Thank you for exhibiting!
Thank You!

With the start of the new decade, leaders, innovators, experts, and artists across music products, pro audio, and entertainment technology gathered at the “Crossroads” of the global industry. The annual gathering saw professionals convene to launch and discover the next decade of business opportunities and celebrate music-making.

“It was incredible to see NAMM members and industry professionals from around the world come together in such a positive way to experience the launch of countless new products, attend the best industry education available anywhere and to enjoy the camaraderie and networking that makes our musical lives so meaningful.”

Joe Lamond • NAMM President and CEO
The NAMM Show gathered a global audience of buyers, media and influencers.

The NAMM Show is the ultimate opportunity for industry professionals to come together to share their passion for music, build relationships, and learn from each other through the vast array of educational and networking opportunities that the show has to offer. It’s a place where we hold each other up, cheer each other on, and strengthen the industry as a whole.

Chris Martin • Chairman and CEO • C.F. Martin, NAMM Chair
Audience Profile

This show proved to be the most diverse yet, uniting communities from across interests, cultures and generations.

“NAMM is a major show for Shure. Not only does it allow us to connect with the community and its musicians... it gives us the opportunity to introduce new products to distributors from around-the-world. Year-after-year, we leave reenergized and inspired.

Abby Kaplan • Vice President of Global Sales for Musician and Consumer Audio • Shure
Access Global Retailers and Distributors

NAMM members comprise the vast majority of global music retail, elevating your brand throughout their broad distribution channels.

**Music and Related Products:**
- Acoustic Fretted Instruments & Accessories: 82%
- Brass Instruments & Accessories: 21%
- Component/Sourcing/Suppliers: 13%
- Electronic Fretted Instruments & Accessories: 69%
- Keyboards/Synthesizers & Accessories: 61%
- Music Education Resources: 34%
- Music Novelties & Gifts: 25%
- Percussion & Accessories: 51%
- Pianos & Accessories: 34%
- Retail Support: 18%
- School Band & Orchestra: 16%
- String, Bow & Accessories: 21%
- Woodwind Instruments & Accessories: 19%

**Sound and Live Event Production:**
- Broadcast: 21%
- DJ & Accessories: 34%
- Live Event Production: 49%
- Live Sound: 80%
- Microphones: 85%
- Mixing Consoles: 64%
- Pro Audio & Related Accessories: 87%
- Software: 60%

* Totals do no equal 100% as respondents selected multiple categories.
A Passionate Community

Across the entire attendee pool, everyone walking the halls is united in their passion for music, sound and entertainment technology products, influencing their purchasing decisions as well as their networks.

- **Member Guest** shopping for their boutique guitar collection.
- **Exhibitor Guest** evaluating gear for their recording studio.
- **Artist/Celebrity** posting products on their social media.
- **Global Distributor** searching for their next retail best-seller.
- **Venue Professional** buying products to power their world-class entertainment.
- **Media Member** covering the latest innovations for an international audience.
- **Student** looking for their first internship to break into the industry.
Global Snapshot

The world gathered at The NAMM Show, providing an opportunity for 132 countries and regions to connect in one, convenient location.

18% North America w/out US
3% Central America / Caribbean
5% South America
39% Europe
3% Africa and Middle East
1% India
2% Russia / CIS
11% China
3% Republic of Korea
7% Japan
4% Southeast Asia
2% Taiwan
2% Australia

Top 20 Countries by Buyer:

Canada  France  Turkey
China  Taiwan  Brazil
United Kingdom  Spain  Singapore
Mexico  Republic of Korea  Finland
Germany  Australia  Denmark
Japan  Sweden  Argentina
Italy  Netherlands  

Bringing Buyers to You (Domestic)

Exhibitors reached a vast majority of the top domestic buyers, allowing firms the chance to discover their latest bestseller.

**Domestic buyer examples include:**

- Alto Music - NY
- B&H Photo - NY
- Guitar Center - CA
- Austin Bazaar - TX
- Chicago Music Exchange - IL
- Brook Mays Music - TX
- Elderly Instruments - MI
- Full Compass Systems - WI
- I DJ Now - NY
- Sweetwater - IN
- Vintage King Audio - CA
- Ted Brown Music - WA

“As the world’s largest musical instrument retailer, Guitar Center’s participation at The NAMM Show is a top priority. The show provides us with an opportunity to connect with our vendor community all in one place and allows us to discuss key issues and trends in the MI space while interfacing with exhibitors’ complete teams to better showcase and demonstrate their latest offerings.”

Karl Bracken • Executive Vice President of Merchandising and Private Brands • Guitar Center
Bringing Buyers to You (International)

The NAMM Show offered the equivalent of 132 passport stamps, all from the comfort of Southern California, developing global networks and expanding brands to new markets.

