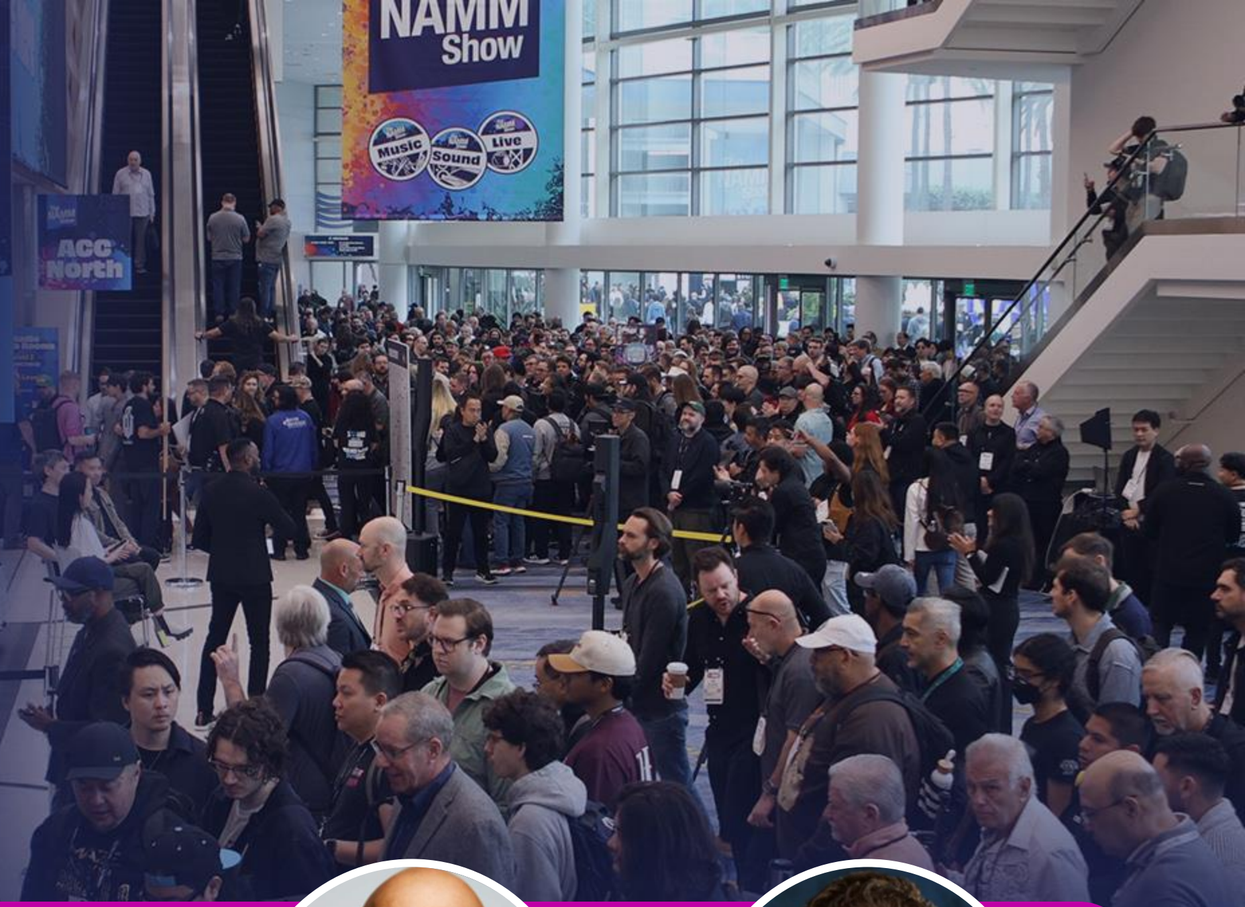
The NAMM Show

the MUSIC begins here

NAMM Exhibitor Success Series

Maximized Experience. Further Reach. Bigger Returns.



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



John Mlynczak
President & CEO, NAMM

EVOLIO marketing

- FOUNDED IN 2015
- JOE: 25+ YEARS MEASURING EXHIBITS & EVENTS GLOBALLY
- 2,000+ EVENTS AND EXHIBITS MEASURED
- 1,000,000+ ATTENDEE AND EXHIBITOR SURVEYS COMPLETED
- 50+ ATTENDEE, EXHIBITOR, SPONSOR & SESSION BENCHMARKS

Joe.Federbush@evoliomarketing.com



NAMM EXHIBITOR SUCCESS SERIES · SESSION 4

Measuring ROX

Return on Experience

Feelings Aren’t Facts®. Turn them into proof.

