your digital presence reaches all three, before, during and after the show.

Source: The 2026 NAMM Show .



PART

01

Getting Found Before the Show

FREEMAN TRENDS REPORT · PRE-EVENT EDITION

Decisions start before registration

84%

of attendees decide to go a month or more before they register

1 in 4

exhibitors, and 1 in 5 attendees, have used AI to find relevant events

53%

of attendees who used AI say it changed which events they consider worth attending

WHAT THIS MEANS FOR YOU

If attendees decide a month or more before they register, your listing needs to be complete now, not in January.

Read the full report

Freeman Trends Report: The Pre-Event Edition

Source: Freeman Trends Report: The Pre-Event Edition, Q4 2026. Survey of 3,459 attendees and exhibitors, September 2026.

GETTING FOUND BEFORE THE SHOW · THE APP AND MAP ARE LIVE

The app and map are planning tools

Attendees are using The NAMM Show App and interactive floor plan right now.

01 Search exhibitors and products

02 Explore categories and the show floor

03 Save exhibitors and build agendas

04 Find booth events and demonstrations

See your listing

Scan to open the interactive floor plan

namm27.mapyourshow.com



Download on the App Store

GET IT ON Google Play

GETTING FOUND BEFORE THE SHOW

NEW FOR 2027

NAMM Show Connect

AI-powered recommendations help attendees find relevant exhibitors and experiences.

- Builds recommended schedules and exhibitor lists for attendees.
- A complete, relevant profile gives the platform more to work with.
- Your Digital Brand Presence level affects how often you're matched.



HOW IT WORKS

01 Attendees share their interests

02 Connect recommends exhibitors and sessions

03 Your brand lands on their schedule

GETTING FOUND BEFORE THE SHOW

The information behind discovery

YOUR BRAND

Company profile

A short description, logo, website and contacts

Product categories

Select every category you sell into

Product information

Current products with images and videos

+

THE ATTENDEE

Interest

What they come to the show looking for

Search behavior

What they search for in the app and map

Engagement

What they save, view and click

Complete your presence early in the ERC so attendees can find you while planning.

PART

02

Building Your Digital Booth



BUILDING YOUR DIGITAL BOOTH

A profile ready for discovery

Think of your profile as the first visit to your booth.

- Accurate categories and current products
- Strong product images
- Booth events and demonstrations
- A short, useful company description

Would someone new to your brand have a reason to visit?



BUILDING YOUR DIGITAL BOOTH

Your digital booth

Answer three questions quickly.

Who are you?

A clear, concise description

64%

of trade show attendees aren't current customers of the exhibitors

What's new?

Products, launches and experiences

92%

of attendees come mainly to see new products and solutions

Why visit?

A specific reason to add you to the agenda

76%

of attendees arrive with a pre-planned list of booths to visit

Sources: Center for Exhibition Industry Research (CEIR), via industry trade show statistics roundups.

BUILDING YOUR DIGITAL BOOTH

Digital brand presence

Build on your profile in four ways.

01

Visibility and placement

Where and how often attendees see you

IN THE PACKAGES

Top search billing and map highlight

02

Product promotion

New products in front of the people searching

IN THE PACKAGES

Product gallery and product videos

03

Lead generation

Capture interest from your digital showroom

IN THE PACKAGES

Online lead capture

04

Engagement and discovery

Events, offers and content worth connecting with

IN THE PACKAGES

Up to 30 exhibitor events and special offers



Your level also affects how often NAMM Show Connect matches you with attendees.

BUILDING YOUR DIGITAL BOOTH

Digital engagement can create leads

Give every placement something to do.

01 **A product worth exploring**

02 **A demonstration worth attending**

03 **A profile worth saving**

04 **A clear way to connect with your team**

TOOLS IN YOUR DIGITAL SHOWROOM

- Online lead capture
- Special offers and giveaways
- Downloadable assets
- In-app messaging and banners

52%

of attendees are more likely to visit a booth that offers a giveaway

Your basic brand page includes 1 exhibitor event. Use it!

See what the leads look like on slide 23.

Source: Cvent, Trade Show Statistics

BUILDING YOUR DIGITAL BOOTH

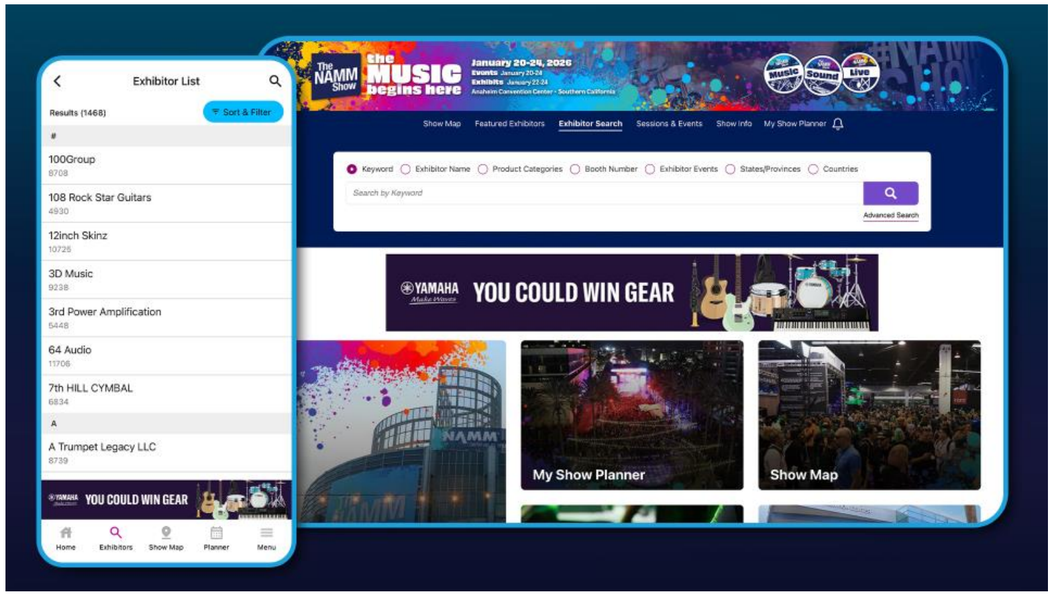
Digital opportunities

Put your brand where attendees browse the showroom and directory.

