

2024 Impact Report

Embracing Growth, Opportunity and Innovation





Vision

We envision a world in which the joy of making music is a precious element of daily living for everyone; a world in which every child has a deep desire to learn music and a recognized right to be taught; and in which every adult is a passionate champion and defender of that right.

Mission

NAMM's mission is to strengthen the music products industry and promote the pleasures and benefits of making music.





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A MESSAGE TO OUR GLOBAL MEMBERS

A Year of Growth, Opportunity and Innovation

Thank you, NAMM members, for your ongoing support of NAMM and your dedication to strengthening our music products industry. As your membership association, we work to accelerate our growth as an industry, so that with every passing year, more music products are made, more businesses thrive and more people join us in our efforts to create more music makers worldwide. We do this for you, our members, and your membership in our association is deeply valued.

Our 2024 Impact Report to members highlights key accomplishments over the past year. We began with an energetic return to January for the annual NAMM Show, added valuable member services including Industry Insights reports, hosted a successful inaugural NAMM NeXT and have accelerated the efforts of The NAMM Foundation. In addition, we continued to meet with NAMM members around the world, listening closely to their needs, and continuing to evolve NAMM to support those needs.

We view NAMM through three strategic objectives: The NAMM Show, Member Services and The NAMM Foundation. These objectives guide us in gathering our global industry annually, strengthening our member companies and creating more music makers worldwide. The 2024 Impact Report demonstrates our impact on each of these three strategic objectives.

As you read the stories, highlights and testimonials from our past year on the following pages, we encourage you to think ahead to the next year as we continue to look for innovative growth opportunities for the music products industry. And please feel free to reach out to us with any ideas you may have. Your membership in NAMM is truly appreciated and instrumental to our collective success as an industry.

Enjoy our 2024 Impact Report to members and we look forward to creating more music makers and bringing more music products to life in the years to come!



Tom Sumner

Tom Sumner
NAMM Chair



John Mlynczak

John Mlynczak
NAMM President and CEO

Three Strategic Objectives of Our Association

The music products industry and the music industry at large have a home in NAMM. We are the association that represents all the communities that make up our industry: music product manufacturers, retailers, pro audio, live sound and live event professionals, artists and the music business, music educators and students, and house of worship professionals. Through NAMM, these communities converge. NAMM's three focus areas aim to strengthen the music industry, create business and personal growth opportunities, and continuously create more music makers so that our industry continues to expand and thrive.



The NAMM Show

Gathering the leaders of our global industry



Member Services

Providing opportunities for business and career growth



The NAMM Foundation

Investing in a future of more music makers

The NAMM Show

Gathering the leaders of our global industry

The NAMM Show remains the crown jewel event for NAMM members, who say it's a must-attend event to stay current with the music industry, discover new music products and technology, network, take advantage of education sessions and kick off business opportunities for the new year.

In 2024, The NAMM Show returned to its rightful time at the beginning of the year, held January 25–28, in Anaheim, California. The show reached new global heights that spanned over 1,600 exhibitors, representing 3,500 brands and welcomed 62,000+

registered attendees, including 10,000+ international attendees from 125 countries and territories. The show remained laser-focused on bringing together the right mix of companies, buyers, international attendees, influencers, media and artists from across our global industry to empower the relationships that have built and will continue to grow our industry.



Highlights



The Global Industry Gathers Here

Industry Growth Focus

With four full main halls of exhibits, plus two packed levels of pro audio in the north hall, The NAMM Show remains an anchor in the industry, with the largest ever percentage of buyers and influencers from all sectors. The show is very much focused on growing in an intentional manner that will continue to add value to the industry it serves year-round.

Expanding Brand Awareness

To continue to evolve and adapt The NAMM Show to bring greater awareness to our exhibiting brands, the show welcomed over 2,000 global media, social influencers and content creators, reaching over 120 million followers.

Strengthening Member Engagement

The 2024 NAMM Show delivered more than just a trade show, unifying our members through engagement with leading non-exhibiting companies and individuals, including over 6,700 students, educators and nonprofit leaders.

By the Numbers

62,000+
show attendees

10,500+
international attendees

3,500+
brands

17%
buyer/media/influencer attendees



The Products Shine Here

Global Media Day

The NAMM Global Media Day was a huge hit, giving company representatives the opportunity to launch a record number of products to an audience of global press and influencers. It offered a unique, elevated space for product demonstrations to generate excitement and gain more spotlight.

