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The world has changed...
but the need for our industry to gather has never been stronger.

Now more than ever, our industry needs to connect.
Music, sound and entertainment technology are hands-on product categories. The NAMM Show provides an ideal vehicle to showcase what makes our industry so special: connection.

Industry influencers are excited to see you, discuss their future plans, discover new trends and reunite with likeminded peers.

The NAMM Show will be a historic reunion, reconnecting our industry at a live event for the ages.
Southern California Prepares

Southern California is actively welcoming back travelers, jumpstarting the local economy and providing opportunities for growth.

Alongside the city of Anaheim, we are implementing the latest in event safety.

Southern California is re-opening, including the return of guests to Disneyland.

Join us in sunny Southern California for a celebration like no other.

Learn more about re-opening plans and progress at namm.org/travel.
Safe and Sound
Creating a safe and productive show experience.

As we prepare to reunite our communities in person, we are following CDC and California guidelines, implementing the latest techniques to create a safe show environment.

Learn more about our plans to protect the community
namm.org/safeandsound
A Global Platform to Unite Our Industry

The NAMM Show will once again serve as the crossroads of the music, sound and entertainment technology industries.

- Influence decision-makers with billions in buying power
- Reinforce your brand on a global stage
- Re-engage global media to showcase your new products, innovations and brand story
- Excite and develop connections with billions through extensive social media reach
- Generate content to power your own marketing messages
- Reconnect, educate, train and inspire your entire team

The 2020 NAMM Show created connections across the world

- 132 Countries and Regions
- 163 Top 200 Domestic Retailers
- 2 Billion+ Social Media Impressions
- 1,700 Media Outlets
- 2k Exhibiting Companies
- 7k+ Brands
- 115k+ Registrants
- 4k+ Buying Organizations

Learn more about our global community
namm.org/exhibit

View the Gallery!
The NAMM Show Experience through photos.

Take a Tour!
View the 2020 NAMM Show in 360 video.

See the Stats!
Review the post-show release.
Global Reunion
The NAMM Show welcomes buyers and influencers from across the globe.

In 2020, the world met at The NAMM Show
* Top 20 countries by attendance

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

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
Crossroads of Communities

Plans are underway to unite a variety of buying communities in Southern California.

The crossroads of music, sound and entertainment technology connects us in new and unexpected ways.

That’s why our attendees say there’s a certain magic that happens—only at The NAMM Show.
How We Reach Buyers
A multichannel approach helps communicate opportunities to a global audience of buyers, influencers and media, helping create connections and maximize exhibitor ROI.

The NAMM Show attracts the following buying communities:

- Independent Retailers and Buying Groups
- Distributors, International Dealers and Multi-Market
- Pro Audio
- House of Worship
- Music Educators, Universities & Schools
- Media and Influencers
- Independent
- Retailers and Buying Groups
- Distributors, International Dealers and Multi-Market
- Pro Audio
- House of Worship
- Music Educators, Universities & Schools
- Media and Influencers

Marketing techniques include:
- Daily direct contact, decades-long relationships
- Organized call campaigns
- Unique content to showcases benefits
- Detailed information and community support on namm.org
- Advertising through trade media
- Targeted email campaigns by community
- Promotion through social channels
- Connection with community influencers
- Support of industry associations and media groups
- Geo and re-targeting across namm.org and supporting websites
- High-value award and education programs

View the 2020 Post-Show Report
namm.org/ns20postshowreport

132 Countries and Regions
4k+ Buying Organizations
Billions in Buying Power

132
Countries and Regions
4k+
Buying Organizations
Billions
in Buying Power
Independent Retailer
The music begins at The NAMM Show. For more than a century, the show has launched products to global stardom.

