

The background of the top section is a dark blue gradient with various white line-art icons of musical instruments and equipment, including a guitar, a drum set, a keyboard, and a microphone. The text 'NAMM Show+' is centered in a large, white, bold, sans-serif font. The '+' symbol is stylized with a horizontal bar that extends to the right.

NAMM Show+

NAMM Show+ App Information



What is the NAMM Show+ App & why does my brand need it?

For exhibitors, NAMM Show+ is all about lead generation and extending brand visibility. The app is your tool for worldwide promotion, open 24/7, before, during, and after The NAMM Show in January.

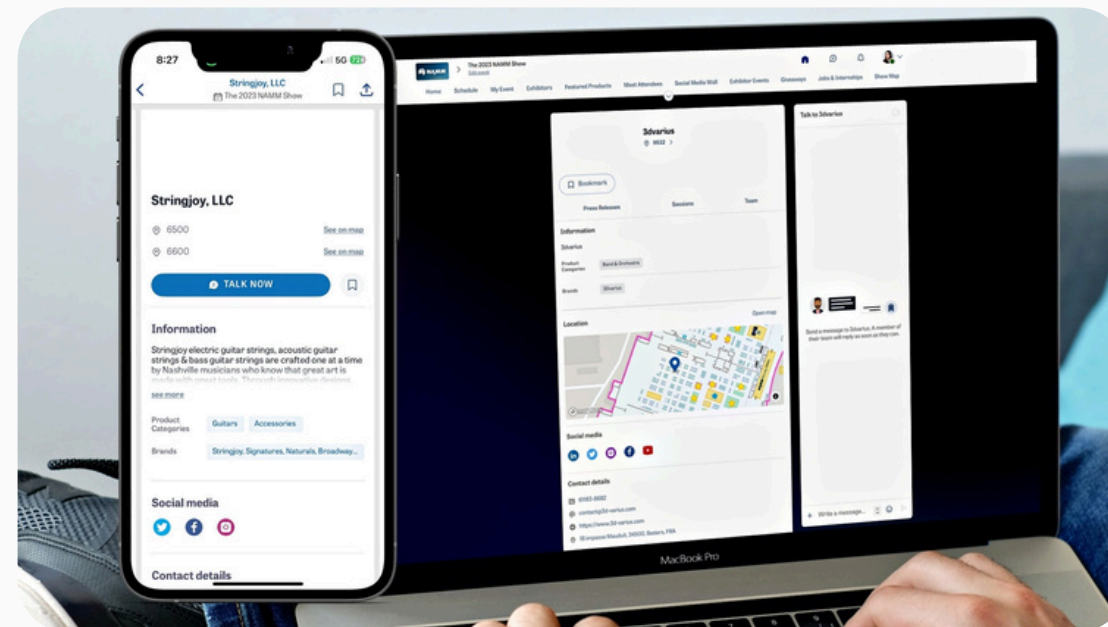
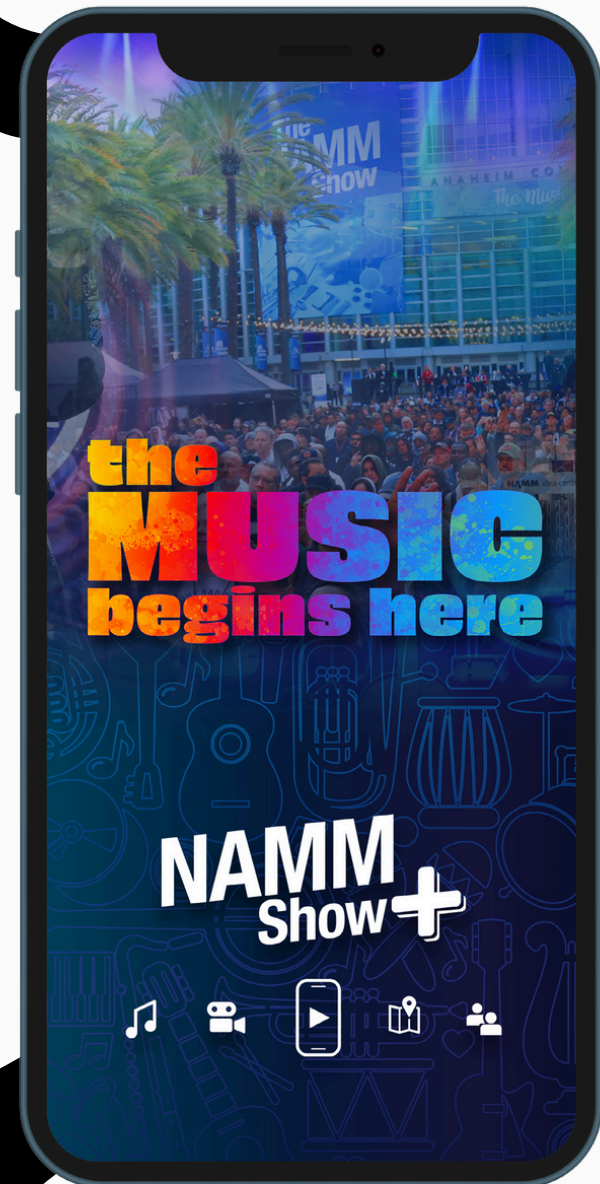
2024 NAMM Show Stats for NAMM Show+ App

Active Users
29,630

Contacts Made
105,357

Exhibitor Brand Pages Bookmarked
97,693

Views of Products & Giveaway Galleries
27,588

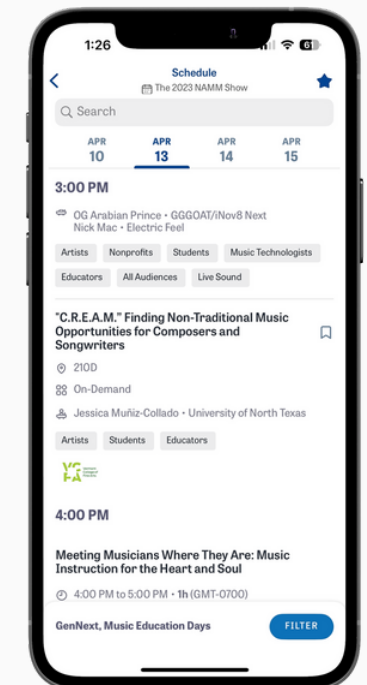
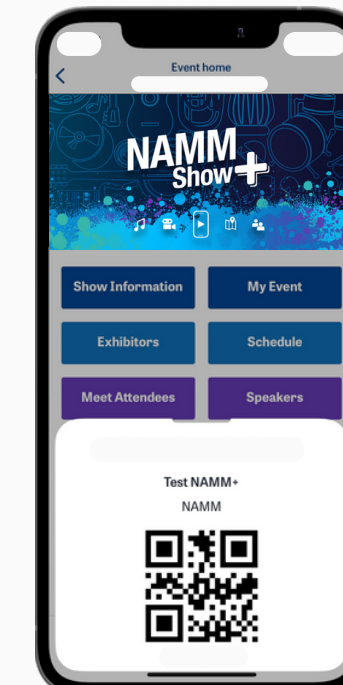
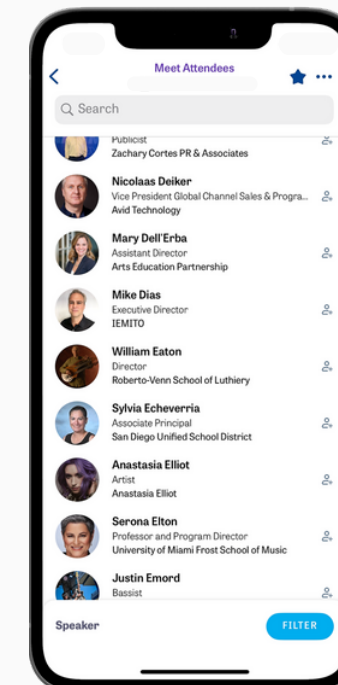


All exhibits come with a free basic page in the directory.

Attendees will browse the exhibitor directory to discover brands, explore products, and locate booths on the show floor.