Product Markets

Anything attendees can imagine likely exists at The NAMM Show. Pro audio, guitars, pianos, percussion, band and orchestra, DJ equipment, amps, lighting, accessories and more are all represented, providing the industry with a premier location to explore the latest innovations and discover the solutions they need.

The Best in Show Awards

Hosted by Frank Alkyer, publisher of *Music Inc.* and *UpBeat Daily* magazines and held the morning of the closing day of the show floor, the awards captured the breadth of innovation across markets, giving attendees further product insights from an expert panel.

Discovering More With Technology

In addition to walking the floor to get hands-on with products, more than 29,000 active users leveraged The NAMM Show+ app to find and bookmark products. 512 products were listed on the app and 109 entries were featured in The NAMM Show Electronic Press Kit.

Highlights

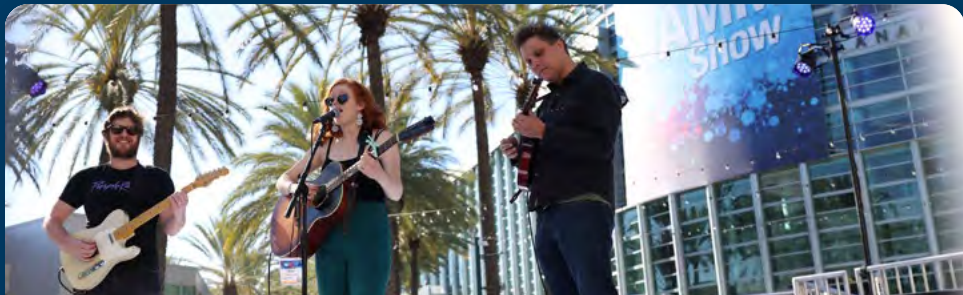


The Industry's Leaders Are Recognized Here

The NAMM Show is also about celebrating the people behind the products. In 2024, awards shows continued to generate excitement and enthusiasm for the accomplishments of industry pros.

NAMM Dealer Awards
NAMM TEC Awards

Parnelli Awards
She Rocks Awards



Artists Are Celebrated Here

NAMM Show attendees enjoyed many genres of live music and the creative expression of artists through our dozens of Bands at NAMM performances, bringing fun, inspiration and memorable musical experiences across our NAMM Campus stages. Artists play a vital role in the show, bringing music products to life through their creativity and self-expression. The products themselves are innovative, but what people do with them is the most captivating part of all.

Relationships Are Cultivated Here

Networking and forging new connections face-to-face is the human aspect of the show that can't be replaced by any digital experience. In 2024, all of the below communities attended to network within and across their groups:

- | | |
|----------------------------|---------------------------------------|
| Retail/Buyer | Artist |
| Musical Instruments | Creator/Social Influencer |
| Pro Audio/Sound | House of Worship |
| Software/Technology | Live Event Production/Lighting |
| Publisher | Educator |
| Nonprofit | School Admin |
| Media | Student |

Education & Career Growth Begin Here

The Breakfast Session morning keynotes continue to be the top performing events, offering Industry Insights, Technologies Revolutionizing the Future of the Music Business, Grand Rally for Music Education and Best in Show.

44.7%
attended education sessions, making the show the single greatest opportunity for broad-scale professional development in the industry.

90%
of those who attended sessions found NAMM education to be relevant to the current and future needs of the industry.



What Our Members Say



The NAMM Show is an absolute necessity for anybody that's doing music. This is where you make connections. This is where you gain knowledge and wisdom.
Jason Keys | TriuneBeats



To have that personal connection with people and to have this congregation of all the music industry in one place is invaluable.
Katherine Ly | Dale Cleves Music



We're here selling electric guitars. We're here to network, make friends, chat with artists, new dealers and distributors.
Amy Rose | Ormsby Guitars



We're the only music store for miles. To me it feels lonely, like I'm on an island. Once a year, I get to come here to the mainland and feel like I'm not alone in this industry. It's rejuvenating.
Ben Borkowski | Marich Music

Member Services

Providing opportunities for business and career growth

Member Services supports NAMM's mission of strengthening the global music products industry by providing valuable benefits to strengthen NAMM member businesses and support individual growth.

In 2024, NAMM identified and added new, valuable member services, including the Industry Insights reports, focused policy priorities and enhanced NAMM U opportunities. We also launched NAMM NeXT, an education and networking event to grow industry leaders, which attracted 200+ industry leaders representing 100 companies.



