



2018 VISITOR PROMOTION PLAN

International Fair for Musical Instruments, Sheet Music,
Music Production and Music Business Connections

NAMM Musikmesse Russia

September 13 – 16, 2018

Exhibition and Convention Centre «Sokolniki»,
Moscow, Russia

Learn more at

www.namm-musikmesse.ru



1. Visitors* (based upon 2017 data)

NAMM Musikmesse Russia, the international musical exhibition, annually attracts a wide range of professionals involved in the music and show business. The simultaneous hosting of Prolight + Sound NAMM Russia, exhibition dedicated to professional media-equipment for entertainment, integrated systems and creation, promotes attendee growth and increases brand exposure. In 2017 NAMM Musikmesse Russia show attracted 11,659 visitors. Together with Prolight + Sound NAMM Russia, both fairs welcomed over 18,000 music industry professionals and music lovers, a 13% increase from 2016.

2. Marketing plan of the fair 2018

To guarantee broad coverage, a custom marketing campaign will be launched on November 2017. With the support of partners, exhibitors and sponsors of the shows, this campaign will be carried out throughout the year, focusing on attracting new visitors and retaining repeat visitors. Specific marketing tools and promotional methods will be utilized in 3 phases and targeting all types of attendees:

A) different preparation stages:

- Low activity period (November 2017 - February 2018),
- Middle activity period (March 2018 – June 2018),
- High activity season (July 2018 – October 2018).
- Target audience:
 - Industry specialists
 - End-consumers

3. Promotion for attracting different target visitors:

3.1. Industry Specialists – professional visitors

To increase the professional audience, different tools are used:

- Continuous updating of existing databases for manufacturers, distributors, retail and wholesale shopping for musical instruments, music schools, specialized universities and other educational institutions (for 2018, the database includes about 33 000 addresses in Russia and the CIS countries);
- An annual lineup of new databases with potential visitors;
- Sending newsletters with fair news to a target audience according to relevance;
- Direct postal mailing to professional visitors from distant Russian regions and to our VIP database of top buyers and professionals (VIP database includes over 4,000 contacts);
- The inclusion of the fair advertising in the official printed materials and promotion of the largest world musical exhibitions venues - Musikmesse (Frankfurt-am-



Main, Germany), the NAMM show (Anaheim, USA), Music China (Shanghai, China);

- Online services on the official local and international web sources: www.namm-musikmesse.ru, www.prolight-namm.ru, www.musikmesse.com, www.prolight-sound.com, www.namm.org;
- Advertising in the Russian leading professional trade press and online resources includes articles, press releases, and news of the fair, interviews with the exhibitors, partners and advertising online modules, layouts and banners;
- Events marketing together with industry experts and specialized organizations in order to provide on-site activities for a business audience and music teachers;
- Providing free of charge conference halls for conducting dealer conferences in the framework of the NAMM Musikmesse Russia show for the fair exhibitors.

3.2. Professional and amateur musicians - wide audience

NAMM Musikmesse Russia attracts a wide audience including professional, amateur musicians, music students both children and adult, and music lovers using the following tools:

- The fair's presence in social media groups and channels, including Facebook, Instagram and VK.com realizes in publishing interesting and qualitative content on a regular basis;
- Promotion in thematic social communities with a large number of users.
- Advertising through the popular YOUTUBE musical bloggers with thousands of followers;
- Promotion of the most interesting events of the fair via local and international search engines (covers all regions of Russia with a special focus on large cities);
- News and registration banners in all major domestic entertaining show business channels and online music channels;
- Promotion through online boards;
- Announcements in popular domestic magazines and newspapers;
- Radio commercials, live announcing, banners and news on radio stations` the web-sites and trough their social networks;
- Special events organized together with the popular Moscow radio stations;
- Distribution of promo materials of the fair in Moscow and other major cities of Russia (in 2018, posters - over 25,000 pcs, flyers/invitations – over 100,000 pcs);
- Advertising banners in big formats 2x3m, 4x2m and 6x3m with navigation in major alleys of the Moscow park "Sokolniki" and on the territory of Exhibition and Convention Centre <<Sokolniki>> in the period of fair holding
- Organization of joint events with concert agencies and production centers (invitation to the fair popular domestic and world musicians and bands).

If you have any questions regarding the 2018 Visitors Promotion Plan, do not hesitate to contact:

Ekaterina Soboleva | Marketing manager | +7 (495) 649-87-75, ext.137
ekaterina.soboleva@russia.messefrankfurt.com