Explore all sponsorships

SHOWROOM & DIRECTORY

- **Digital Logo & Leads**
- **Essential & Premium Brand Presence**
- **Digital Product Spotlight**
- **Product Category Banners**
- **Directory Home Page Banners**
- **Digital Exhibit Hall Banners**



FEATURED · DIRECTORY HOME PAGE BANNER

Front and center, linking straight to your listing.
Includes the Premium package. Only four spots.

BUILDING YOUR DIGITAL BOOTH

Reach them in their pocket

During the show, the device attendees reach for is running The NAMM Show App.

EMAIL & APP

- **NAMM Show Audience Emails**
- **Mobile App Push Notifications**
- **Mobile App Rotating Banners**
- **Mobile App Exclusive Sponsorship**



FEATURED · MOBILE APP PUSH NOTIFICATION

Your headline, pop-up alert and full message, sent to every NAMM Show app user. Only six spots per day.

186 times a day the average American checks their phone

Source: Reviews.org, 2026 Cell Phone Usage Stats Report

BUILDING YOUR DIGITAL BOOTH • EXHIBITOR RESOURCE CENTER

Jump into your ERC

Access opens 24–72 hours after your booth, booth share or additional listing is assigned.

PRIMARY CONTACT SETUP

01 Log in to your NAMM Dashboard

02 Select Exhibitor Resource Center

03 Verify your email from Map Your Show

04 Add users: marketing team and EAC

UPDATE YOUR INFORMATION

- Company information: directory name, social media and description
- Product categories: mark all that apply, so attendees can find you
- Exhibitor events: the basic package includes one event upload

Accessing the ERC
Step-by-step guide

NAMM Support Center
support.namm.org

Need assistance? Email tradeshowops@namm.org

BUILDING YOUR DIGITAL BOOTH • EXHIBITOR RESOURCE CENTER

Add your team to the ERC

Only the Primary Contact can add users. Do it once, so everyone works from the same plan.

01 **Go to “Users” in the left menu**

02 **Select “Add New User”**

03 **Add your team**

Marketing team members, trade show contacts and your exhibitor appointed contractor (EAC)

WHY IT MATTERS

Your NAMM Show team

Show planning tools, dates and deadlines

Your EAC

Booth regulations, guidelines, and move-in and move-out information

Adding Users to the ERC

NAMM Support Center guide

BUILDING YOUR DIGITAL BOOTH • EXHIBITOR RESOURCE CENTER

Update your exhibitor information

This is how you appear on the show map, the online directory and your digital showroom.

01 · Company Information

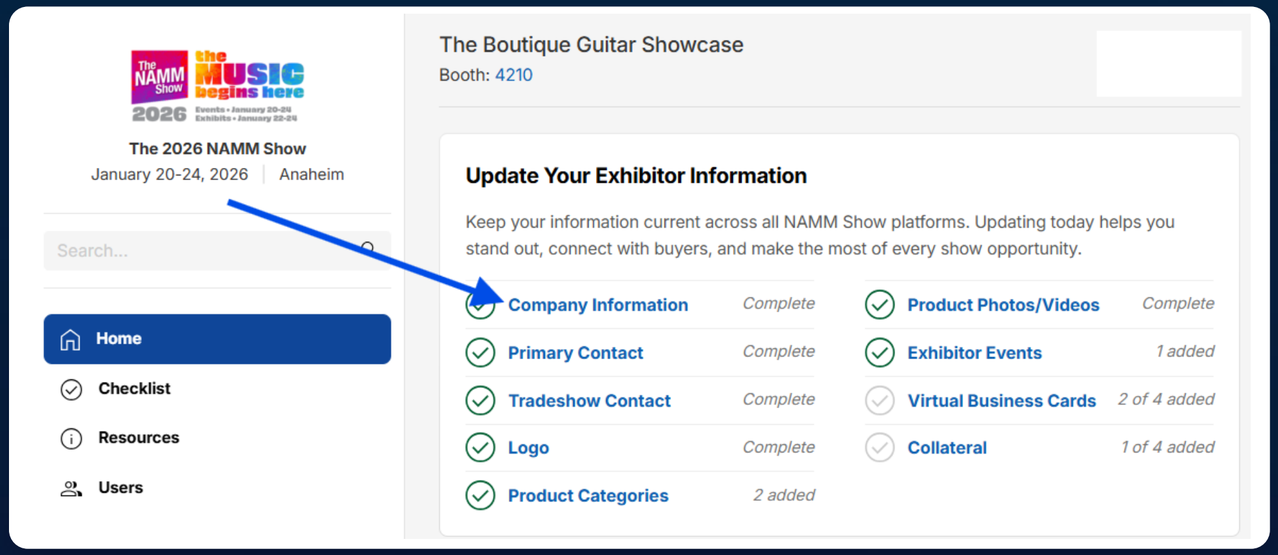
Directory name, social media fields and company description

02 · Product Categories

Select “Update Categories” and mark all that apply. This is how attendees search for you.