EVOLIO marketing

Joe Federbush, CEO & Chief Strategist, EVOLIO Marketing · November 16, 2026

BEFORE ANYTHING ELSE



The NAMM Show is not a cost center.

It’s an experience.
It’s an investment.

Costs get cut.
Investments get objectives, targets and a return.

THE NEXT 40 MINUTES

EVOLIO marketing

From “great show” to proof, in five parts.

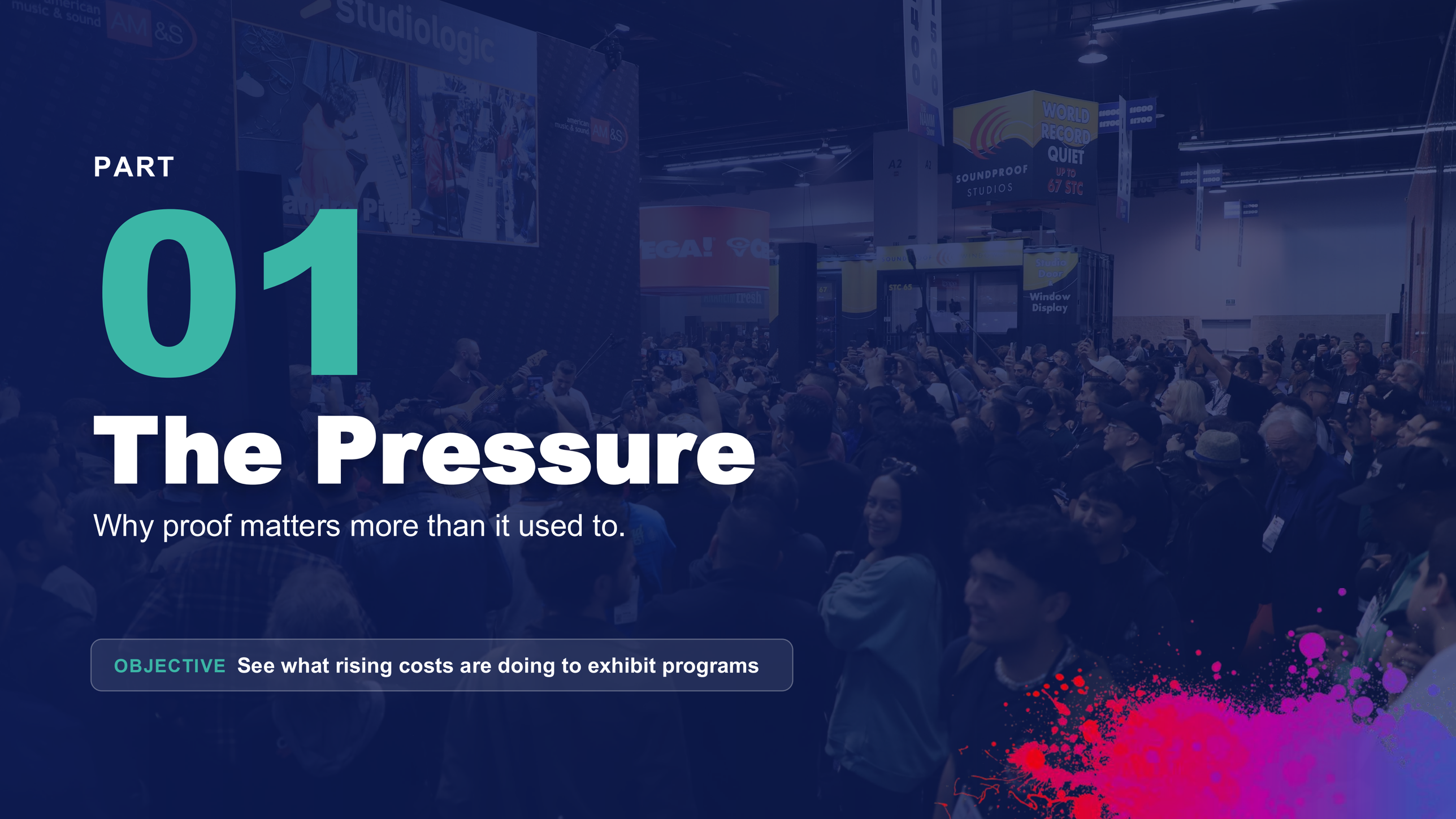
01 **The pressure**
Why proof matters more than it used to

02 **The support**
What NAMM built to help you succeed

03 **The experience**
ROX and ROE are up to you

04 **The proof**
Turning feelings into facts

05 **The plan**
Any booth size, starting this week



PART

01

The Pressure

Why proof matters more than it used to.