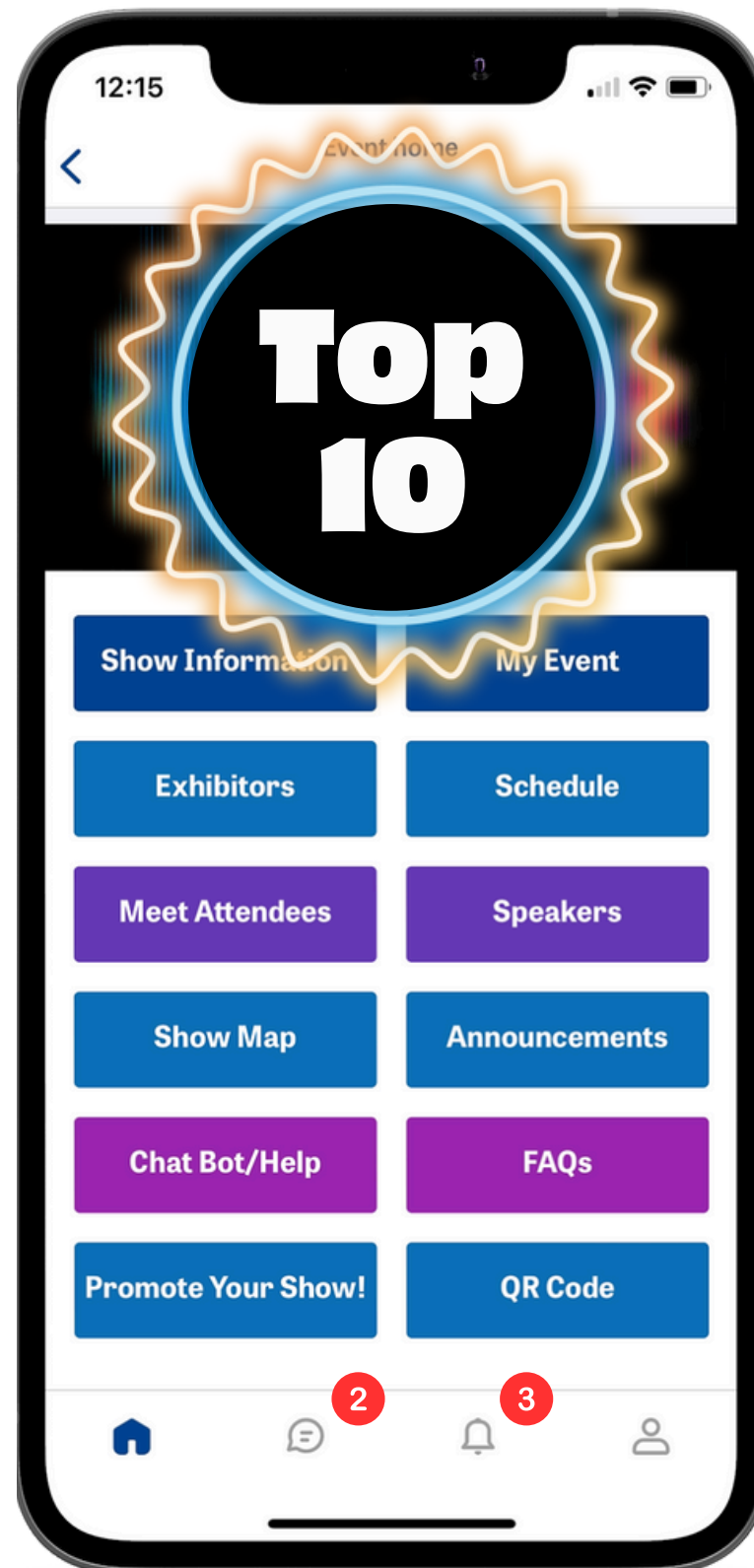
Exhibitors will benefit from the use of AI and search features to find leads on the 'Meet Attendees' page.

They can filter attendees by buying power, badge type, product interest, and country to find qualified contacts.





How do I get the most out of NAMM Show+?



1. Connect with attendees before, during, and after the show via the 'Meet Attendees' page
2. Add staff to your brand page for networking and leads
3. Designate a team member to update your listing, answer chat, and follow up on meeting requests
4. Add your booth events, so attendees can bookmark to their schedule
5. Use #nammshow on social media to feature your posts in the app
6. Consider lead retrieval options to scan, score, and tag leads using the app
7. Upgrade your page to Enhanced or Premium to grow your lead list through product views, page visits, and giveaways
8. Use product and giveaway listings to drive traffic
9. Access your lead lists, on-demand content, and connections after the show
10. Respond to and create meeting requests to increase your leads and maximize your time at the show.

The background of the top section is a dark blue gradient with various white line-art icons of musical instruments and equipment, including a guitar, a drum set, a keyboard, and a microphone. The text 'NAMM Show+' is centered in a large, white, bold, sans-serif font. The '+' symbol is stylized with a horizontal bar that extends to the right.

NAMM Show+

Upgrades, Sponsorships & Lead Retrieval

The background features a dark blue gradient with various white line-art icons of musical instruments such as a guitar, a drum set, a keyboard, and a saxophone. The bottom of the image is decorated with colorful splatters in shades of blue, purple, and green.

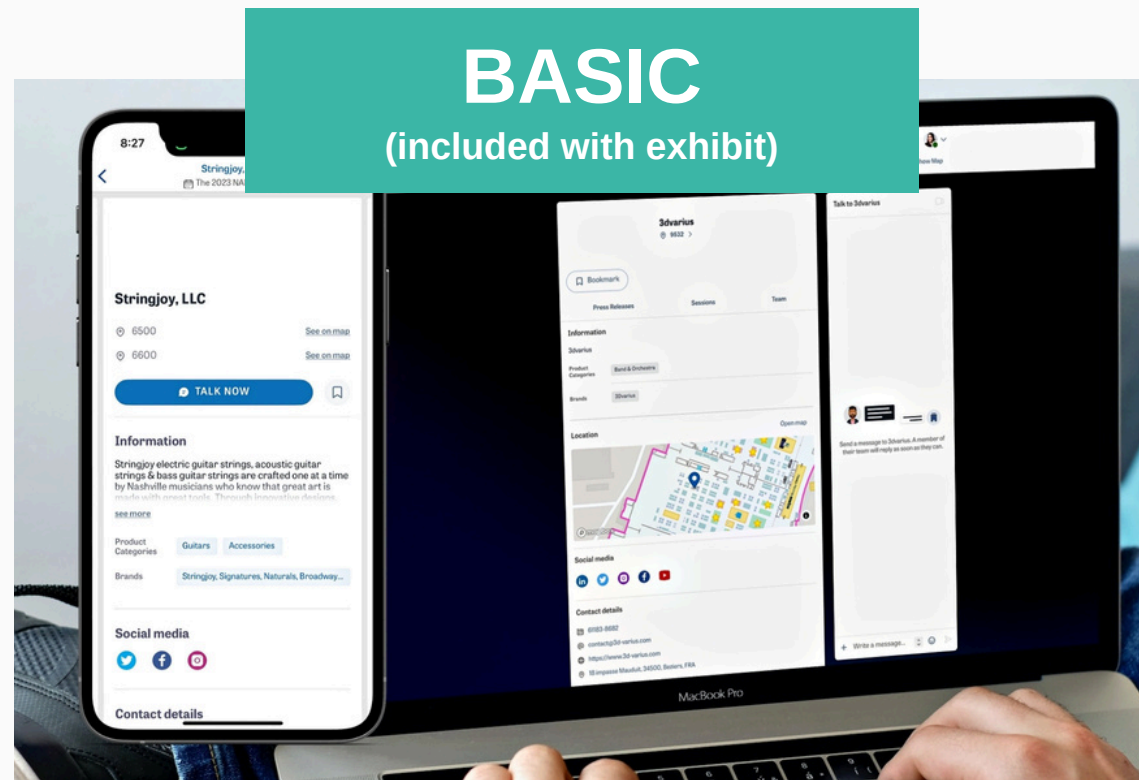
NAMM Show+

Brand Page (Directory Listing) Details & Upgrades



Put your best booth forward with our brand page options*.

*The new way to customize your directory listing and promote your exhibit.

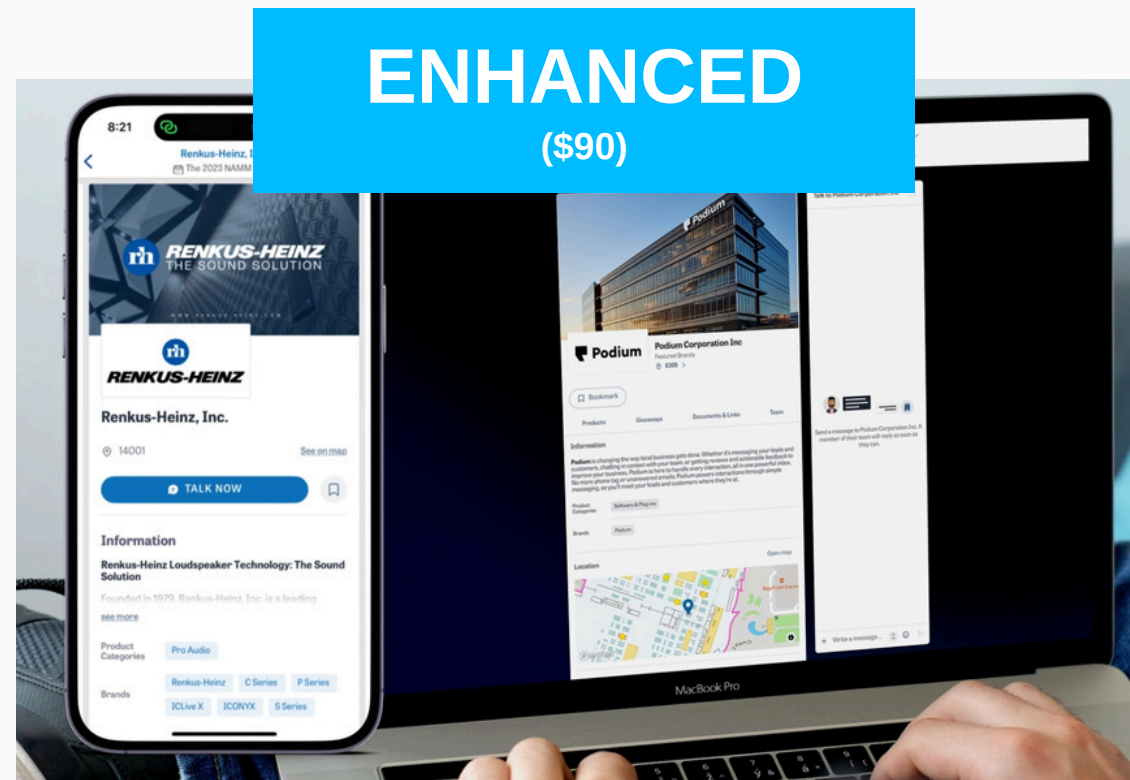


BASIC (included with exhibit)

All exhibitors receive a complimentary basic brand page listing.