Benefit Highlights



Education

Education programs at The 2024 NAMM Show attracted nearly 30,000 total attendees through 200-plus sessions for members in retail, manufacturing, audio, music and entertainment technology, education and more. NAMM U Online also featured year-round session videos and articles on such topics as leadership, finance, marketing strategy, AI for business and more.



Partnerships

NAMM partnered with key associations and media groups to better serve a variety of professional membership communities. This included strategic collaborations on education, networking and promotions with such groups as Entertainment Services and Technology Association, A3E, TEC Tracks, Event Safety Alliance, College Music Society, Lighting&Sound America, Timeless Communications and more.



Women of NAMM

WoN achieved its mission to connect, support and grow women in the industry through this year's Women of NAMM Summit, a capacity reception and session at The NAMM Show, a series of monthly online Deep Dive webinars and new episodes of the ReVoicing the Future podcast.



Policy

In 2024, NAMM focused its policy priorities on three areas that are vital to our membership: business compliance, music-education advocacy and workforce development. We provided education and resources in these areas through a revamped policy section of namm.org, webinars and online sessions, working groups, NAMM Show presentations and a new e-newsletter, The Score.



NAMM Young Professionals

NAMM YP delivered education and networking opportunities for young industry professionals. This included YP's mentorship program; an expanded NAMM Show reception and keynote with Lance Day of D'Addario; and regular webinars on topics for young professionals, such as marketing trends, mental health and building an online brand.



History and Resources

The Resource Center tells our industry's story with the Oral History program and captured more than 200 interviews with industry luminaries in 2024. The Resource Center also served NAMM membership by providing insights on nearly 200 research requests and celebrating our industry with the Milestone Awards.

NAMM NeXT



Insights for the Future of the Music Industry

Business Growth & Evolution

On July 17-18, 200-plus NAMM members (representing 100 companies) gathered in Nashville for the inaugural edition of NAMM NeXT. This immersive mid-year event for leadership development featured big ideas and insights from expert speakers, workshops and panels. Members had an opportunity to step back from the day-to-day demands of their

businesses and focus on the big picture, namely strategies for business growth and evolution.

This inaugural event proved to be very successful and we will continue to host this new experience in 2025 and beyond.

Iconic Speakers

Featured presenters at NAMM NeXT included entrepreneurial icon Daymond John; Troy Tomlinson, chairman and CEO of Universal Music Publishing Group Nashville; Dana Peterson, chief economist at The Conference Board; and several industry luminaries. NAMM NeXT also offered an evening of music at Gibson Garage.

Breaking Conventional Thinking

As Zach White of White House of Music put it, the event offered “diverse perspectives that challenged industry norms. I particularly appreciated the insights from outside the music industry, which broke through conventional thinking.”

Industry Insights

Exclusive NAMM Member Data, Trends and Insights

2024 saw the launch of the Industry Insights series. This exclusive NAMM member benefit delivers data and insights to help NAMM members make informed business decisions.

Highlights:

A Study On Customer Experience In The Age of AI

The music products industry is at a crossroads of recovery and innovation, and in these historic times, it's more important than ever to seek outside perspectives on what NAMM members can do to be successful in the years ahead.

To gain this perspective, NAMM commissioned Forrester® research to complete this Opportunity Snapshot Study on what organizations are doing in terms of leveraging data and generative AI (genAI) to improve their customer-experience strategies. The survey group included NAMM retailers, manufacturers and distributors, as well as an equal number of companies outside our industry.

The study provided several key takeaways:

- The companies surveyed feel confident that their organizations provide personalized customer experiences but admit they aren't as confident in their ability to use data to predict and adapt to changes in customer behavior.
- The data most valuable in predicting customer behaviors is not being collected at the necessary levels.
- The music products industry is behind other industries in the collection of valuable data and use of genAI.

With this study, NAMM sought to rally our industry to modernize its data and genAI strategies, so member companies can continue to engage customers effectively throughout their lifelong musical journeys.

NAMM Global Report

This 2024 NAMM Global Report provided a detailed look at economic, demographic and sales data for 32 countries and regions to help NAMM member companies discern industry trends, understand the global landscape and spot new opportunities.

A Global Perspective From NAMM Travel

In fall 2024, NAMM's leadership traveled to various countries to collect input from industry leaders and gain valuable insights to help guide the music trade. This report explored forces affecting business and themes revealing common successes and challenges across regions.