03 · Exhibitor Events

Add the events you have planned. The basic listing includes one event upload.



Updating Your Exhibitor Information

NAMM Support Center guide

BUILDING YOUR DIGITAL BOOTH

Upgrade your brand presence

800,000+ impressions at last year's show.
Make sure attendees see more than the basics.

Digital Logo & Leads — $179

Your logo front and center, online leads and up to 2 exhibitor events

Essential — $299

Up to 15 events, special offers, downloads and product gallery features

Premium — $699

Featured listing, top search billing, a highlighted booth, up to 30 events and product videos

Features	Basic Listing Included	Digital Logo & Leads Only	Essential Digital Brand Presence	Premium Digital Brand Presence
Contact Information	✓	✓	✓	✓
Website	✓	✓	✓	✓
Social Media	✓	✓	✓	✓
Booth Number	✓	✓	✓	✓
Product Categories	✓	✓	✓	✓
Company Description	✓	✓	✓	✓
Company Logo		✓	✓	✓
Access to Online Leads		✓	✓	✓
Featured Exhibitor Listing				✓
Premier Placement in Search Results				✓
Highlighted Booth with Corner Peel				✓
Business Cards			2	4
Collateral			2	4
Special Offers			4	8
Exhibitor Events	1	2	15	30
Product Gallery with Images and Descriptions			2	4
Product Gallery with Video and Descriptions				4

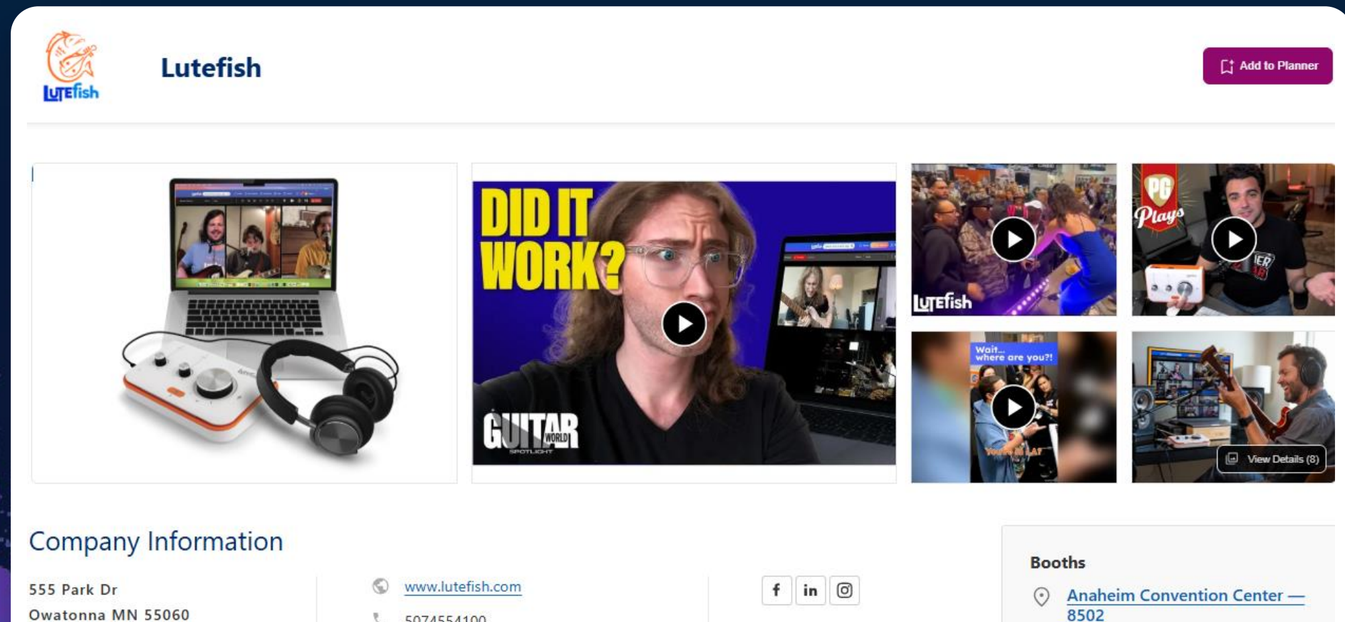
BUILDING YOUR DIGITAL BOOTH • 2026 BRAND PAGE EXAMPLE

Lutefish: a brand page with a reason to visit

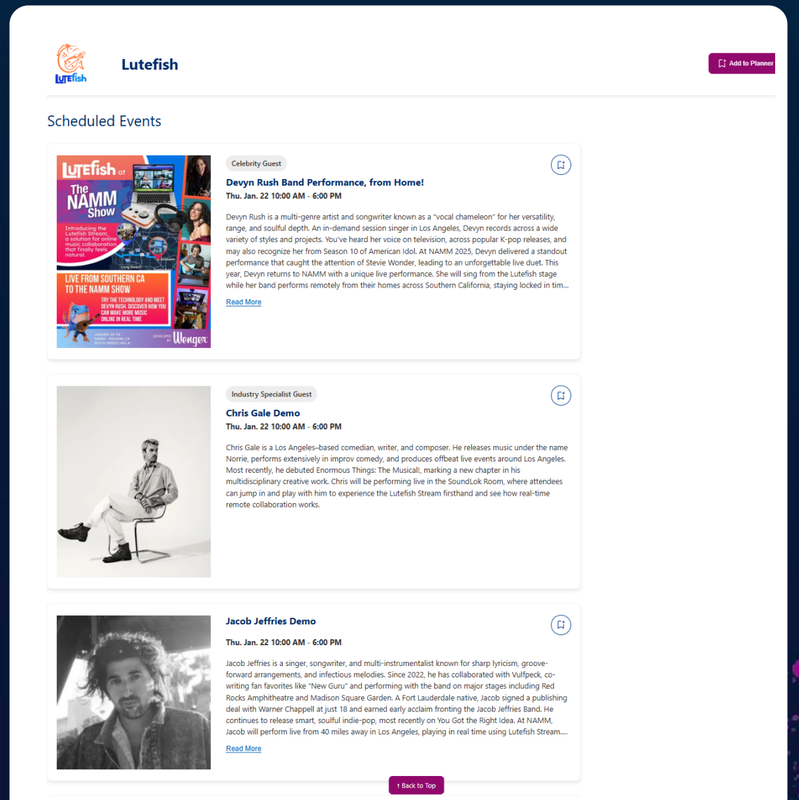
Show the product. Say what it does for the attendee. Give people a reason and a time to visit.