- **Strong relationships** with more than 9,000 members all around the world
- **Outreach** by membership team drives awareness of NAMM Show opportunities
- **Global distributors** and multi-market retailers extend reach across international channels

Nightly events on the Grand Plaza provide an exciting environment for industry reunions, networking and entertainment

Unique experiences, such as the annual SheRocks Awards, excite and unite the right kind of buyers and influencers

NAMM U retail-specific curriculum brings buyers—and improves their ability to sell products

Learn more and view examples of past attendees: namm.org/nsretail
Pro Audio
NAMM has become the home for pro audio.

- Dedicated hall provides professional experience for demos, meetings and media
- From the studio to the stage, the global industry connects, with the support of The Inside Story, TEC, Pensado’s Place and other key relationships

Learn more and view examples of past attendees: namm.org/nsproaudio

Associations
A network of international associations extends brand influence:

Media
A worldwide audience reached through:

The annual NAMM TEC Awards celebrate the latest innovations
The Pro Audio Pool Party connects the industry for a night of fun
The Loudspeaker System Showcase provides a real-world, demo environment
Live Event Production
New programs are uniting professionals across live events.

- A dedicated product neighborhood, environmentally controlled to showcase lighting and projection products, helps focus live event professionals
- Focus on a wide array of venues draws businesses looking for the latest in music and sound

Targeted education trains and educates professionals on the latest products, event safety techniques and other trends
Unique experiences such as the annual Parnelli Awards unite influencers from the community
Empowering the next generation of live event producers, with networking and education for the live touring community

Learn more and view examples of past attendees: namm.org/nslive
House of Worship
Every Sunday, worship centers around the country showcase music, sound and entertainment technology.

- **Houses of worship** are the largest producing channel of live events in the country
- **Strong relationships** with influencers, bands and church leaders, bring decision makers to the show, shopping for the latest in AV, streaming and musical products
- California alone hosts some of the **largest facilities** in the segment

Learn more and view examples of past attendees: namm.org/nsworship
**Programs**

A network of international associations extends brand influence:

**Educators and Students**

NAMM trains the next generation and educators, powering our future industry growth.

- **Focused education and networking** drives new talent to the show
- **Music education efforts** empowers our teachers and administrators, helping more to start and fewer to quit
- **Non-profits and other essential industry priorities** like diversity and sustainability are furthered through committees, forums and task forces at the show

Learn more and view examples of past attendees: namm.org/nseducation
Artists, Celebrities and Influencers

Only at The NAMM Show, attendees see leading musicians on the latest gear. You never know who will demo your product!

- **YouTubers and new media members** hold significant influence across music, sound, entertainment technology and houses of worship.

- NAMM actively draws and **empowers these influencers and celebrities**, through white-glove service, dedicated lounges and thrilling show experiences.

- Our marketing and PR teams provide tools like social media kits and tile generators to help **influencers market the show** on a peer-to-peer level.

Learn more and view examples of past attendees: [namm.org/nsinfluencers](http://namm.org/nsinfluencers)
Venues, Schools and Universities
Venues from around the world turn to The NAMM Show to make purchasing decisions. Join the show where Production Meets Performance.

- Only at The NAMM Show can a buyer from a venue meet with top brands across categories
- The premium pro audio meeting spaces in ACC North, combined with the practical environment of the Loudspeaker System Showcase, drives orders from throughout the world

Learn more and view examples of past attendees: namm.org/nsvenues
Media
The NAMM Show attracts a broad collection of media outlets across trade, mainstream and content creators, amplifying exhibitors’ messaging and launches.

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
- Marc - The Bass Wizard
- Pensado’s Place

Learn more and view examples of past attendees:
namm.org/nsmedia

Examples
A network of international media outlets extends brand influence:

2 Billion+
Social Media Impressions

1,700
Media Outlets

Live streams and content creators extend the show’s reach all around the globe

Podcasts take advantage of the broad collection of thought leaders and celebrities

Fans connect with their internet favorites in person, driving excitement and deepening connection
Four-days to Power Your Yearlong Content
Utilize the once-a-year platform to share your story.