Features Included:

- Exhibitor Center Access (reports, meetings, and page editing)
- Meeting Scheduler and Availability Planner
- Networking with Buyers and Attendees via chat and video calls
- Product Categories and Brands
- Team Members (staff)
- Include Press Releases, Jobs, and Documents
- Company contact and social media info

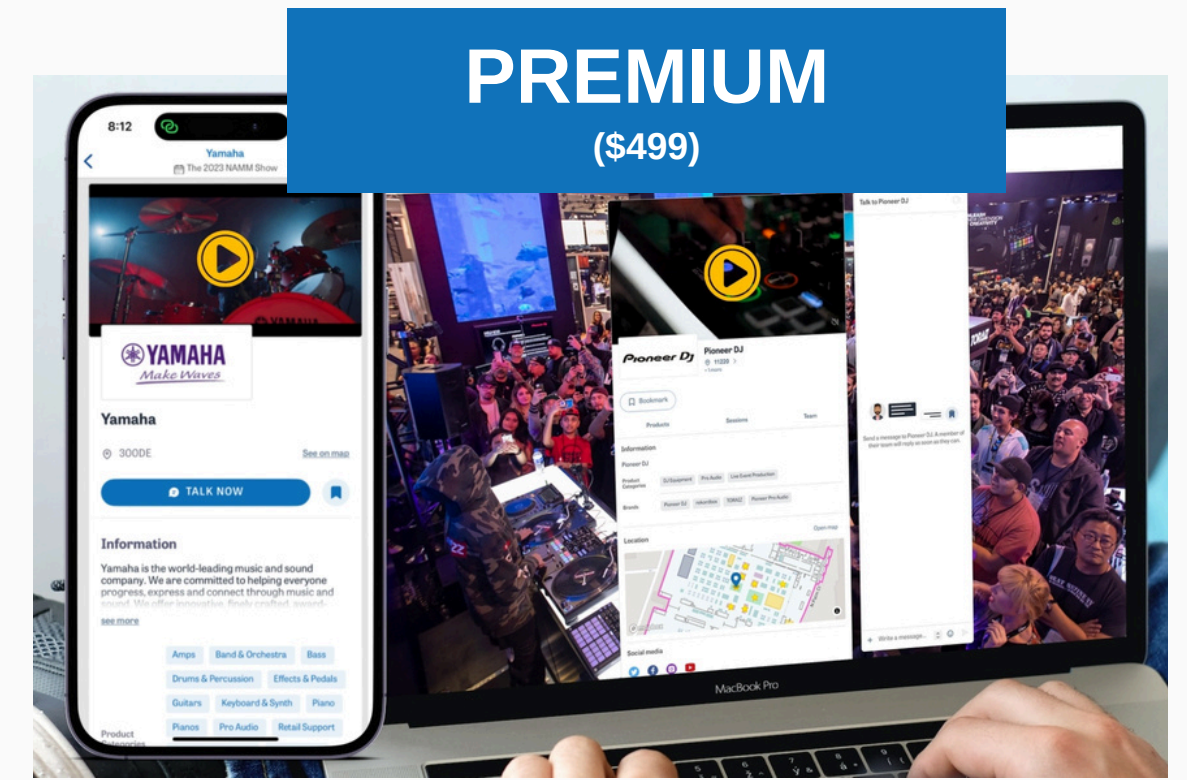


ENHANCED (\$90)

Level up to an enhanced page to add your logo and image header.

All Basic Level features PLUS:

- Your Logo (Visible in directory and event schedule)
- Image Header
- 2 Product listings viewable on brand page and in product gallery
- 2 Giveaway listings viewable on brand page and in giveaway gallery
- Lead reports on additional attendee interactions with your page, items and team



PREMIUM (\$499)

Stand out, gain leads, and amp up your visibility with the premium page upgrade.

Capture attention of potential buyers and show off your products with a video header that can be used for livestream or pre-recorded videos.

All Basic and Enhanced Level features PLUS:

- Video Header & Custom Background Image
- Column Ad on Brand Page
- 10 Additional Giveaway listings
- 10 Additional Product listings
- Lead list includes all page views and show visitors in real-time.
- Custom QR Code for your brand page



Brand Page Feature Comparison Chart

FEATURES INCLUDED	BASIC INCLUDED WITH EXHIBIT	ENHANCED \$90 UPGRADE	PREMIUM \$499 UPGRADE
NAMM Show+ Exhibitor Center (desktop and mobile access)	✓	✓	✓
Press Releases, Documents & Jobs (featured in NS+ gallery and on brand page)	2 of each	5 of each	Unlimited
Products (featured in NS+ gallery and on brand page)		2 products	12 products
Giveaways (featured in NS+ gallery and on brand page)		2 giveaways	12 giveaways
Brand Logo (Exhibitor Directory and brand page)		✓	✓
Static Image Header (image, top of brand page)		✓	✓
Video Header & Background Image (Pre-recorded or livestream, top of brand page)			✓

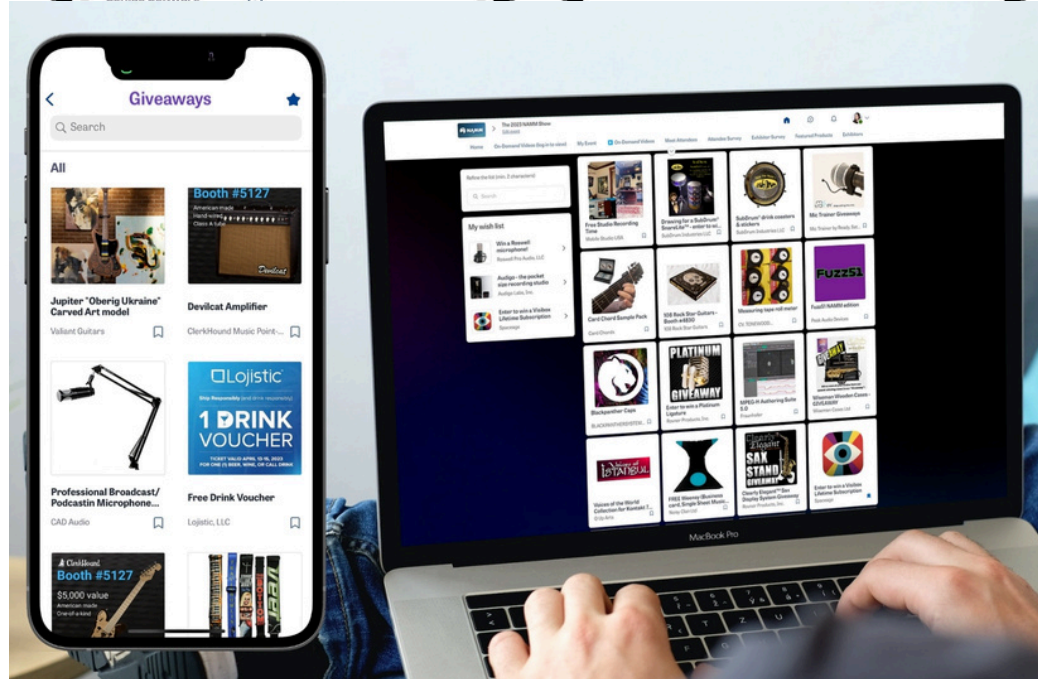
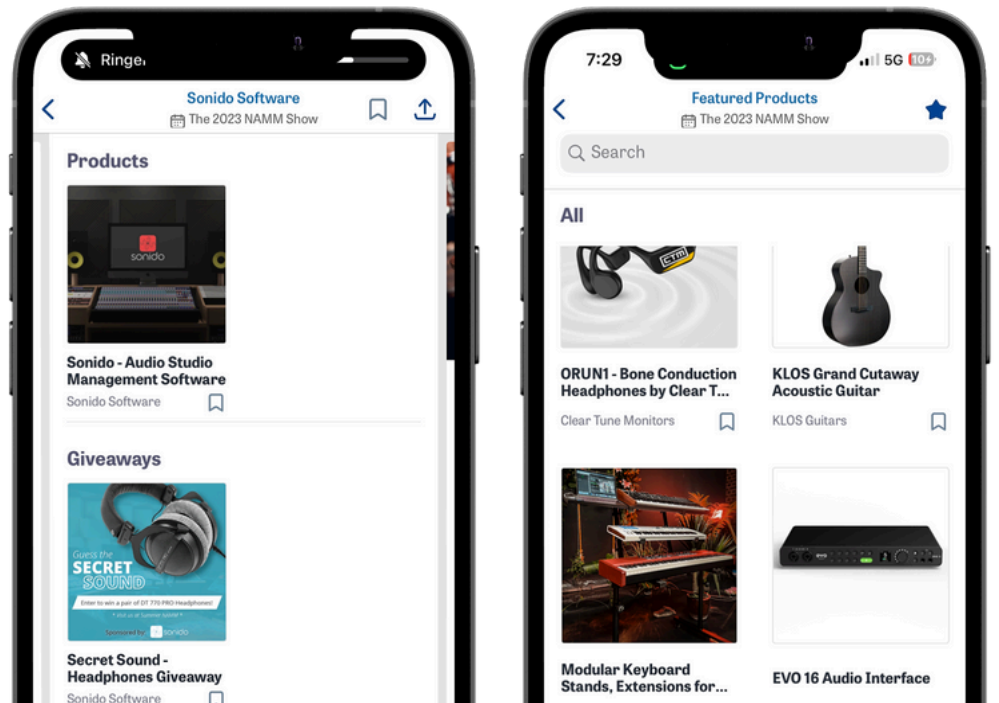


