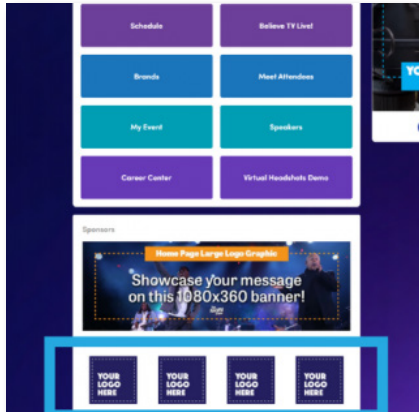


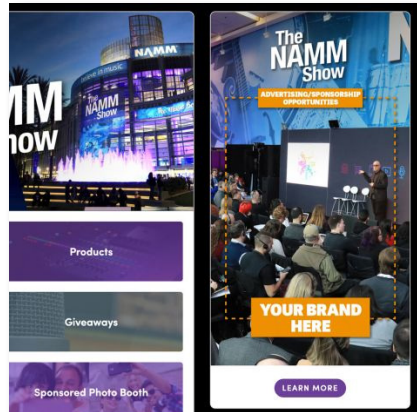
Tap into the power of the unified platform with a variety of solutions.

PLATFORM HOMEPAGE



Sponsor Logo on Swapcard Homepage

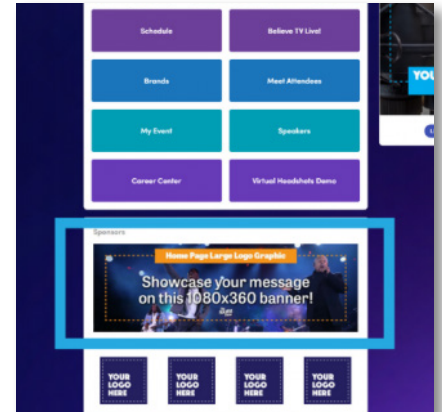
Rectangular image (2:1 ratio), size of 400x200px and no larger than 1MB.



Column Ad on Mobile App and Desktop Homepage

Rectangular image (9:16 ratio), size of 1080x1920px and no larger than 500KB.

Ad can redirect to brand page or an external link.



Sponsor Banner on Swapcard Homepage

Rectangular image (3:1 ratio), size of 1080x360px and no larger than 300KB.

BELIEVE TV



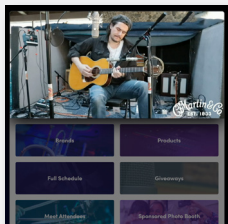
Believe TV Billboard Sponsor

- The sponsor will be called out from anchor desk 1x during the segment and a graphic treatment (logo) will be displayed on the screen.
- Supply logo / image as vector file, or high-resolution jpeg file



Believe TV Segment Sponsor

- NAMM will call out sponsor from the anchor desk 3x during the segment of your choice, and 3x graphic treatment (logo or other brand image) will be displayed on the screen.
- Supply logo / image as vector file, or high-resolution jpeg file



Exhibitor Content on Believe TV

- Your content can be :15, :30, 1:00 or a custom time segment and will be integrated into the livestream. You can request that the content is shown in a particular segment, but final airtime within the live stream will be determined by NAMM.
- Apple ProRes file suggested, or mp4 or similar file

EMAIL AND PUSH NOTIFICATIONS



Logo Feature in Swapcard Emails to Attendees

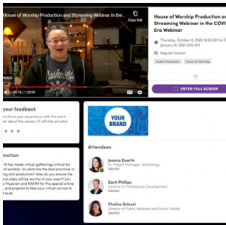
Rectangular image (2:1 ratio), size of 400x200px and no larger than 1MB.



Custom Push Notification

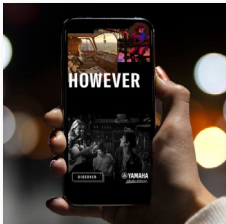
160-character limit.
Can use emojis.

OTHER



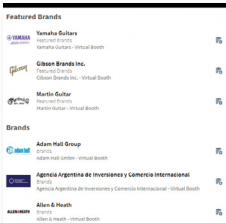
Education Session

- Logo will be pulled automatically from the brand page when session is connected to brand.



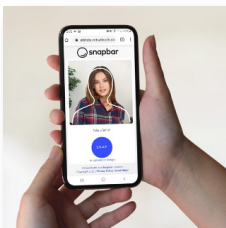
Believe in Music App Splash Ad Interstitial Landing Page

- Rectangular image, size of 1125x2436px, PDF or PNG file and no larger than 2MB.
- The background must be plain to fit all screen sizes, and leave a margin of 240px at the top and bottom without content, which can disappear to match every screen sizes (only from the background). This screen only appears 1-2 sec when opening the app.



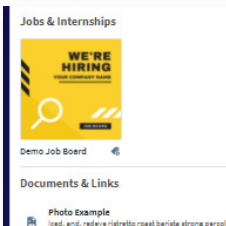
Priority Exhibitor Listing

- NAMM will showcase your listing in one of three top spots!



Virtual Headshot Photo Booth

- Your branding on interface, navigation button and marketing
- Brand will work with NAMM on custom backgrounds
- Lead form and resulting list for all attendees that participate (up to 20K)



Jobs & Internships

- No limit on posting
- You can link to single job or job board
- Name: Character limit, 255
- Description: Character limit, 2000
- Image(s): Squared image (1:1 ratio), size of 400x400px and no larger than 500KB.