2024 NAMM Post-Show Report

When The 2024 NAMM Show gathered more than 62,000 people from 125 countries, we learned a lot about the connections that strengthen our industry. We gathered valuable, on-the-ground intelligence about the music products industry — from the products launched, the companies exhibiting and the people attending.



Global Initiative Highlights



Worldwide Connections

Throughout 2024, NAMM engaged deeply with industry leaders across the globe with a focus on understanding and addressing the evolving needs of our international members. Our team traveled to various countries in Europe, gathered industry professionals at NAMM NeXT, participated in Music China, attended an industry gathering in Australia, and maintained active contact with members across Canada, Central America, Latin America and Japan. Engaging directly with retailers, distributors, manufacturers and local associations gave us a nuanced understanding of the challenges, opportunities and priorities within each region.



International Attendance

The 2024 NAMM Show brought together 10,512 international attendees from 125 countries. This number is expected to grow in January 2025 and 2026.



International Coalition Meetings

Industry associations shared insights into economic conditions, government investments and music participation, fostering a deeper understanding of local challenges and opportunities.



Make Music Day

Supported by The NAMM Foundation, Make Music Day has become a powerful unifying event, bringing together people around the world to celebrate the joy of making music.

The foundation's Museum of Making Music, based at NAMM's headquarters in Carlsbad, CA, hosted musical performances and activities all day. Whether it was drum circles or singing along with ukulele players, attendees from the local community joined in the worldwide music-making event on June 21.



Global Event Presence

We evaluated our partnerships and presence at international events, ensuring our resources align with evolving global needs.



Global Report Expansion

The NAMM 2024 Global Report emphasizes stability in the music products industry, highlighting school music's post-pandemic resilience, a gradual rebalancing in product demand and sustained interest in music-making, despite economic challenges. As part of NAMM's Industry Insights initiative, this report offers valuable data from 32 countries and regions to foster growth and empathy within the industry. Key takeaways include the strength of school music programs, balancing demand post-boom and ongoing consumer interest in music creation and experiences.

The NAMM Foundation

Investing in a future of more music makers

Since 2006, The NAMM Foundation has been guided by its commitment to social responsibility in its efforts to create more music-makers worldwide. Inspired by the generosity of the music products industry, NAMM launched this philanthropic arm to serve its mission of strengthening the industry and promoting the pleasures and benefits of making music.

NAMM's foundation creates more music makers by seeking to understand the barriers that prevent youth and adults from participating in music-making and music careers. We then invest in big ideas and bold solutions that help eliminate these barriers.

As we look back at the past year, we are filled with immense pride and gratitude, and we are eager to share our accomplishments and the collective efforts of all those who have stood with us. The NAMM Foundation is not just a reflection but a manifestation of the collective good and remarkable spirit of the music industry. 2024 has laid the groundwork that will set the foundation on a course to become the largest and most philanthropically impactful music foundation of its kind.



Highlights



Best Communities for Music Education

This annual award recognizes schools and districts for their commitment to music education and their efforts to ensure access to music for all students.

25 Years of Impact: In its 25th year, the BCME awards celebrated over 1,000 school districts and individual school sites for championing music education access.

Setting Standards: Honorees exemplified excellence in access and student engagement across their music programs.

Community-Driven Success: BCME underscores the vital role of community support in sustaining vibrant music programs, fostering local pride and advocacy.

NAMM Member Engagement: Provided NAMM members with resources to facilitate celebrations and drive local advocacy.

Looking to the Future: Prepared to inspire broader participation for a standout 2025 award year.



Consider a Career in Music Initiative

This program helps close the labor gap by educating students and education professionals in K-12 and higher education about career opportunities in the music products industry.

Expanded Reach: Reached thousands of students and educators, with targeted outreach to school music counselors through our presence at ASCA and CASC conferences.

NAMM Member Engagement: Provided a toolkit empowering NAMM members to host school, community and in-store presentations on music careers.

Enhanced Resources: Developed tools and guides to support career exploration across all segments of the music industry.

Partnership Growth: Strengthened collaborations with industry experts to deliver impactful, career-focused sessions at The NAMM Show.

Growing Engagement: Saw overwhelming interest from schools, counselors, music organizations and NAMM members, underscoring the demand for music career pathways.



Global Grantmaking

The 2024 grantmaking cycle awarded \$477,500 to 24 music organizations from around the world. Global Grantmaking invested in charitable organizations, worldwide, that demonstrated a significant impact on music career mobility and the creation of more music-makers across the lifespan of learning.