Brand Page Lead Report Comparison Chart

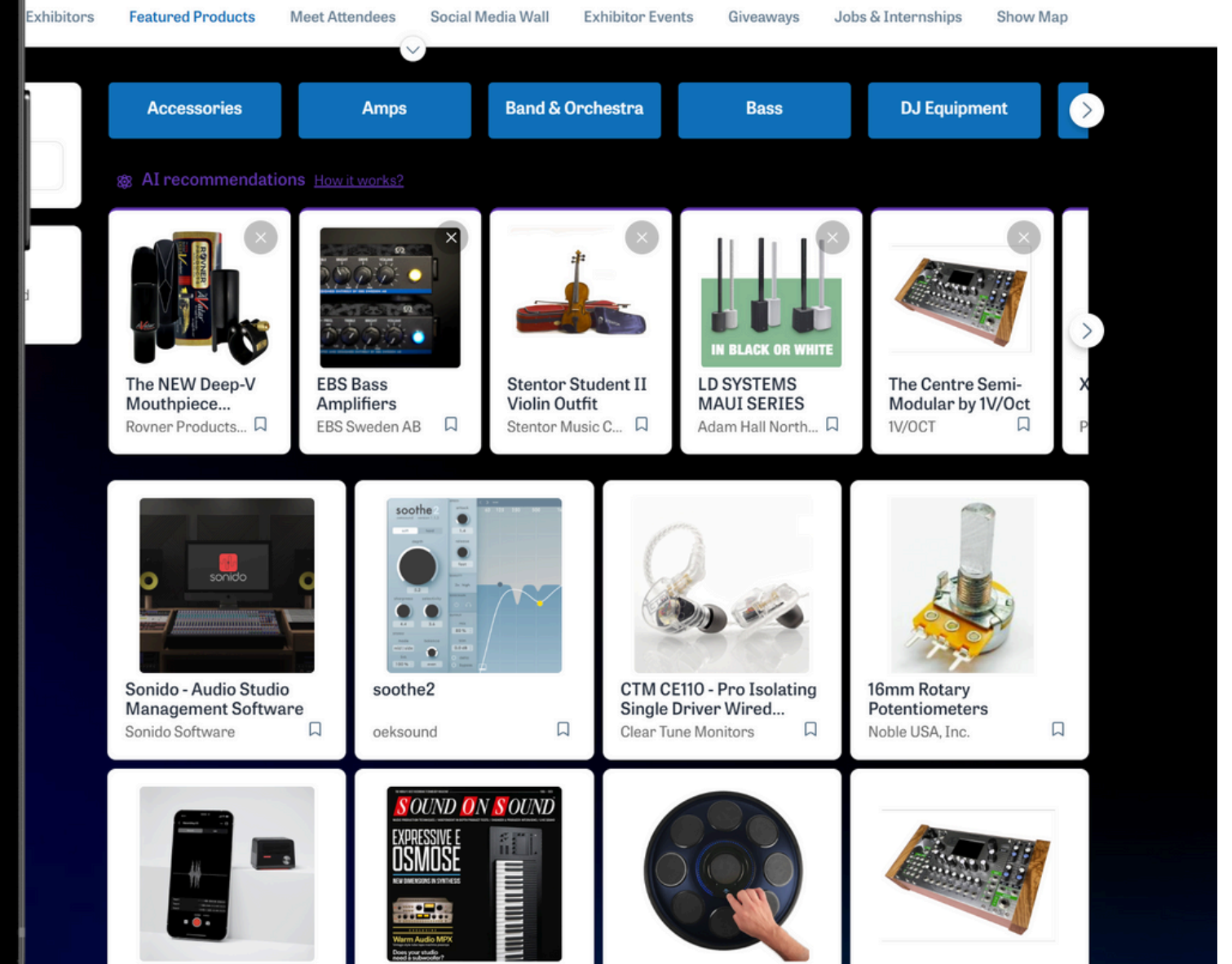
LEAD REPORTS WILL INCLUDE PEOPLE WHO:	BASIC INCLUDED WITH EXHIBIT	ENHANCED \$90 UPGRADE	PREMIUM \$499 UPGRADE
Connected with exhibitor members (connection request accepted)	✓	✓	✓
Had a confirmed meeting with exhibitor or its team members	✓	✓	✓
Had a chat conversation with the exhibitor (engaged in chat with brand page)	✓	✓	✓
Visited or bookmarked a Product or Giveaway (all items featured on brand page)		✓	✓
Clicked on the ad of the exhibitor page (column ad on brand page)			✓
Downloaded documents of the exhibitor (documents on brand page)			✓
Visited or bookmarked the exhibitor brand page (real-time view of page visits)			✓



Product & Giveaway Gallery Examples



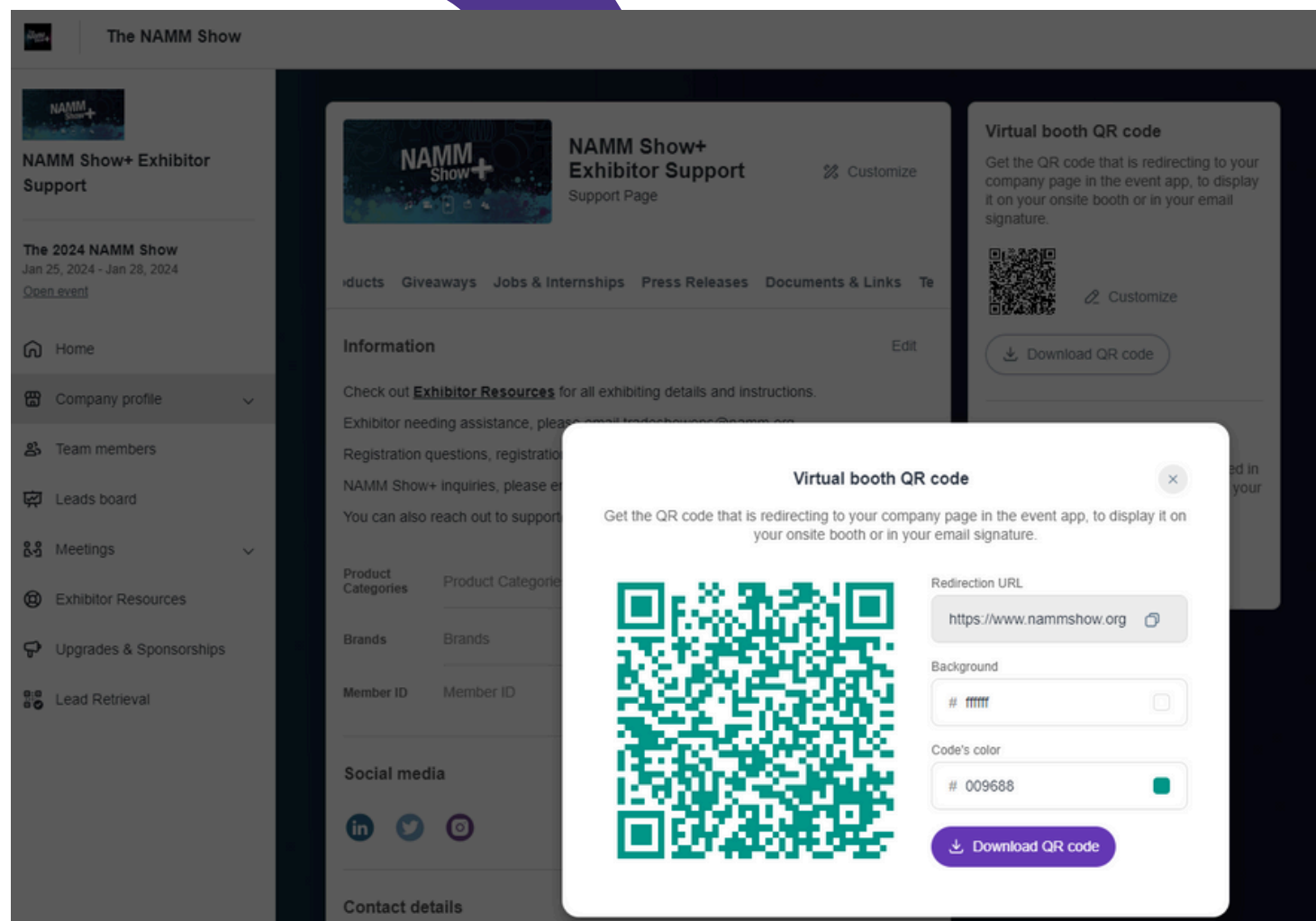
All Product & Giveaway items include a detail page that can display multiple images, URL, and description. This page also links to the Exhibitor's brand page, so that the visitor can chat and check out more about the company.