International buyer examples include:

- Tom Lee Music - Hong Kong/Canada
- Thomann Musikhaus - Germany
- Shimamura Music - Japan
- Long & McQuade - Canada
- Bax Music - Netherlands
- Luthman Scandinavia - Sweden
- Audiomusica Ltda - Chile
- Key Music International Group - Belgium
- Yamano Music Co Ltd - Japan
- Boomers Music - Thailand
- Best Friend Music - China
- Andertons Music - UK

"We travel to NAMM to see new products, make purchases, and focus on relationships. People and partnerships are a key aspect of our experience. Another aspect we enjoy is the inspiration and renewed vigor we feel at this show, as we explore so many new ways of doing things and the joy of this industry."

Alan Barclay • Managing Director • Absolute Music, UK
NAMM Experiences

Each evening of the show came alive on the Yamaha Grand Plaza stage with plenty of star power including Animals as Leaders, Mr. Talkbox, Kenny Loggins, Earth, Wind & Fire, and Tower of Power.
Yamaha on the Grand Series
A-list performers took the stage on the Grand Plaza

SheRocks
Honored outstanding female musicians and professionals

Grand Rally
Uniting advocates for a celebration of music education

Campus Showcases
A series of showcases highlighted product communities

Lounge 88
Presented the latest in pianos
Retail Education

Music retail professionals can’t miss The NAMM Show due to the wide variety of benefits they obtain, including free, intensive NAMM U education sessions, covering topics ranging from inventory management to tax and labor policy, and digital marketing.

16.4k NAMM U Attendance
28k+ Professionals Trained

NAMM U
Jam-packed with actionable take-aways

Breakfast Sessions
Keynote sessions focused on big-picture ideas

Marketing guru Ann Handley was among many iconic speakers.
NAMM Experiences

The Grand Rally for Music Education convened music education advocates for a celebration of the benefits and pleasures of music education.

The morning celebration welcomed ten-time Grammy winner Bobby McFerrin and Gimme5 for a special performance.
Music Educators and Students

Educators and students develop their crafts at the show, providing the foundation for the next generation of our industry. Universities and schools also utilized the platform, making buying decisions to outfit their bands, orchestras, theaters and stadiums.

Examples include:
- Australian National University
- Berklee College of Music
- Los Angeles Film School
- Stanford University
- Tokyo Communication Arts
- Universidad Tecnológica de Bolívar
- University of California System
- University of Colorado System
- University of Nevada System
- University of Texas System

My experience at NAMM was life changing. Through NAMM I landed an internship with D'Addario.

Jon Giroux • Past President's Innovation Award recipient and NAMM GenNext attendee

2,500+ GenNext Students
2k+ Music Educators
Nonprofits

As a not-for-profit organization, NAMM is committed to giving back to the community, as well as galvanizing other nonprofits that share this mission. The Nonprofit Management Institute empowers networking and best practices throughout this corner of the industry.

NAMM Public Affairs also presented Policy sessions with experts on issues and regulations relevant to NAMM member businesses, such as CITES permit requirements, remote sales tax, Prop 65, Chinese tariffs and more.

To Partner
- Organize
- Engage
- Brand
- Media
- Paid Shows
- Acquire
- Top artists
- Data

The NAMM Show is a great place for nonprofits to connect with those working together for advocacy of music education.

Chiho Feindler • Senior Director of Programs and Policy
VH1 Save the Music Foundation
General attendee registrants represented a variety of professional fields, making The NAMM Show a meeting place of industries and helping exhibitors create connections and opportunities across diverse market segments.
New Sales Opportunities

Thousands of pro audio, sound production, house of worship, venue, university, school, hotel, amusement park and cruise ship professionals communed at the Crossroads to find the latest products to power their own music, audio and live event experiences.

As our global community grows, more professionals with buying power are making a trip to The NAMM Show, creating expanded sales opportunities every year.

Buying Roles:

- Authority: 43%
- Influence: 36%
- Participate: 21%

(based on those that indicate they are involved with purchasing decisions)
Products of Interest

The show welcomed professionals looking for many different products, solutions and services, creating powerful sales opportunities for exhibitors.

Being here at NAMM is eye opening, it gives me many ideas and the realization that things are changing and that the old norms will not work anymore. And I am looking forward to checking all the new gear and bringing some of it back to my church. To me this is the most wonderful time of the year!

Michael Anthony Hunt Sr. • Musical Ministry Lead • Vessels of Honor Ministries International

* Totals do not equal 100% as respondents selected multiple categories.
Pro Audio and Sound Production

The NAMM Show has become the home for pro audio and sound, with a dedicated exhibit hall, networking events and side-by-side demo opportunities.

Examples include:
- TDE Entertainment
- Pensado's Place
- Pulse Music Group
- Disney Theme Parks
- Sony
- Warner Brothers
- PRG
- Clair Global
- Formosa Group
- Dreamville Records

“...This is our third year, and as NAMM is more focused on pro audio and live sound companies, the [show attendees] are a good mix for business. [NAMM] is one of those shows where you have to be there.