- Leads with visuals: product photo and videos before any text
- Shows the product in use: creator videos and real musicians
- Lists every booth: Hall B and a lobby location

TOP OF THE PAGE · LOGO, PHOTOS AND VIDEOS

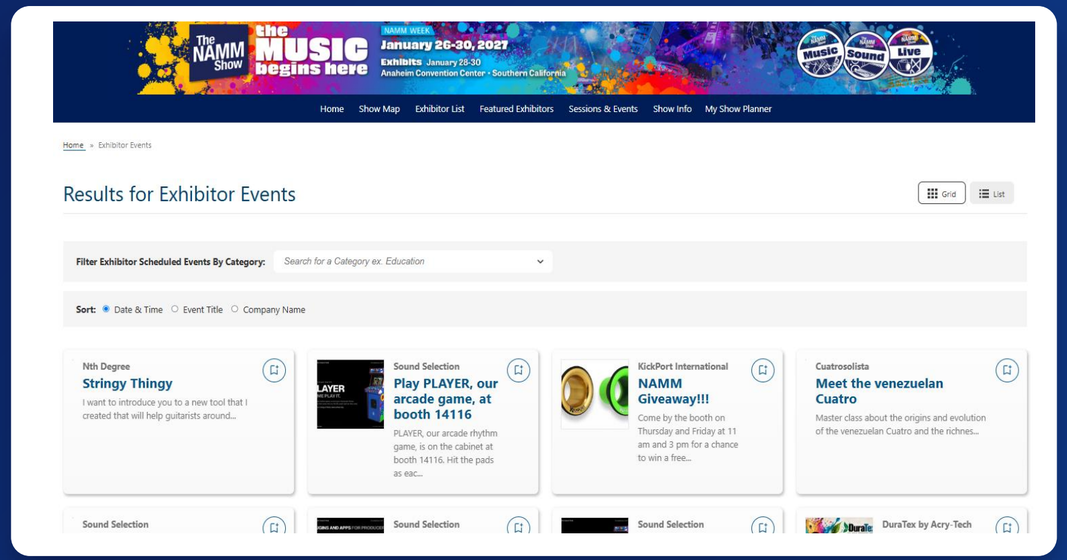


EXHIBITOR EVENTS



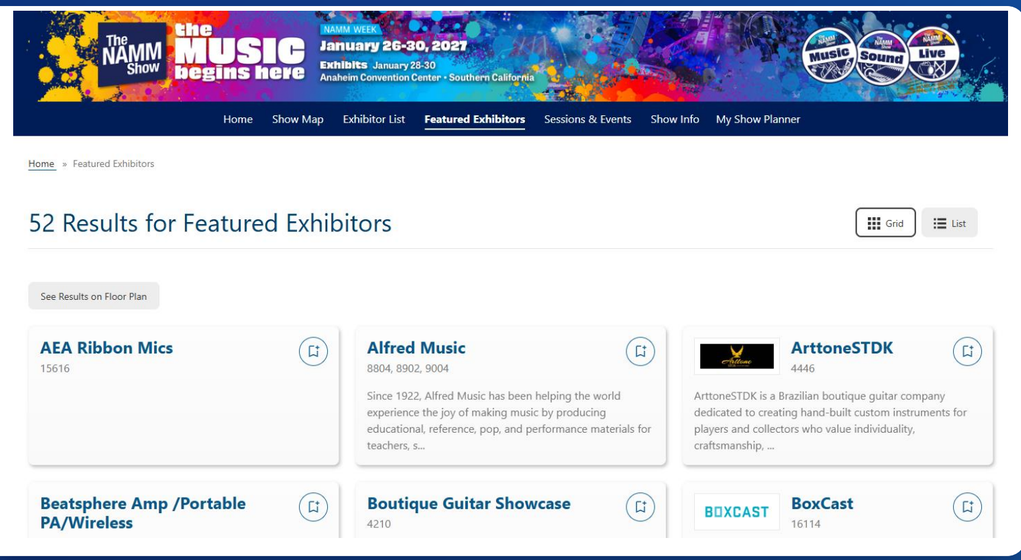
Get featured. Get on the schedule.

EXHIBITOR EVENTS



Attendees filter, sort and save events to their planner.

FEATURED EXHIBITORS



Its own tab in the navigation. Included with the Premium package.