Available for Enhanced and Premium pages only or with add-on purchase for Giveaways. Items appear in gallery and on brand page.



Premium Level Only - Custom QR code for Brand Page



Customize and download your brand page QR Code via the NAMM Show+ App Exhibitor Center to use in your promotional materials.



Exhibitors with Premium Level Brand Pages will have access to Swapcard's QR code generation feature!

Customize and download a QR Code that will drive traffic to your booth and increase engagement for your brand page via the NAMM Show+ Exhibitor Center.

Exhibitors can effortlessly drive interactions by placing QR codes

- at their booths
- on email signatures
- on social media posts
- on promotional materials

Visitors will scan QR code and instantly access exhibitor page via NAMM Show+ app or through web mobile browser. They can view company details and products, initiate chats, request meetings, download document and add favorites.

By leveraging this user-friendly feature, exhibitors can maximize engagement, boost brand visibility, and optimize lead generation, gaining a significant advantage at events.

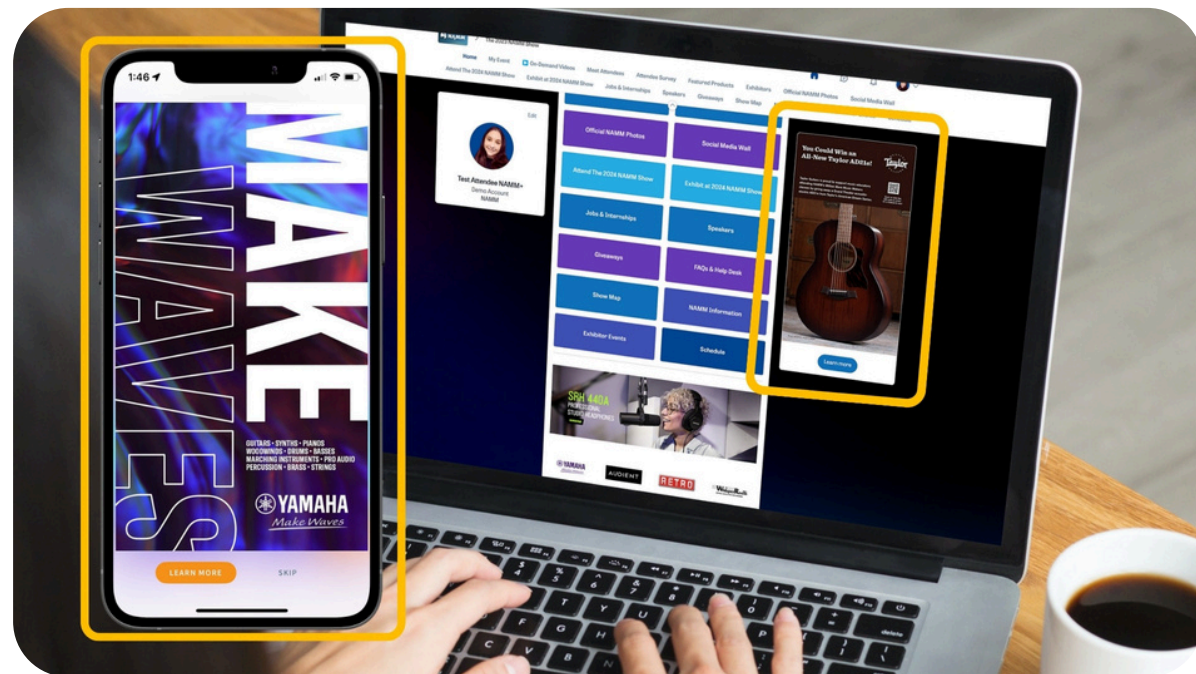
The background of the top section is a dark blue gradient with various white line-art icons of musical instruments and equipment, including a guitar, a drum set, a keyboard, and a microphone. The text 'NAMM Show+' is centered in a large, bold, white font. The 'NAMM' part is in a sans-serif font, while 'Show+' is in a more stylized, rounded font. The background also features a pattern of colorful splatters in shades of blue, purple, and green.