OBJECTIVE See what rising costs are doing to exhibit programs

FOLLOW THE EXHIBIT DOLLAR

Trade shows are valued. The bill is hard to defend.

75%

rate the value of their trade show program good or excellent.

80%

name costs and budgeting as a challenge. It is the top challenge.

55%

agree rising costs are outweighing the value of the investment.

High value. Rising cost. That gap is where budgets get cut.

Source: 2026 Exhibitor Advocate Event Sentiment & Outlook Study, The Exhibitor Advocate + EVOLIO. 101 exhibit professionals.

THE PROOF GAP

Almost everyone measures. Few can prove it.

SAY THEY MEASURE

96%

of exhibitors say they measure ROI on their event participation.

STRUGGLE WITH IT

51%

of exhibit professionals name measuring results as a challenge.

CAN'T PROVE IT

85%

of those who struggle say they can't prove success or ROI (44 of 52).

Sources: 96%: EVOLIO Benchmarks 2023–2025, post-event exhibitor surveys, 17 events, n=2,107. 51% and 85%: 2026 Exhibitor Advocate study with EVOLIO, n=101 and n=52.

MEASURE IT

Know your number before finance asks.

Full show cost

Put every line in one budget: space, services, shipping, travel, staff time, marketing.

INSIGHT: what the show really costs, and where the money goes.

Cost per qualified conversation

Define “qualified” before the show. Divide total cost by the count.

INSIGHT: a ratio you can compare across shows and against a sales call.

Meetings tied to pipeline

Tag every show meeting in your CRM. Track deals advanced and new pipeline created.

INSIGHT: whether the show moved revenue forward, not only whether it felt busy.



PART

02

The support

NAMM is invested in your success and your ROI.

OBJECTIVE **Use every tool and saving NAMM built for exhibitors**

SESSION 1 · THE EVOLVED TRADE SHOW EXPERIENCE

Buyers arrive with a shortlist.

90% of NAMM attendees saw the brands they wanted to see

96% say hands-on exposure makes it easier to advocate for a purchase

84% say connecting with subject matter experts is extremely or very important

SO MEASURE THIS

- Were you on the shortlist before the doors opened?
- Did visitors get hands on the product?
- Did they reach an expert?

Sources: 2026 NAMM Show Post-Show Report (90%); Freeman research as presented in Session 1 (96%, 84%).

SESSION 2 · COMMAND THE FLOOR

The booth is a destination, not a counter.

Give people a reason to come back: demos, artist appearances, product Q&As on a schedule.

Build the booth for the camera.

Engage, capture, act: rank every lead and follow up right away.

Four freight and handling fees are gone for 2027.

SO MEASURE THIS

- Quality of conversations, not only the count.
- Attendance at each booth event.
- Where the saved fee dollars went, and what they bought.

Source: NAMM Exhibitor Success Series, Session 2, “Command the Floor,” November 2, 2026.

SESSION 3 · BEYOND THE BOOTH

Your audience is bigger than the aisle.

138K unique visitors to the online exhibitor directory

87K+ exhibitors added to attendee planners

70M+ social views from the 2026 show

SO MEASURE THIS

- Profile views before the show.
- Digital leads and offer redemptions.
- Content created at your booth, and its reach.

Source: 2026 NAMM Show Post-Show Report, as presented in Sessions 1 and 3. Creator views as of February 15, 2026.

WHY SESSIONS 2 AND 3 MATTER

More goes to shipping than to marketing the booth.

63%

of the event budget, on average, goes to space, show services and shipping.

4.4%

goes to marketing: pre-show, post-show, PR and social. Shipping alone gets 10.5%.

The promotional tools from Sessions 2 and 3 are how the other 95.6% gets seen.

Source: 2026 Exhibitor Advocate Event Sentiment & Outlook Study, The Exhibitor Advocate + EVOLIO. 101 exhibit professionals. Self-reported averages.