TIPS FOR EXHIBITOR EVENTS

01 Give each event a specific time

02 Lead the title with the hook

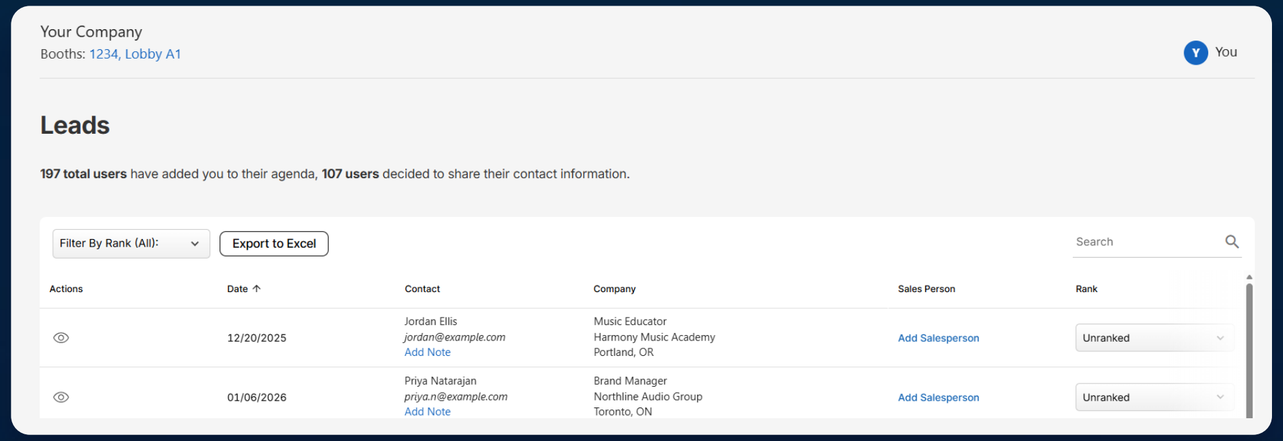
03 Spread events across all three days

04 Pair key events with a push notification

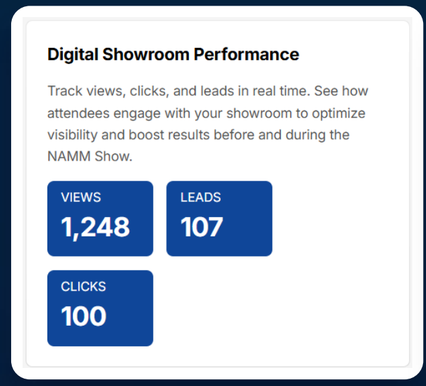
BUILDING YOUR DIGITAL BOOTH • ONLINE LEADS

Your leads, in real time

See who’s engaging with your showroom before and during the show.



2026 example. Names and contact details are fictional.



80%

of trade show leads get no follow-up

Source: Momencio, 2026 B2B Events Report

- **Track performance**
  Views, clicks and leads as they happen
- **Rank and assign**
  Add notes, rank leads and assign a salesperson
- **Export to Excel**
  Your follow-up list, ready before the floor opens

TIPS FOR CHASING LEADS

01 Agree on hot, warm and cold before the show

02 Use “Add Note” on every lead

03 Follow up within 24–48 hours

04 Assign an owner and plan several touches

BUILDING YOUR DIGITAL BOOTH • THE SHOW MAP

Stand out on the show map

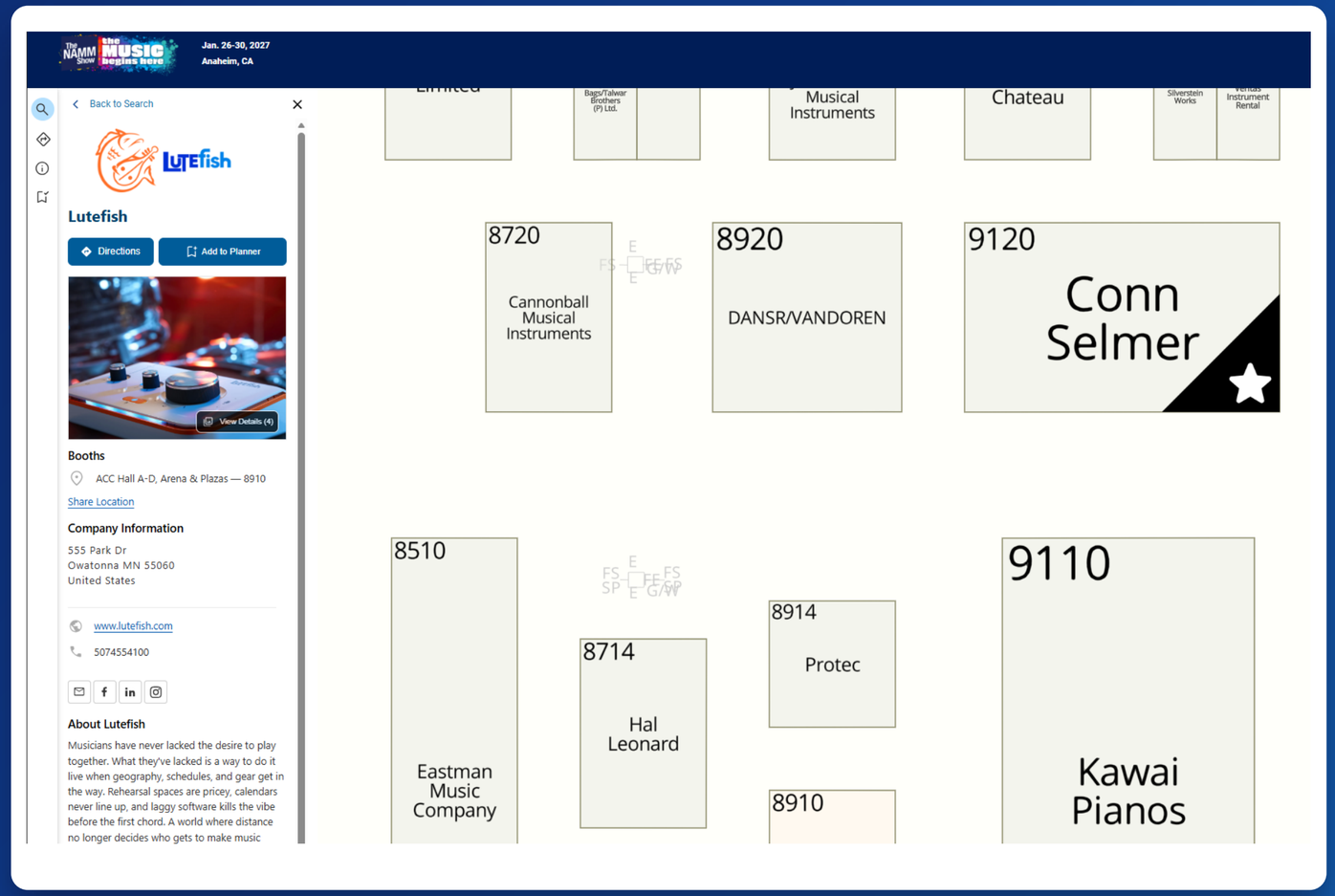
How a Premium presence appears on the interactive floor plan.