Rusty Waite • President • K-Array
NAMM Experiences

The TEC Awards honored 31 categories of excellence in pro audio and sound production.

The evening also honored musical legend Joni Mitchell with the Les Paul Innovation Award, and inducted audio legends Herb Trawick and Dave Pensado into the TEC Hall of Fame.

The celebration helped attract a powerful community of studio professionals, producers, manufacturers, artists and celebrities.

See performances and acceptance speeches from a special evening, Saturday, January 18, 2020.
TEC Tracks
The legends of recording

A3E
Future-focused sessions

AES Academy
Hands-on look at the latest gear and techniques

Loudspeaker System Showcase
Side-by-side demos of loudspeakers

Pro Audio Pool Party
Audio leaders united poolside
House of Worship

The house of worship market discovered their music, sound and entertainment technology solutions on the show floor, interacting with brand representatives on a personal level and building relationships.

Examples include:
- Bethel Church
- Calvary Chapel
- Christ Community Chapel
- Hillside Community Church
- Hope Community Church
- New Life Church
- Rock Church
- Saddleback Church
- Trinity Broadcasting Network
- Worship Musician Magazine

George Ross • Chief Operating Officer • CCLI (Christian Copyright Licensing)
Michael W. Smith headlined a spirited NAMM Night of Worship presented by Yamaha, uniting a wide array of people, including church organizations looking for the latest gear to elevate their live events.
Live Event Production

Entertainment Technology professionals connected, discovered and were celebrated at the show, drawing touring production, video and lighting designers, distributors, retailers, rental houses and up-and-coming students.

Examples include:

4 Wall
Absen
Area Four Industries
Atlanta Rigging Systems
Freeman

IATSE (Various)
LEGOLAND California Resort
Lighting Trainer
Lighting & Sound America
Pyrotek Special Effects Inc.

“At this show, you see the company culture and the product directly and have a tactile relationship. And that definitely leads to decisions. It’s one of the key things that really tips the scale between one manufacturer and another. I’m looking at the strengths of different manufacturers here at NAMM, so I can say one product may or may not be right for this tour, but it might be perfect for another context.”

Emery Martin • Video Designer/Lighting Designer (Beck, Foo Fighters, Alt J, LACMA)
NAMM Experiences

The Parnelli Awards, hosted by music legend John Waite, honored excellence in live event production, welcoming the industry's brightest stars to The NAMM Show.
Pro Production
Exciting sessions for entertainment technology professionals

ESTA-Curated
Four tracks offered free-ETCP renewal credits

LSA/PLASA
Richard Cadena of Lighting & Sound America and PLASA hosted several entertainment technology sessions

Hands on Training
Lighting designers test drove and got hands-on with lighting consoles
Designer Studio
Fireside chats, live podcast recordings and networking sessions united production professionals

Parnelli Awards
Leading touring pros were honored in this star-studded industry awards presentation

Members Choice Awards
Manufacturers gained exposure and credibility through this industry-voted award

Entertainment Tech Showcase
The latest in entertainment technology was showcased and celebrated

ESTA and Behind the Scenes
Members networked while giving back to those in need
NAMM Experiences

More than 1,700 media outlets and millions of enthusiasts turned their gaze to The NAMM Show, sharing the experience across the world.

Watch Dr. Mix's experiences at the show!
Media

The NAMM Show attracted a wide range of media outlets across trade, mainstream and content creators, amplifying exhibitors’ messaging and launches.

Social influencers extended the vibe of the show, and product reviews, to millions of followers.

Media examples include:

Influencer examples include:

Andrew Huang
Better Sax
Dr. Mix
Drew Ford - That Viola Kid
Elise Trouw
Marc - The Bass Wizard
Meytal
Synth Mania
Tiffany Alvord
Uke Cheats
Pensado’s Place
Preview Day
A "first look" reception helped brands showcase new products to a diverse media audience.

Podcasts
Podcast setups, located on the show floor helped power content and new ideas.

Content Creation
Numerous live streaming opportunities helped exhibitors tell their brand stories.

Media Centers
A professional and focused area for content creation.

Social Reach
Billions of impressions and interactions were generated as a result of the show.
Brand Visibility

The NAMM Shows Mobile App and namm.org provided visibility and navigation at the show.
Giving Back

Your support of NAMM Shows allows us to reinvest proceeds into yearlong market programs and activities that create more music makers.
Day of Service
NAMM members united to promote music education at a local school

President’s Innovation Award
Provided scholarships for college music students to attend the show

NAMM YP and Mentoring
Supported young professionals in the music products industry
Your support helps create more music makers!

Thank You
See you next year!

January 21–24, 2021 • Anaheim, California

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