YOUR RESPONSIBILITY

You can lead a horse to water.

NAMM CAN

- Remove fees.
- Put you in the directory and the app.
- Bring the audience to Anaheim.
- Show you how to use every tool.

ONLY YOU CAN

- Finish the listing and add every booth event.
- Invite your customers and prospects.
- Give visitors something worth remembering.
- Follow up, measure, and prove it worked.

Drinking is your job. So is proving it was worth the trip.

WHAT NAMM PUTS ON THE TABLE

NAMM brought the water.

4 fees gone

Warehouse receiving, overtime handling, special handling and freight target schedule fees. New for 2027.

Listing included

A directory listing with your description, product categories, booth number and a booth event.

In their planner

Booth events show in The NAMM Show app, save to attendee planners and get recommended by NAMM Show Connect.

Upgrades from $179

Online leads, special offers and up to 30 events at $179, $299 or $699. Plus badges to invite your own audience.

Fees removed, promotion included, four sessions of coaching. The table is set.

Source: NAMM Exhibitor Success Series, Sessions 2 and 3, November 2026. Confirm current terms and deadlines in the Exhibitor Center.

ALL YEAR, NOT ONLY SHOW WEEK

Objective first. Then the NAMM tool. Then the target.

Your objective	NAMM opportunity	Target to set
Get found by new buyers	Digital Brand Presence, NAMM Show Connect matching	Profile views, planner adds
Launch a product	Product gallery, videos, Creator Lounge product drop	Views, creator and media pickups
Fill the calendar	Lead capture, special offers, in-app messages	Leads, redemptions, meetings
Reach one community	Audience targeting: emails and session presence	Clicks and visits from that group
Build the brand on campus	Lobby banners, badges and lanyards, Brand Boost	Impressions, recall in exit surveys

Not sure what a realistic target looks like? Ask NAMM. They will help you set it.

Source: namm.org/thenammshow/brand-experience and NAMM Exhibitor Success Series, Sessions 2 and 3. Confirm details and pricing with NAMM.

MEASURE IT

Every NAMM promotion leaves a trail. Read it.

Who you reach

Profile views, planner adds, and which community they come from.

INSIGHT: whether the right people are finding you.

What works

Impressions, likes, comments, clicks on your call to action, offers redeemed, meetings scheduled.

INSIGHT: which activity to repeat, fix or drop.

What to change

Pre-event signals: what gets saved, what people ask, who accepts your invitation.

INSIGHT: what to adjust in the booth and the message before you ship it.

Record a baseline now. Check it monthly, the week before the show and the week after.