NAMM Show+

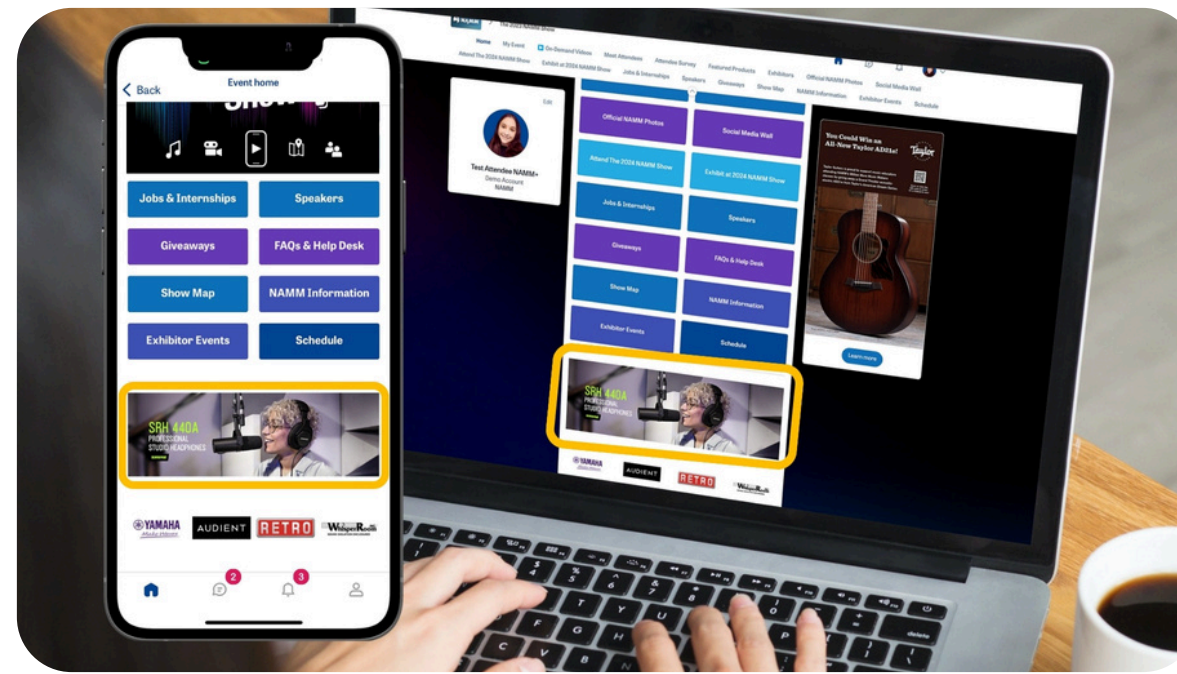
Sponsorships & Add-Ons



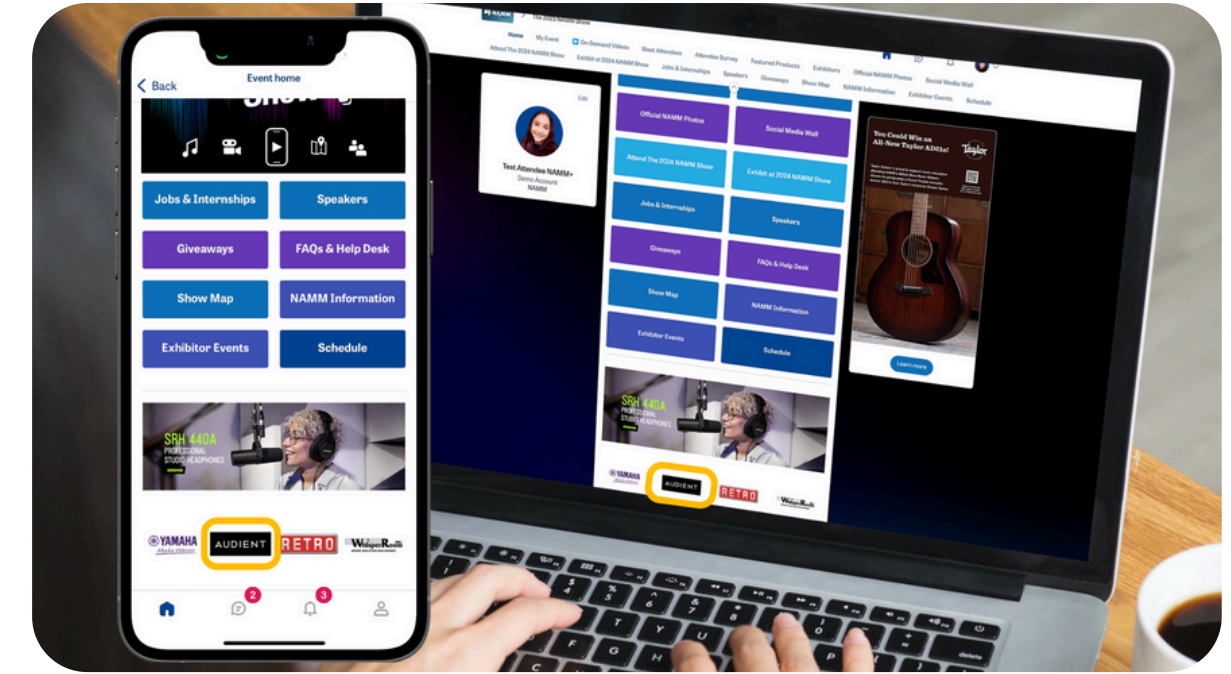
Sponsorships to put your brand up front and above the crowd!



Column Ad - \$2100 *(limited to 10)*



Banner - \$1680 *(limited to 6)*



Logo - \$840 *(limited to 8)*

Get noticed first and drive traffic to your brand page, booth, or website with these homepage sponsorships.



Column ads rotate and appear full screen each time mobile app is opened and in upper right on desktop.



A lead list for attendee data will be provided after the show for all homepage sponsor click-throughs.



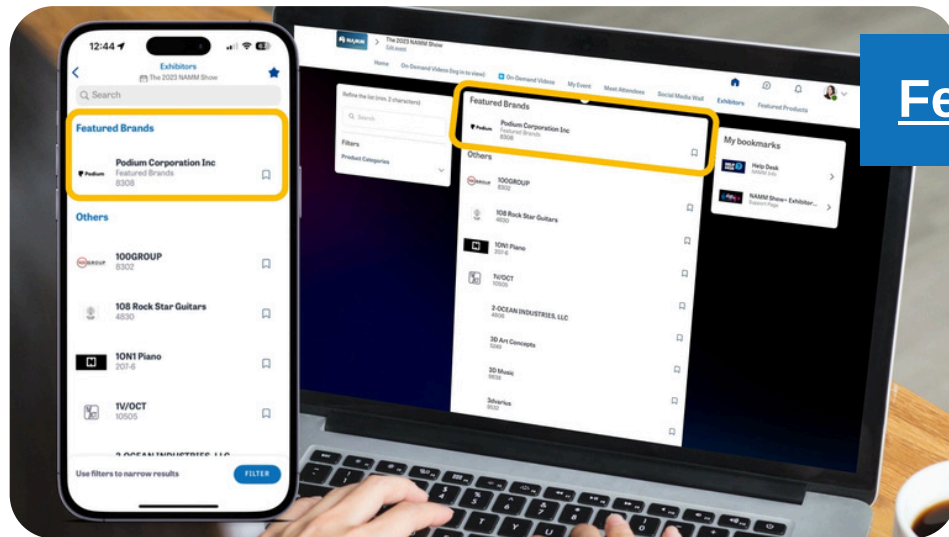
Column ads for 2024 were seen over 220,000 times and clicked over 13,000 times (total of 4 sponsored ads).

[ORDER NOW](#)



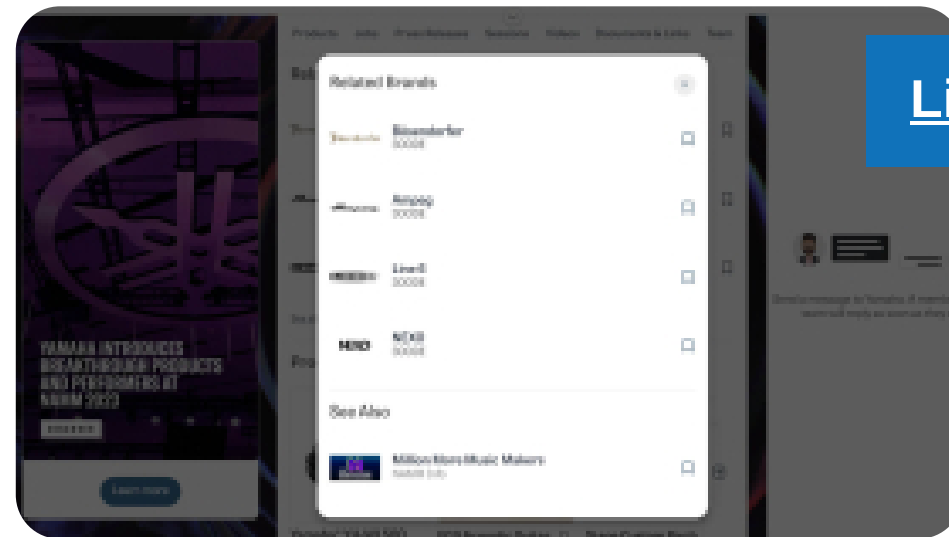
Additional Sponsorship Opportunities & Add-Ons

ORDER NOW



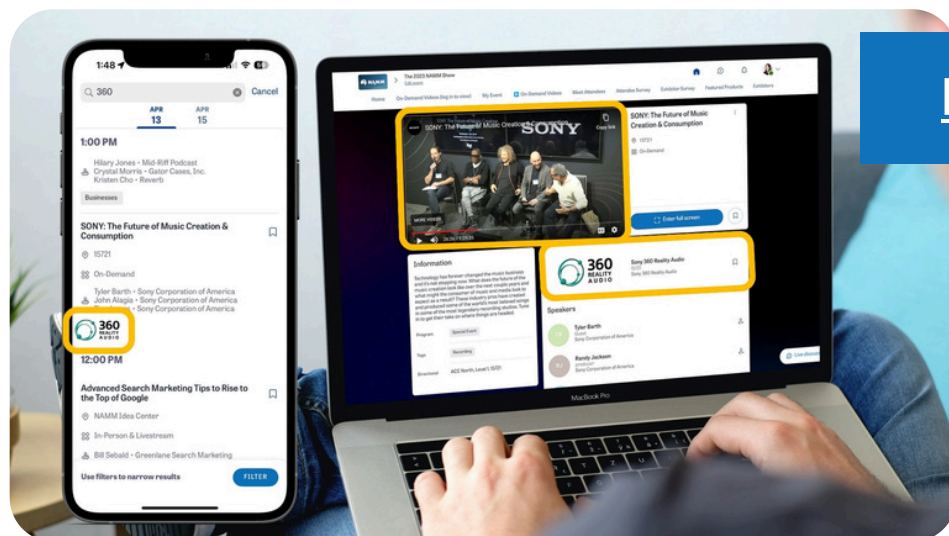
Featured Brand Placement - \$2100

Place your brand at the top of The NAMM Show exhibitor directory list to amplify brand visibility on the app and increase your booth traffic. *Limited to 5 exhibitors.*



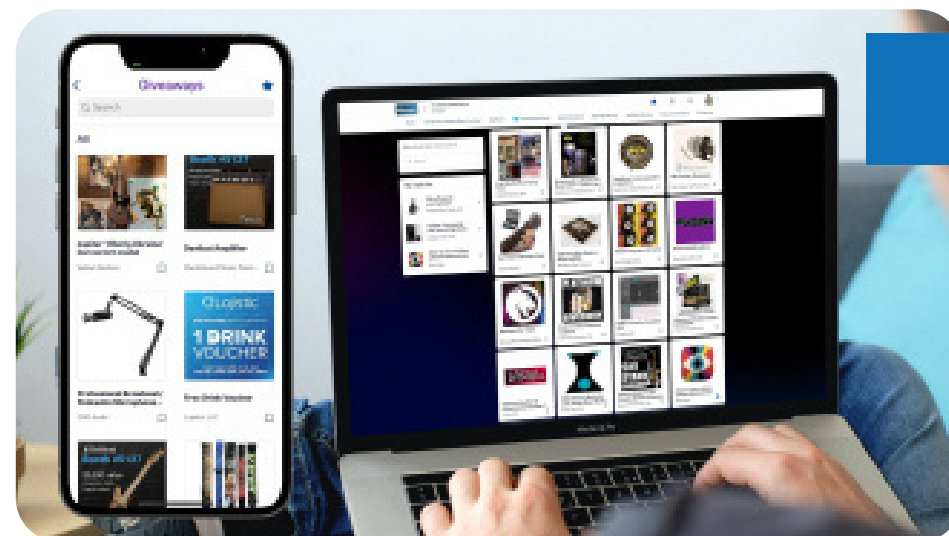
Link Brand Pages & Listings - \$85

Connect your brand pages on NAMM Show+ to help attendees find all of your associated brands and booth locations. All brands will be listed under "Affiliated Brands" section on each page and users will be able to click through to each page.