01 Star highlight
A corner peel marks your booth as featured

02 Logo and images
Your brand and products, front and center

03 Company description
Your story and categories in the sidebar

04 Directions and planner
One click to find you or save your booth



TIPS FOR YOUR COMPANY DESCRIPTION

- Lead with what you make and who it's for
- Name what's new and your booth number
- Keep it to two or three sentences
- Use the words attendees search for



PART

03

Connecting Digital and Onsite

CONNECTING DIGITAL AND ONSITE · MARKET YOUR PRESENCE NOW

The NAMM Show has already started

Exhibitors who do pre-show marketing report:

IN THE NAMM SHOW APP

67,000+

logins already.
Attendees are building their plans right now.

82% increase in booth traffic

81% increase in brand awareness

Source: Exhibitor Magazine via Freeman, presented in Session 1

MARKET NOW Tell attendees what you're showing and who you're bringing.

CONNECTING DIGITAL AND ONSITE

Five ways to market your presence now

01 **Show what’s new**
Announce launches, demos and what attendees can try at your booth.

02 **Share who you’re bringing**
Artists, endorsers and product experts worth meeting.

03 **Invite your people**
Use your badge allotment to invite your audience.

04 **Get on their schedule**
Complete your brand page and add exhibitor events to the app.

05 **Plan the follow-up now**
64% of trade show leads are never followed up on.



Invite everyone you want in the room

WHO TO INVITE

- **Key customers and dealers**
- **Artists and endorsers**
- **Distributors and partners**
- **Media and creators**
- **Your product experts**

Send invitations now, while people are making their travel plans.

DEADLINE

Jan. 6

Last day to register your complimentary exhibitor badge allotment

Badge registration

Scan for registration details

CONNECTING DIGITAL AND ONSITE · SOCIAL MEDIA

Your social media strategy starts now

By exhibiting, your brand now has organic, powerful content to use.

01

Talk about what's new

Launches, demos and the products attendees can try

02

Tease the show

Behind-the-scenes booth builds, countdowns and sneak peeks

03

Post your go-live schedule

When and where you'll be live, so followers can tune in or stop by

04

Repurpose for digital

Use the same content in ads, emails and on your website

The NAMM Show is content your audience already wants to see.



CONNECTING DIGITAL AND ONSITE

NEW IN 2027

Targeted Audience Sponsorships



Artists

The talent driving the demos, the sessions and the buzz.



Music Retailers

Shop owners and buyers ready to stock what you're selling.



Recording Professionals

Engineers and producers shaping how the world's music sounds.



Live Sound Professionals

Pros making sure every note lands, from club to arena.



Music Educators

Teachers and mentors shaping the next generation.

30,000+

people attend education sessions

Same placement for every audience: pre-show anticipation, post-show follow-up and a presence at every session they attend.

Sponsor today: tradeshowsales@namm.org

CONNECTING DIGITAL AND ONSITE · SPONSORSHIP

Sponsor the moments your audience attends

Put your brand where a specific community gathers, then give them a reason to visit your booth.









NAMM Retail Awards

Top retailers and music retail teams

TEC Awards

Pro audio and recording professionals

International Reception

Global attendees and distributors

Grand Rally for Music Education

Music educators and advocates

Choose the event by audience fit, not visibility alone.

Questions? tradeshowsales@namm.org

EVENT SPONSORSHIP • 01 OF 04

NAMM Retail Awards

Music Retailers

Formerly the Top 100 Dealer Awards, the NAMM Retail Awards recognize music and pro audio retailers for excellence and innovation, with a Best in Show award in each category.

Since 2009
celebrating music retailers

Jan. 27
Hilton Pacific Ballroom, Anaheim

Best in Show
winner in each category

WHO'S IN THE ROOM

- Independent and chain music retailers
- Store owners, managers and their teams

WHY SPONSOR

- Show your support for the retailers who carry your products
- Be part of a night retailers remember



EVENT SPONSORSHIP • 02 OF 04

TEC Awards

Pro Audio and recording professionals

The NAMM TEC Awards honor outstanding technical and creative achievement in professional audio and sound, now in their 42nd year.