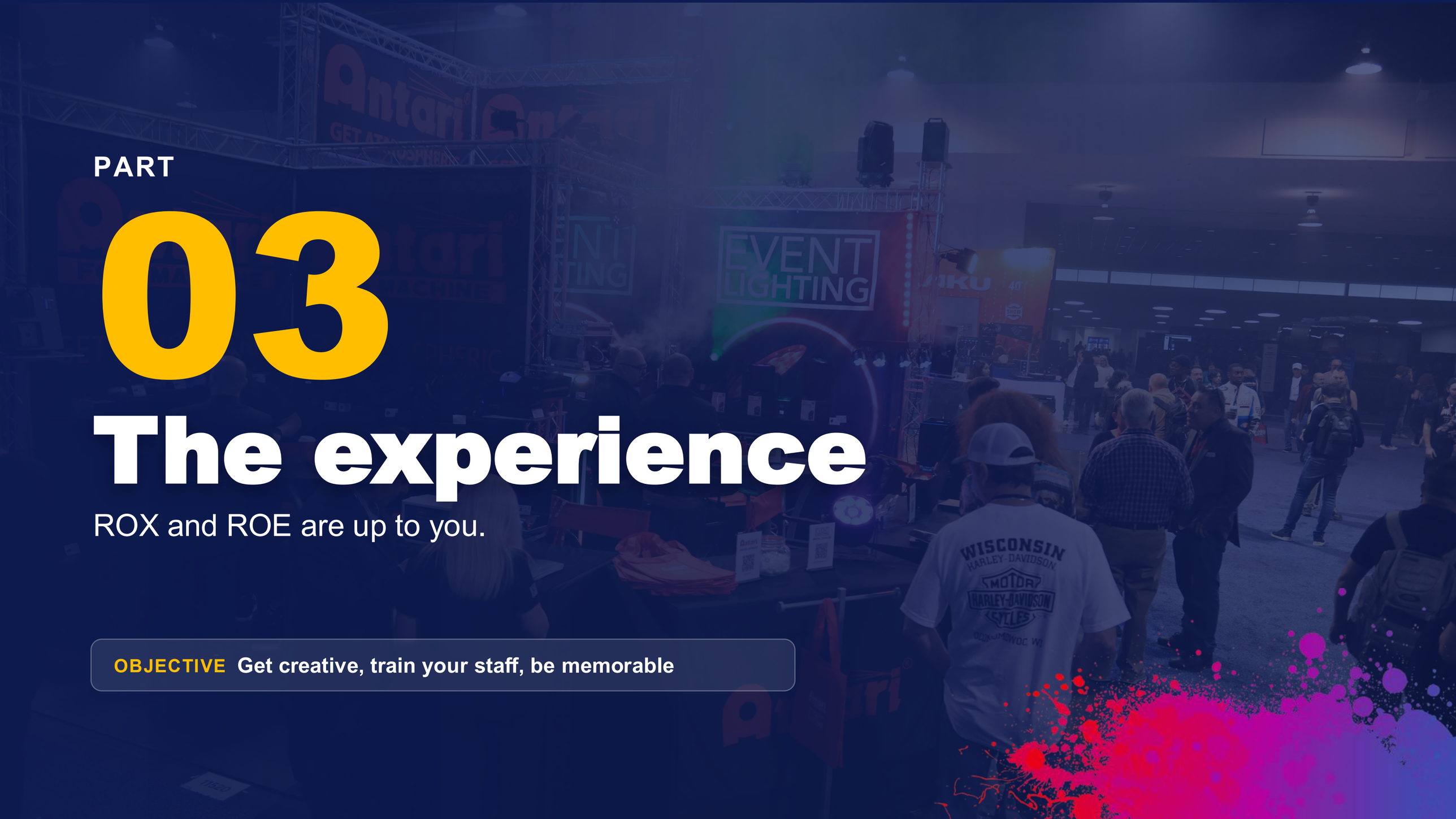
PART

03

The experience

ROX and ROE are up to you.

OBJECTIVE Get creative, train your staff, be memorable



THREE RETURNS, ONE STORY

ROI tells you later.
ROX and ROE tell you now.

ROX

Return on Experience

Did the right people have an experience that moved them toward a next step?

Measured at the show and right after.

ROE

Return on Emotion

How do visitors feel about you after the visit, and do they believe your message?

Sentiment, turned into numbers.

ROI

Return on Investment

What came back in revenue against what you spent?

Measured months later, if the trail holds.

YOUR THREE JOBS

NAMM delivers the audience. You deliver the experience.

Get creative.

Give people a reason to stop and a reason to come back: a reveal, a demo, an artist moment.

Train your staff.

Bring your experts. Brief them on who to look for, what to say and what to capture.

Be memorable.

Design the one thing visitors will retell when they get home.

No fee waiver or app listing can do these three for you.

BE MEMORABLE

Build it for the senses.

Touch

Hands on the product. Demos and trials. Weight, feel and texture beat any brochure.

Sound

Let them hear it. Live playing, headphones, side-by-side comparisons.

Sight

The product in use, well lit, uncluttered. A booth built for the camera.

Scent and taste

The surprise. A signature scent, fresh-cut wood, good coffee. A reason to linger.

96% of attendees say hands-on exposure makes it easier to advocate for a purchase.

Source: Freeman research as presented in NAMM Exhibitor Success Series, Session 1. Sensory ideas are EVOLIO recommendations.

ENGAGEMENT

Visitors give you time.
One in five gets no conversation.

17.1

minutes: the average time visitors report spending in an exhibit.

22%

leave without talking to staff.
The 78% who do rate staff 93% Excellent or Very Good.

Seventeen minutes is enough time to have a useful conversation.

Source: EVOLIO Benchmarks 2023–2025, onsite exhibit visitor surveys, 70 events, n=18,159 visitors. Time is self-reported.

AFTER THE SHOW

A quarter of your leads don’t remember you.

74%

of leads recall visiting the exhibit when surveyed after the show. 26% do not.

PLAN TO TAKE ACTION

83% → 65%

BRAND NPS

45 → 31

Left: visitors at the show. Right: leads surveyed after.