Preview Day
A “first look” reception showcases new products to a diverse media audience

Media Centers
A professional and focused area for content creation

Podcasts
Podcast setups, located on the show floor powers content and new ideas

Social Reach
Billions of impressions and interactions are generated as a result of the show

Content Creation
Numerous live streaming opportunities help exhibitors tell their brand stories

Participating in The NAMM Show not only helps you reach a world of buying power, but also offers a platform to amplify your message to end-users worldwide.
Showcase With Your Community
A series of product showcases will help draw attention to multiple vertical communities.

- **Boutique Guitar Showcase**
  Curating some of the finest luthiers in the world

- **Lounge88 Showcase**
  Celebrating the piano’s rich history and future

- **Cremona Luthiers Showcase**
  Honoring traditional violin craftsmanship and artistry

- **NAMM Bass Showcase ‘Thunder Alley’**
  Exploring the latest bass products and trends

- **Synth Showcase**
  Uniting the global synth community

- **Software.NAMM Showcase**
  Showcasing the evolution of music software

- **Innovator Showcase**
  Highlighting new products and innovations

- **Entertainment Tech Showcase**
  Presenting the latest in live events and stage technology
Multiple Booth Options
There are many ways to position your brand at the Crossroads.

**Custom Booth - $35.50 per square foot**
Booth space is sold in 100 sq. ft. increments. Each 100 sq. ft. includes; 1,000 lbs. material handling, 8' black back and 3' side drape and one booth ID sign.

**Small Booth - $2,280**
Get in the action and launch your brand with an exclusive small booth option, available at 5’ deep x 10’ wide, 50 square feet. Small booths are ideal to create an impactful promotion in an affordable way.

Learn more about options and purchase [NAMM.org/boothoptions](http://NAMM.org/boothoptions)
Meeting Room Options

Connect with dealers, media and more from the comfort of a private meeting room.

**Turnkey Lobby Meeting Room - $45 / square foot**
Everything you need to get business done. This meeting room space includes a table, chairs and material handling, providing a convenient, turnkey solution for meetings and connection at the show.

**Exhibit Meeting Room**
Private meeting room available to be utilized as exhibit or meeting space on level 2 or 3 of the Anaheim Convention Center. Ideal for creating powerful, dedicated brand presentations.

**Pop Up Meeting Room - $39.30 / square foot**
Private meeting space ideal for creating a quiet environment to conduct meetings and important discussions away from the show floor providing a dedicated area to showcase your brand and get business done.

Learn more about options and purchase [NAMM.org/boothoptions](http://NAMM.org/boothoptions)
Now more than ever, the need to support music education and access for all people to learn and grow with music has never been stronger. Your support of Summer NAMM helps us power year-long programs to create more music makers.

Giving Back
Your investment in The NAMM Show not only powers your business goals, it helps create a more musical world.

By joining NAMM, you help to create more active music makers in a more musical world.

Learn more about all NAMM does.

namm.org/about
A Spotlight on Your Brand

The NAMM Show is the place where brands tell their stories to the entire global industry, growing their influence and product awareness.

Make sure you are positioned to take advantage of this defining moment.

- **Influence key decisionmakers** from around the world
- **Drive preference** for your brand
- **Power** your digital marketing campaigns
- **Develop connections** in person and through billions of social media impressions
- **Hear from the market**, furthering your market research
- **Expect the unexpected**—our attendees say there's a certain magic that happens: only at The NAMM Show.

**Priority Booth Deadline**

Secure the best possible location and include your brand in all pre-show marketing by submitting your contract prior to July 7.

**Contact Us:**

- **Dan Moylan** - Director of Tradeshow Sales
danm@namm.org
- **Alfredo Ramirez** - Account Executive
alfredor@namm.org
- **Jackie Battaglia** - Tradeshow Manager
jackieb@namm.org

Click here to order your exhibit space
namm.org/order
Thank You!

JANUARY 20-23, 2022
ANAHEIM CONVENTION CENTER
SOUTHERN CALIFORNIA

namm.org/exhibit