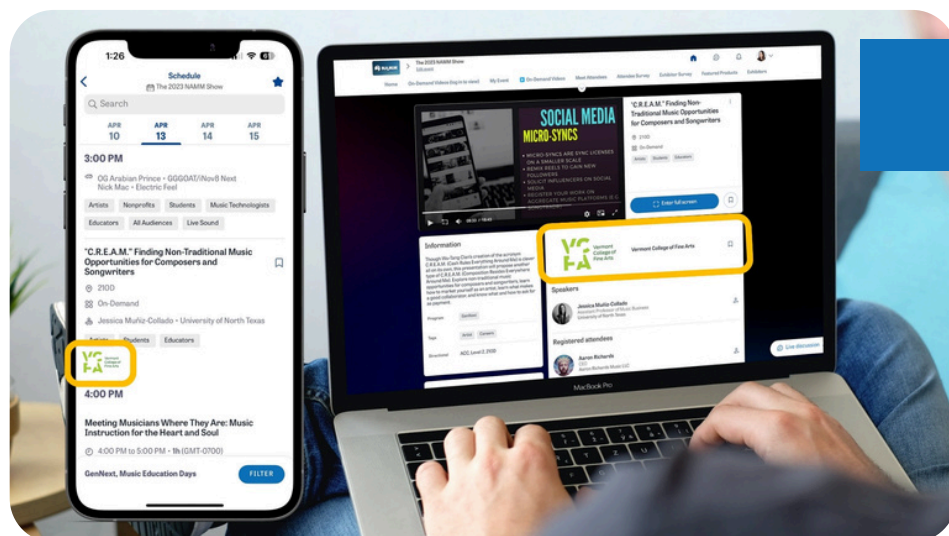
Exhibitor Event on App - \$1575

Showcase your brand with a livestream or pre-recorded artist appearance, product training, or special event. NAMM will include event on official schedule, create a page for viewing and make it available on-demand post-event if desired. Attendance data included.



Add Giveaway Items - \$80

Include your show promotions or sweepstakes (up to 5) on your brand page and in our NAMM Show+ giveaway gallery to drive more leads and increase engagement. Giveaways can be booth or online only.



Session Sponsorship - \$1575

Drive traffic to your brand page and booth by sponsoring a NAMM educational session. Your logo and details will be featured on the session page and link to your brand page. Additionally, your logo will appear in official NAMM schedule.



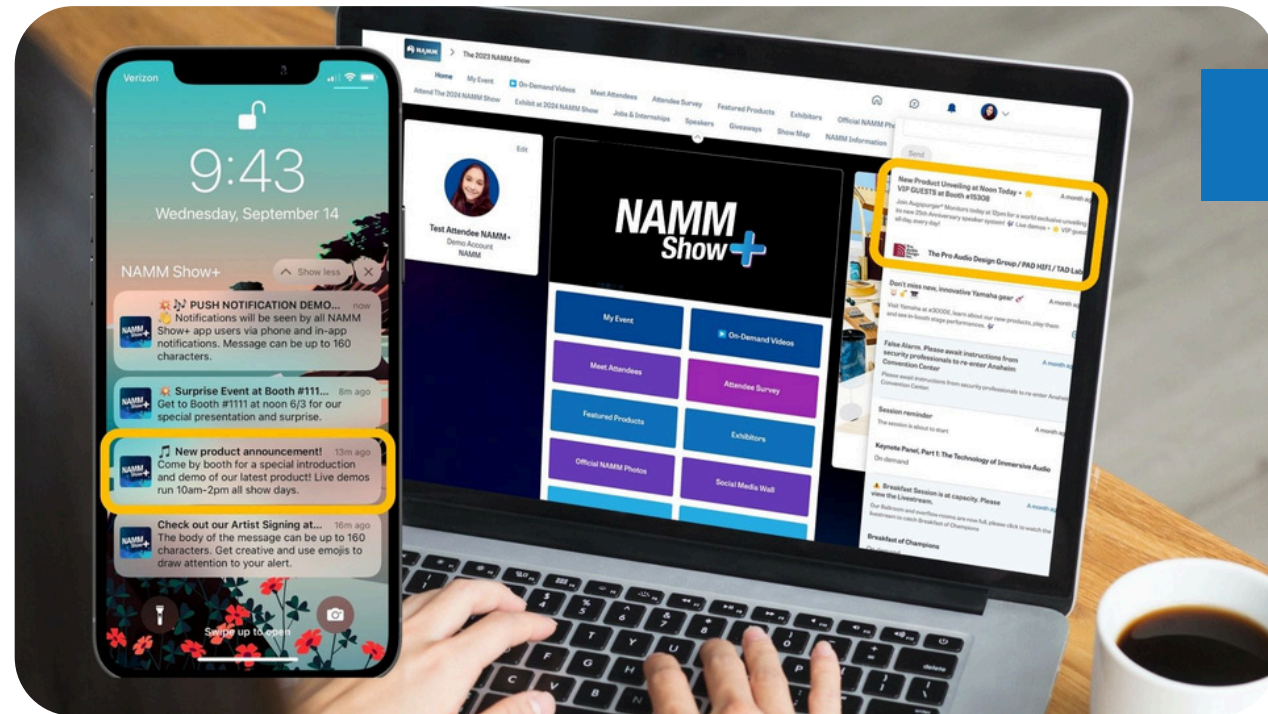
Logo on App & Locators - \$800

Place your logo on the NAMM Show+ map and Locator Boards placed around the show campus. Show your audience exactly where to find your booth location, and promote your brand through thousands of map views.



Additional Sponsorship Opportunities & Add-Ons (Cont.)

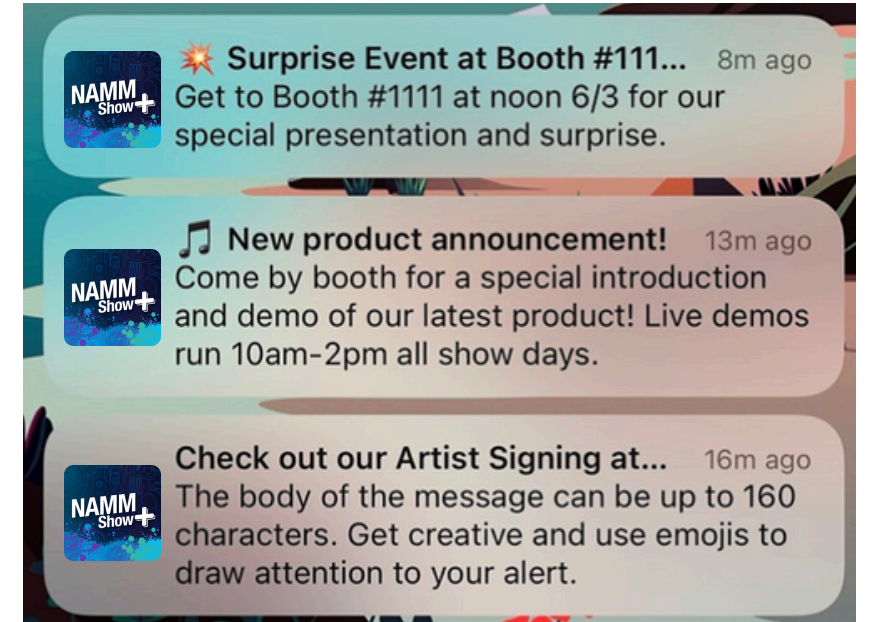
ORDER NOW



Push Notification - \$5000

Capture the attention of all NAMM Show+ mobile and desktop users with a custom notification. Brand logo, a link to your brand page, and emojis can be included in your messaging.

Limited number available for pre-show, during show, and post-show options.

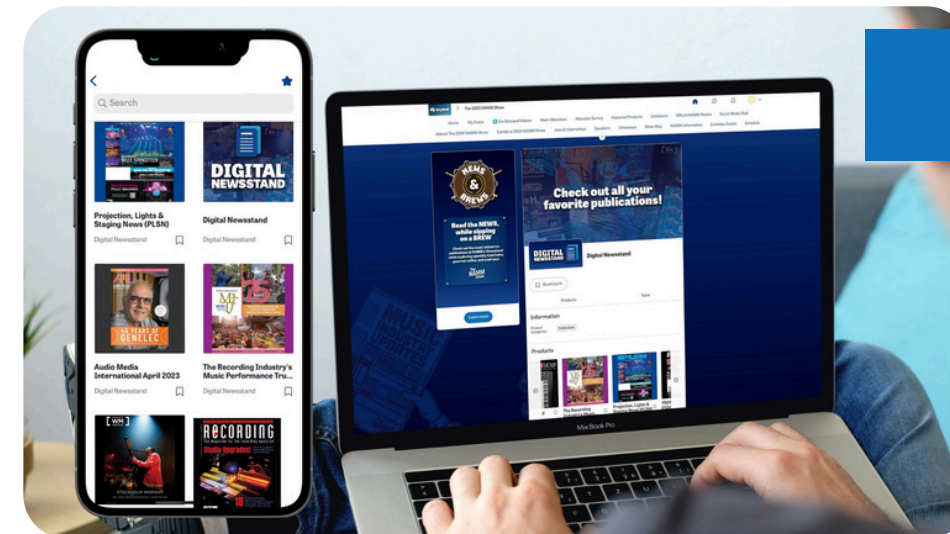


Digital Newsstand



Newsstand + Digital Upgrade - \$775

Distribute your printed publication in NAMM's main Newsstand area, and extend your reach by helping thousands of attendees see your digital publication in the Featured Products and Newsstand page on the NAMM Show+ App.