Source: EVOLIO Benchmarks 2023–2025. Onsite: 70 events, n=18,159. Post-show lead: 60 events, n=7,680. Different surveys and events; directional comparison.

MEASURE IT

See your booth the way a visitor does.

Booth exit surveys

Ask visitors as they leave: rate the experience, the staff, and what they will remember.

INSIGHT: what landed, in the visitor's own words.

Mystery shopping

Send someone your staff doesn't know. Were they greeted, qualified, given the message, asked for a next step?

INSIGHT: how your staff performs when nobody is watching.

Observation counts

Tally traffic by hour, hands-on trials, and visitors who left without a conversation.

INSIGHT: where the experience works and where people slip away.

EVOLIO runs exit surveys and mystery shops for exhibits of every size. If you want help, ask.



PART

04

The proof

Turn feelings into facts.

OBJECTIVE Measure rox and roe with numbers you can defend

THE PROOF GAP

The experience is working. The proof isn’t.

VISITORS

88%

satisfied with the exhibit they visited (top two ratings).

EXHIBITORS

60%

rate the overall value of exhibiting in the top two. Average 3.6 out of 5.

Step up the measurement, and the value shows up with it.

Source: EVOLIO Benchmarks 2023–2025. Visitors: onsite, 70 events, n=18,159. Exhibitors: post-event, 17 events, n=2,107. Different events; directional.

THE ROX SCORECARD

ROX is four questions, in order.

1 · QUALITY

Right people?

Who came in, and do they influence a purchase?

2 · ENGAGEMENT

Right experience?

Did they try it, talk to someone, stay?

3 · EMOTION (ROE)

Right feeling?

Do they believe your message and feel better about you?

4 · ACTION

Right next step?

What will they do, and did they do it?

A weak answer early makes every later number meaningless.

THE ROX SCORECARD

Feelings aren’t facts. Until you measure them.

The feeling	The question that tests it	The fact (benchmark)
“They loved the booth.”	Rate your overall experience, 1 to 5	88% top two
“They got our message.”	How much do you agree with this statement?	76% agree, 4.0 average
“They’d recommend us.”	How likely are you to recommend us, 0 to 10	Brand NPS 45
“Our people were great.”	Rate the staff you spoke with, 1 to 5	93% top two, 4.6 average
“They’ll buy.”	What will you do after this visit?	83% plan to act, 17% to purchase

Source: EVOLIO Benchmarks 2023–2025, onsite exhibit visitor surveys, 70 events, n=18,159 visitors. NPS is reported separately from satisfaction.

ROE · MESSAGE AGREEMENT

The experience moves belief by 15 points.

+15

points of agreement with the exhibitor's key messages, visitors versus non-visitors.



Source: EVOLIO Benchmarks 2023–2025, onsite surveys, 70 events. Visitors n=18,159; non-visitors n=5,728. Agree + Strongly Agree on a 5-point scale.

THE ROX SCORECARD

Nine metrics, each with a benchmark.

Question	Metric	How to get it	Benchmark
Quality	Visitors with a purchasing role	Survey or lead qualifier	82%
Quality	Visitors who are current customers	Survey or CRM match	38%
Engagement	Visitors who talked with staff	Survey or staff tally	78%
Engagement	Time spent in the exhibit	Survey	17.1 min
Emotion	Overall satisfaction, top two	Survey	88%
Emotion	Message agreement, top two	Survey	76%
Emotion	Brand NPS	Survey	45
Action	Plan to take action	Survey	83%
Action	Leads who recall the visit	Post-show survey	74%

Source: EVOLIO Benchmarks 2023–2025. Onsite: 70 events, n=18,159 visitors. Recall: post-show lead surveys, 60 events, n=7,680. Cross-industry.

THE MINIMUM SURVEY

Five questions.
Sixty seconds. Any booth.

1	What brought you to our booth today?	QUALITY
2	What is your role in buying products like ours?	QUALITY
3	How would you rate your experience with us? (1 to 5)	ENGAGEMENT
4	How much do you agree: “[your key message]”? (1 to 5)	EMOTION
5	What will you do after this visit?	ACTION

MEASURE IT

Three instruments turn ROX into ROI.

At the show

Exit surveys with visitors, and the same message questions with non-visitors.

INSIGHT: message lift, sentiment and intent. That is ROE and ROX.

Two to three weeks later

A short survey to your leads: do you recall us, what stuck, what have you done?