42nd
annual TEC Awards

Jan. 28
at The 2027 NAMM Show

Since 1985
celebrating innovation in sound

TEC SPONSORSHIP PACKAGES

Advocate · Bronze · Silver · Gold · Platinum

TEC FINALIST GUIDE ADS

Quarter page · Half page · Full page

See every TEC sponsorship
Scan for details and availability



EVENT SPONSORSHIP • 03 OF 04

International Reception

Global attendees and distributors

The International Reception is designed to welcome and connect global music industry participants in a formal yet informal setting.

WHO'S IN THE ROOM

- Exhibitors and retailers from visiting countries
- Distributors and other global partners

WHY SPONSOR

- Network with the global music community
- Strengthen your international relationships

International Reception Sponsor

Scan for details and availability







EVENT SPONSORSHIP • 04 OF 04

Grand Rally for Music Education

Music educators and advocates

The Grand Rally for Music Education celebrates music education and the people who make it possible, with performances and advocacy from across the industry.

WHO'S IN THE ROOM

- Music educators and school leaders
- Advocates, students and NAMM members

WHY SPONSOR

- Show your commitment to music education
- Connect with the educators who influence what schools buy



CONNECTING DIGITAL AND ONSITE · NAMM FOUNDATION

Sponsor with purpose: NAMM Gives Back

The NAMM Foundation's campaign during The NAMM Show, expanding access to music learning through grantee activations and performances across the campus.

158,000+

reached by the post-show NAMM Foundation newsletter, The Soundboard

32,000+

annual visitors to the Museum of Making Music's digital signage (top two levels)

$25,000

Grand Rally Presenting Sponsor

Title sponsor on all Grand Rally assets, recognition from NAMM's President and CEO, (10) VIP seats

$10,000

Grand Rally Supporting Sponsor

Recognition from NAMM's President and CEO during the Grand Rally, (10) VIP seats

$5,000

NAMM Gives Back Pavilion Sponsor

Signage and logo at the Pavilion, home to live grantee performances, (10) VIP seats

$2,500

Pavilion Grantee Sponsor

Logo placement at the Palm Court activation site

Every level: recognition at all NAMM Foundation sessions and events at the show, plus the post-show newsletter.

CONNECTING DIGITAL AND ONSITE · ONSITE ACTIVATIONS

Draw them to your space



Brand Activation

$5,000

All show days in plazas, lobbies and iconic campus spots



Large Display Case

$3,400

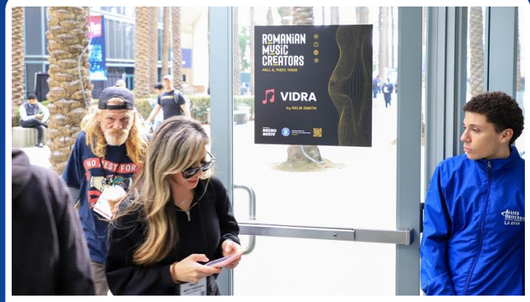
Your product only, in a high-traffic lobby



Small Display Case

$1,385

Where attendees begin their NAMM journey



Door Cling

$750

20" x 20" at eye level in your choice of lobby

Meet attendees in the lobbies, plazas and entrances before they reach your aisle.

7 **times, on average, people need to see a brand before they act**

The marketing “Rule of 7”

CONNECTING DIGITAL AND ONSITE · BRAND BOOST

Be seen again and again

Brand Boost bundles put you in front of attendees in several places at once, on site and in the app, at a savings.

See more onsite options
Scan for all 2027 sponsorships







CREATE A CROSS-CAMPUS EXPERIENCE

ARRIVE
Door clings and lobby banners

EXPLORE
Floor graphics, display cases and activations

PLAN
App banners and Premium Presence

VISIT
Your booth

CONNECTING DIGITAL AND ONSITE

Digital lead-up, on site and an 8-month tail

DIGITAL LEAD-UP · NOW–JAN.

Sees your product

Visits your profile

Adds the booth to a plan

YOUR TOOLS

- Digital showroom
- NAMM Show
- Audience emails

ON SITE · JAN. 28–30

Receives a reminder

Visits your booth

Experiences the product

YOUR TOOLS

- Push notifications
- Exhibitor events
- Map highlight

THE 8-MONTH TAIL

Lead captured

Relevant follow-up

Conversation continues

YOUR TOOLS

- Leads dashboard
- Add Note
- Export to Excel

Plan the whole journey: each step should set up the next one.

CONNECTING DIGITAL AND ONSITE

A consistent message across touchpoints

The product promoted digitally should be easy to find and experience at your booth.

BRAND BOOST

Combine digital and onsite visibility with product promotion and audience reach.



FREEMAN RESEARCH · CONNECT BEYOND THE BOOTH

A consistent message across touchpoints

54%

of learning time attendees would ideally spend outside session rooms

Product experts

Attendees are open to hearing from your experts, not only sales and marketing.

Exhibitor-led sessions

Draw attendees just as well as sessions led by outside experts.

Ask first: what should someone be able to do differently because they talked to you?

Sources: Freeman Exhibitor Guide: Connect With Attendees Throughout Your Trade Show; Freeman Trends Report: Unpacking XLNC, Part Two, July 2026.

PART

04

Engaging Creators & Media



ENGAGING CREATORS & MEDIA

A content plan before Anaheim

WHAT TO CAPTURE

- New-product reveal
- 30-second demo
- Artist reaction
- Engineer interview
- Customer testimonial

WHO MAKES IT HAPPEN

- An assigned content owner
- People ready for camera
- Artists and creators to engage
- A simple shot list
- Photos and booth walkthroughs

TIPS FOR YOUR CONTENT

01 **Shoot vertical first**

02 **Post during the show**

03 **Tag The NAMM Show and your creators**

04 **Repurpose footage after the show**

ENGAGING CREATORS & MEDIA

Build the hype before Anaheim

Put your content plan to work now.