Digital Newsstand - \$575

Reach thousands of attendees with our Digital Newsstand. Your publication and details will be included on the Featured Products and Digital Newsstand pages on the NAMM Show+ App.

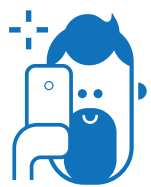


NAMM Social Wall Sponsorships

Get your name, brand, product and/or services in front of thousands of attendees!



Place your logo and content on social walls displayed in multiple locations, right where the action is.



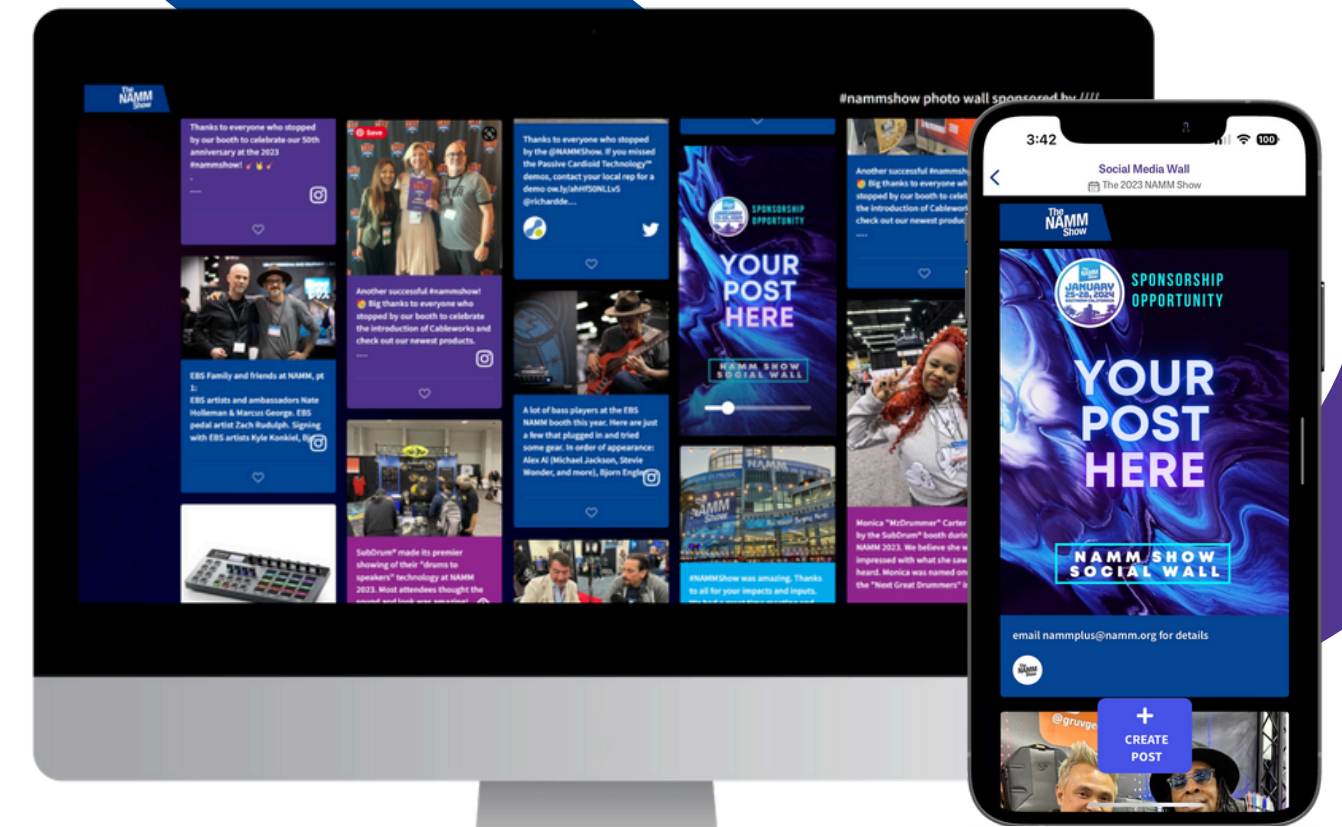
In addition to physical locations, social walls are featured on the NAMM Show+ App and on namm.org. These walls extend out a week before and a week after the in-person event.



You can create 1 to 3 posts, image(s) or short video(s), that will be set up to appear in all wall feeds once every 35-40 posts. These can include call to action button for your brand page or URL.



Contact your sales rep or email nammplus@namm.org to discuss available options



 [View 2024 NAMM Show Wall](#)

The NAMMM Show

Lead Retrieval

Instant capture, qualification and follow-up via the NAMM Show+ App

Powered by **swapcard**

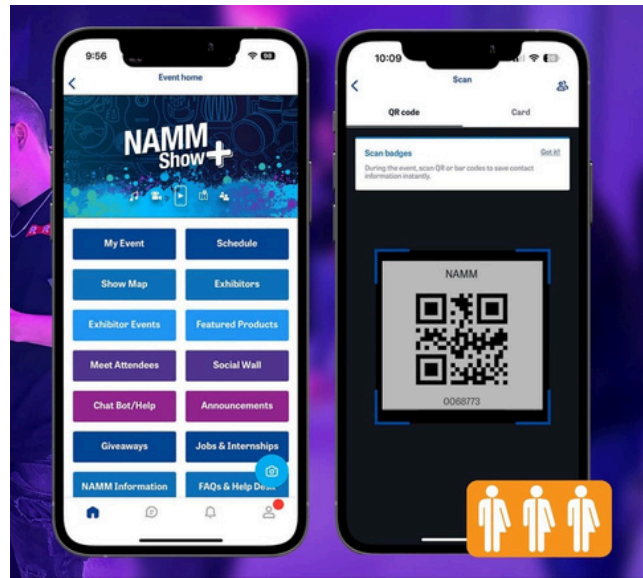


NAMM
Show+

Purchase Options: App Access Only & Device Rentals



Access to Lead Retrieval on NAMM Show+ App

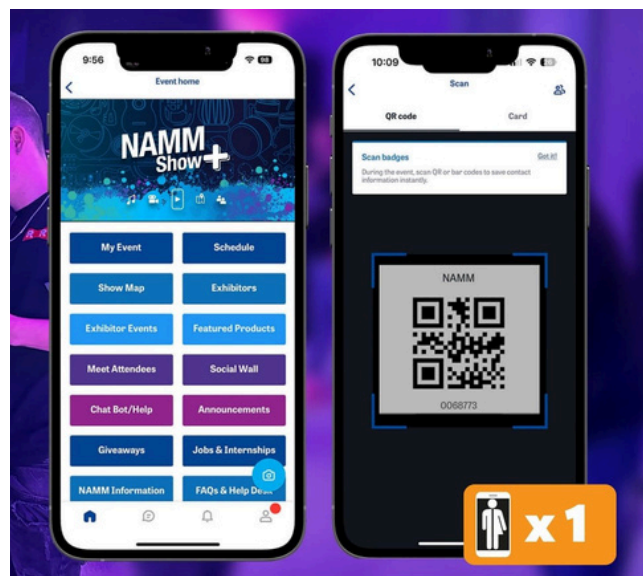


Users will download the NAMM Show+ App to their smartphone and have access to Lead Retrieval feature.

- 1 user - \$349
- 2 - 3 users - \$475
- 4 - 5 users - \$599

More than 5 Users - \$149 per additional user (only purchase additional user(s) after 5 users)

Rent Device(s) for Scanning that Include App Access - Deadline to order December 27, 2024



The rental device options that include app access are for exhibitors who want a device provided to them for scanning.

- 1 Device, Access for 1 User - \$659
- 2 Devices, Access for 2 Users - \$899

Additional devices with app access - \$400 per additional device (only order an additional device after adding 2 device rental option to cart)

The background of the image is a dark blue gradient with various white line-art icons of musical instruments, including a saxophone, a trumpet, a guitar, a drum set, and a keyboard. The text 'NAMMM Show+' is prominently displayed in the center in a bold, white, sans-serif font. The 'NAMMM' part is larger and more prominent than 'Show+', which is slightly smaller and positioned below it. The '+' symbol is a simple, white, plus sign.

NAMMM Show+

**Thank You! Contact your sales rep or email
nammpius@nammm.org with any product questions**