INSIGHT: whether the experience lasted and what to say in follow-up.

At 90 and 180 days

Show meetings in the CRM: deals advanced, new pipeline created, revenue closed.

INSIGHT: pipeline advancement and demand generation. That is ROI.



PART

05

The plan

Any booth size. Starting this week.

OBJECTIVE **Leave with a scorecard, a timeline and four free tools**

ONE METHOD, THREE SIZES

Same four questions. Only the tools change.

The 10x10

- One objective and a definition of “qualified.”
- A tally sheet and a five-question QR survey.
- Rank every lead. Follow up within 48 hours.

Cost: your time.

Mid-size

- A non-sales person runs exit surveys. Aim for 100 or more.
- Ask 30 or more non-visitors for a baseline.
- Count every demo. Survey leads at two to three weeks.

Adds: message lift and what programming worked.

Large brand

- Independent interviewers, with daily reads.
- Every zone, demo and sponsorship scored on its own objective.
- Leads matched to pipeline at 90 and 180 days.

Adds: benchmarks and the link from ROX to ROI.

FROM HERE TO ANAHEIM

Your measurement plan, in four moves.

THIS WEEK

- Three objectives, targets and owners.
- Define “qualified.”
- Record your digital baseline.

DECEMBER

- Write message statements and the survey.
- Add booth events to the app by Dec. 18.
- Brief the staff on the plan.

AT THE SHOW

- Tally qualified conversations.
- Run the survey. Rank every lead.
- Capture content.

AFTER

- Follow up within 48 hours.
- Survey leads at two to three weeks.
- One-page report, then a 90-day pipeline check.

Booth event deadline as presented in NAMM Exhibitor Success Series, Session 2. Confirm dates in the Exhibitor Center.

MEASURE IT

An insight is a number plus a decision.

Fact

What the number is, with its base and a benchmark or target beside it.

“Message agreement was 62% among 110 visitors. Target 76%.”

Meaning

Why it happened, using the survey comments, the mystery shop and what you observed.

“Staff led with specs. Visitors never heard the reliability story.”

Decision

Keep, fix or cut, with an owner and a date.

“Rewrite the opening line and retrain staff before the next show.”

Quoted lines are an illustrative example, not real results.

FIVE THINGS TO TAKE HOME

It’s an investment. Prove it.

1. Objective first. Inventory last. Proof always.
2. ROX is four questions: right people, experience, feeling, next step.
3. Feelings become facts when you ask visitors, not yourself.
4. Set the target before the show, and compare it to a benchmark after.
5. Every number ends in a decision: keep, fix or cut.



FREE FOR NAMM EXHIBITORS

NAMM Exhibitor Resource Portal

Tools and templates from EVOLIO:
visitor surveys, an ROI calculator,
budgeting spreadsheets and more.

evoliomarketing.com/namm

Feelings Aren’t Facts®. See you in Anaheim. Bring numbers.

Joe Federbush · EVOLIO Marketing · joe.Federbush@evoliomarketing.com

EVOLIO marketing

NAMM EXHIBITOR SUCCESS SERIES

Four Sessions. One Goal.



SESSION 01

OCT. 26

The Evolved Trade Show Experience

John Mlynczak & Kimberly Hardcastle



SESSION 02

NOV. 2

Command the Floor

Cindy Sample & Jackie Battaglia



SESSION 03

NOV. 9

Beyond the Booth

Dan Moylan & Amber Love



SESSION 04

NOV. 16

Measuring ROX: Return on Experience

Joe Federbush

Watch all four sessions

Decks and recordings · namm.org/exhibitor-success-series

SERIES RECAP • ACTION PLAN

Your NAMM Show plan in five steps

Walk into Anaheim with a plan.
Walk out with proof.

01

Set your objectives and targets now

Three objectives, a target and an owner for each. Define a qualified conversation.

SESSIONS 1 & 4

02

Get found before the show

Complete your digital presence, add booth events to the app and invite your customers.

SESSIONS 1 & 3

03

Make your booth a destination

Hands-on demos and scheduled moments, built for the camera.

SESSION 2

04

Train your team and capture every lead

Bring your experts, rank every lead and follow up within 48 hours.

SESSIONS 1 & 2

05

Measure, prove and decide

Survey visitors and leads, compare against your targets, then refine next year.

SESSION 4

Questions?

Reach out to your NAMM Representative



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