01 **Promote your presence**
Share your booth number, dates and app listing everywhere you show up.

02 **Collab with influencers**
Partner with creators whose audiences match your buyers.

03 **Tease what's coming**
Sneak peeks and countdowns that give people a reason to find you.

04 **Build the hype**
Invite followers to your booth events and go-live moments.

Then use the Creator Lounge to get direct access to those creators.



ENGAGING CREATORS & MEDIA

A moment for people watching worldwide

- A product reveal people will talk about
- A demonstration that works on video
- An artist or creator collaboration
- A story media can cover

Can someone understand it in 15 or 30 seconds?



ENGAGING CREATORS & MEDIA · THE AUDIENCE BEYOND ANAHEIM



70M+

watching worldwide

A booth moment can travel far beyond the people standing in front of it.

Source: The 2026 NAMM Show

ENGAGING CREATORS & MEDIA

Creator Lounge & Studio

The premier hangout for influencers — where content gets made and seen by 70 million+ worldwide.

Products in creators' hands.

Experiences they can capture.

Relationships that continue.

Audience fit matters more than follower count.







ENGAGING CREATORS & MEDIA

Ways to engage creators

01 Exclusive Takeover	02 Creator Lounge Activation
03 Happy Hour	04 Lanyard
05 Product Drop	06 Gear Showcase

Choose the audience, the content opportunity and the next step.



ENGAGING CREATORS & MEDIA

One link for creators and media

THE STORY

- What’s new and why it matters
- Product names and key details
- High-resolution images
- Relevant links

THE ACCESS

- Press contacts and social handles
- People available for interviews
- Products ready to demonstrate
- A clear place to shoot

Your team should be able to explain the story in 30 seconds.



ENGAGING CREATORS & MEDIA

FREE FOR EXHIBITORS

Get featured in The NAMM Show Electronic Press Kit

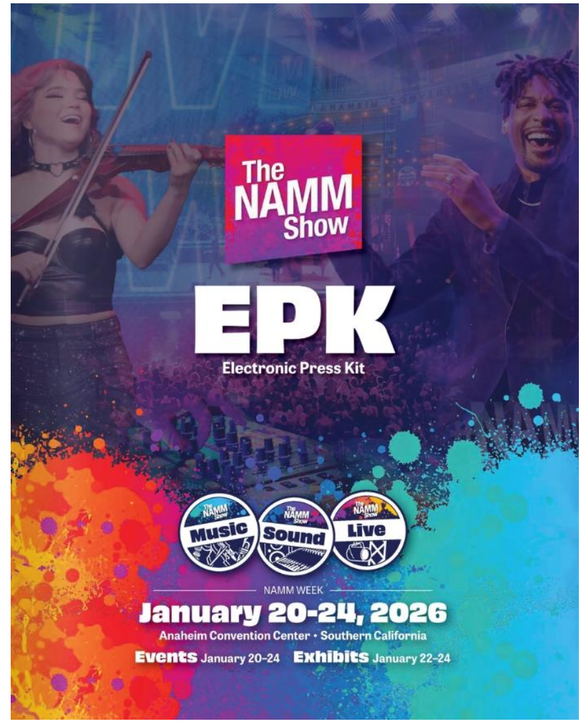
Sent to registered media, influencers, creators and podcasters as the show kicks off. Exhibitors get a free page to highlight new products, booth events or direct links to your website.

GOES LIVE
Wed., Jan. 21

Aligned with NAMM Global Media Day and the start of The NAMM Show

GET INVOLVED

Submit one page of brand assets to epk@namm.org , or contact John Dolak, NAMM Director of Communications.



See last year's EPK

For inspiration
namm.org/epk

ENGAGING CREATORS & MEDIA · FREE DOWNLOAD

Promote your 2027 presence

Download official 2027 NAMM Show promotional assets to use in your own marketing.

- Emails and newsletters
- Social media posts
- Your website and digital ads

2027 NAMM Show Promotional Assets

namm.pixieset.com/2027nammshowpromotionalassets





BEYOND THE BOOTH · ACTION PLAN

Five things to do now

Found before the show. Experienced at the booth.
Shared around the world.

01 Complete your digital presence

02 Think like an attendee searching the app and map

03 Connect digital promotion to an onsite action

04 Plan the content and assign an owner

05 Create moments that reach beyond Anaheim

SUCCESS TIP

Every digital touchpoint should point to something people can see, hear or try at your booth.



NAMM EXHIBITOR SUCCESS SERIES · RECAP

Three sessions, one plan

SESSION 01 · OCT. 26

The Evolved Trade Show Experience

- Attendees plan before they arrive
- Give them hands-on experiences
- Pre-show marketing and follow-up win

SESSION 02 · NOV. 2

Command the Floor

- Know your booth, own your opportunity
- Create a destination, not just a booth
- Prepare early and amplify your brand

SESSION 03 · NOV. 9

Beyond the Booth

- Get found before the show
- Build your digital booth
- Engage creators and media

NEXT · SESSION 04

Bring it all together and measure your success.

Rewatch any session

Decks and videos for every session

The NAMM Show

the MUSIC begins here



Join Us Next Week

Bring your team and keep building your plan.

SESSION 04 | NOV. 16

Measuring ROX: Return on Experience

Monday, November 16, 2026
exhibit.namm.org · tradeshowsales@namm.org



Joe Federbush
CEO & Chief Strategist,
EVOLIO Marketing

Questions?

Reach out to your NAMM Representative



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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