Days of Service

The foundation hosted two Days of Service in 2024, one in Anaheim, CA and another in Washington, D.C. The events aspire to empower and equip members to make a positive impact and take volunteerism ideas back to their hometowns and businesses.



Scholarships & Awards

The foundation invested in the continued professional development of its members and future industry leaders by alleviating the financial obstacles to career mobility, especially for groups historically underrepresented by the industry. (WoN Scholarships, Lamond GenNext, Faculty Fellows, Ash Award, Gard Fund).

Lamond GenNext Award: 100 student recipients from 28 colleges and universities. With generous support from Dinah Gretsch and the Mrs. G's Music Foundation, 31 students received the award from Elmhurst University, Georgia Southern University and the University of South Carolina.

Bernice Ash Memorial Award: 2 recipients received scholarships to attend The NAMM Show.

College Music Society Faculty Fellows: 12 higher education faculty members received a \$500 travel stipend to attend The NAMM Show.

Women of NAMM Scholarship: 18 recipients attended the WoN Summit and 3 recipients attended The NAMM Show.

The NAMM Foundation at The 2024 NAMM Show



Grand Rally for Music Education

Hosted the inaugural Breakfast Session version of the Grand Rally. Brought together NAMM members, educators, students and advocates to celebrate music's impact and rally support for music education worldwide.



Professional Development Sessions

Through Music Education Days and GenNext tracks, we offered K-college educators and college students dynamic workshops and resources to enhance teaching, broaden career pathways and launch futures in the music industry.

Museum of Making Music



"Making Music Happen" K-12 Curriculum

Completed a new, accessible music education curriculum for K-12 students, available for free through The NAMM Foundation and museum websites.



Annual Gala With Don Felder

Hosted a memorable gala event featuring Don Felder, generating \$140K to support music education initiatives across the lifespan.



Network With the Pros

Offered students and emerging professionals valuable one-to-one mentoring sessions with NAMM member industry experts, fostering connections and career insights.



NAMM Member Engagement

Engaged NAMM members as presenters and supporters, helping them share their expertise and promote music education within their communities.



Spotlight on Careers in Music

Provided college students with diverse career paths in music through panels and hands-on sessions, inspiring attendees to consider a sustainable life in the music industry.



Spotlight Exhibitions

Featured top industry achievements, including Best in Show products, Global Media Day highlights, and the NAMM Dealer Awards winners from The NAMM Show, celebrating innovation and excellence in music products. Prepared for upcoming exhibitions called MusicUnity: Connecting Communities Through Music.



Interactive Area Renovations

Upgraded interactive spaces within the museum, enhanced visitor engagement and provided immersive, hands-on music experiences.



NAMM Member Engagement

Partnered with NAMM members who provided artifact loans, donations and insights, contributing to exhibition development and enriching the museum experience.

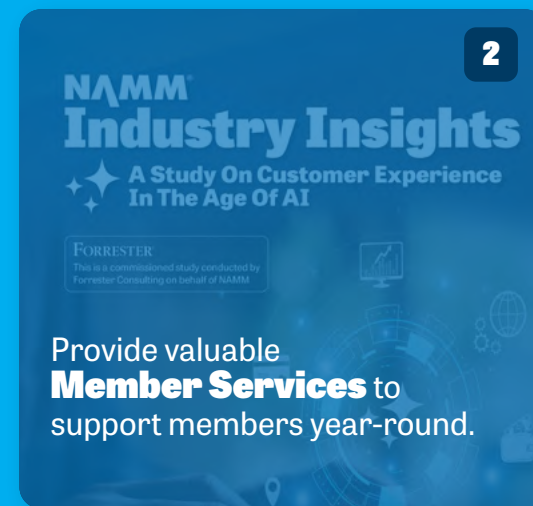
Looking Ahead

We imagine a future where the music industry is even more vibrant than it is today and where music products businesses and leaders reach new heights.

To achieve this, in 2025 NAMM will work to:



Produce a successful **NAMM Show** with all major brands united to strengthen our industry.



Provide valuable **Member Services** to support members year-round.



Gather members for the **NAMM Advocacy D.C. Fly-In**, held May 5–8, 2025.



Gather members for a thought-leadership experience at **NAMM NeXT**, held June 29–July 1.

2024 NAMM Executive Committee



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of America



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5790 Armada Drive | Carlsbad, CA 92008 | 760.438.8001 | namm.org