We live in accelerated times in technological developments and global business and market conditions, and that can create unpredictability in any industry. However, if you take a look around The NAMM Show, one could find many reasons to feel quite comfortable about the importance of music around the world and future of the music products industry. With the exciting innovations of our exhibiting members, creativity of our retail members and music educators, more live sound, lighting and event tech professionals, the connections, business opportunities and education offered each of the tools needed to succeed in the year ahead.

Joe Lamond, NAMM President and CEO
Global leaders of the music products, pro audio and live event technology industries gathered at the Crossroads for new product introductions, business opportunities, networking and fresh inspiration.

A record number of professionals, representing NAMM members and other influencers, created a diverse buying base from multiple industry segments. The audience commanded billions in buying power and created powerful sales opportunities for exhibiting members.

- 115k+ Registrants
- 2k+ Exhibiting Companies
- 7k+ Brands
- 11 Billion+ in Buying Power
- 115 Billion+ in Buying Power

Review the post-show release. Watch the recap video. View the photo gallery.
Music (Domestic)

The Music Begins Here

For more than 100 years, The NAMM Show has showcased an immense range of products, from component manufacturers and School Band and Orchestra to the latest in fretted instruments, pianos, percussion and synthesizers.

Attendee examples include...

US Retailers

- Alto Music, Inc.
- B&H Photo Video
- Cascio Music Co., Inc.
- Chicago Music Exchange, LLC
- Chuck Levin’s Washington Music Center
- DJ Now
- Full Compass Systems, Ltd.
- Guitar Center, Inc.
- J.W. Pepper & Son, Inc.
- Music Go Round
- Musical Fulfillment Services
- Musicnotes, Inc.
- Pro Music Group, LLC
- Proaudiostar
- Quinlan & Fabish Music Co.
- Sam Ash Music Corp.
- Schmitt Music Company
- Sweetwater
- Vintage King Audio, Inc.
- West Music Co., Inc.

System Integrators and Big Box Multimarket

- Amazon
- Electrosonic Systems, Inc.
- Ross Stores
- Solotech
- Walmart.com

“It’s been a great show—very productive and the vibe is amazing. The face-to-face contact is invaluable. Being able to meet with everyone, shake hands, and build those relationships and also get creative with new products, and what we’re going to do for the year to increase business—this is the place to do it.”

Glenn Noyes, Guitar Center

Watch daily recaps from Convention Center TV at NAMM
International manufacturers, distributors and dealers discovered the latest technologies and network with key players, spanning the continents and marketplace. Businesses saved on opportunity and travel costs by consolidating their global outreach into our industry’s family reunion in sunny Southern California.

*Attendee examples include...*

**Top International Dealers**
- Bax-shop, Netherlands
- Casa Veerkamp, Mexico
- Cosmos Corporation, South Korea
- Gear4music Limited, United Kingdom
- Guitar Amp and Keyboard Ctr. Ltd., United Kingdom
- Ikebe Musical Instruments Store Co Inc., Japan
- Ishibashi Music Corp, Japan
- Key Music International Group, Belgium
- Long & McQuade Ltd., Canada
- Luthman Scandinavia, Sweden
- Miyaji Musical Instrument Co. Ltd., Japan
- Music Store Professional, Germany
- Shimamura Music Co. Ltd., Japan
- Sound Centre, Australia
- Sound House Inc., Japan
- St John’s Music Ltd., Canada
- Thomann GmbH
- Tom Lee Music Co. Ltd., Hong Kong
- Woodbrass.com, France
- Yamano Music Co. Ltd., Japan

**Distributors**
- 440hz Distribution, Italy
- Audiopartner s.r.o., Czech Republic
- Almar Ko Ood, Bulgaria
- ALTEI s.r.o., Czech Republic
- Arnold Stoelzel GmbH, Germany
- Kada Shokai, Japan
- Kimleng Audio, Thailand
- Langfang Export, China
- Luthman Scandinavia, Sweden
- M Haus Lemus, Mexico
- Madrid Musical, Spain
- SAFIED S.A., Ecuador

“We have been visited by buyers from Spain, Columbia, Chile, Philippines, China. You get to see a lot of people around the world that are interested in your brand. And if you weren’t here you wouldn’t have that chance.”

**Ney Nakamura**, President, Tagima Guitars (Brazil)
Music, Audio and Event Technology Buyers and Influencers

At the Crossroads, exhibitors benefited from a convergence of industries, exchanging product ideas ranging from teaching children how to play their first instrument to developing world-renowned live music festivals.

There’s an incredibly interesting group of people that we’ve met. Yesterday, I was talking to a leading studio producer who invited us into his studio to try the device with his current system. And then, a television producer came to talk to us about his show and our product. It’s such an exciting opportunity for us to meet so many different people.

Josefina Daly, Tierra Audio
# Product Categories:*

A growing audience of professionals that sell and utilize music, sound and event technology products united to see the latest offerings, learn new skills and connect with their communities.

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acoustic Fretted Instruments &amp; Accessories</td>
<td>44%</td>
</tr>
<tr>
<td>AV/IT</td>
<td>12%</td>
</tr>
<tr>
<td>Brass Instruments &amp; Accessories</td>
<td>12%</td>
</tr>
<tr>
<td>Broadcast</td>
<td>12%</td>
</tr>
<tr>
<td>Component/Sourcing/Suppliers</td>
<td>7%</td>
</tr>
<tr>
<td>DJ &amp; Accessories</td>
<td>20%</td>
</tr>
<tr>
<td>Electronic Fretted Instruments &amp; Accessories</td>
<td>36%</td>
</tr>
<tr>
<td>Keyboards/Synthesizers &amp; Accessories</td>
<td>13%</td>
</tr>
<tr>
<td>Line Arrays</td>
<td>27%</td>
</tr>
<tr>
<td>Live Event Production</td>
<td>45%</td>
</tr>
<tr>
<td>Live Sound</td>
<td>31%</td>
</tr>
<tr>
<td>Loudspeakers</td>
<td>52%</td>
</tr>
<tr>
<td>Microphones</td>
<td>40%</td>
</tr>
<tr>
<td>Mixing Consoles</td>
<td>15%</td>
</tr>
<tr>
<td>Music Novelties &amp; Gifts</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
<tr>
<td>Percussion &amp; Accessories</td>
<td>28%</td>
</tr>
<tr>
<td>Pianos &amp; Accessories</td>
<td>21%</td>
</tr>
<tr>
<td>Power Amplifiers</td>
<td>27%</td>
</tr>
<tr>
<td>Pro Audio &amp; Related Accessories</td>
<td>49%</td>
</tr>
<tr>
<td>Publisher/Music Education</td>
<td>17%</td>
</tr>
<tr>
<td>Retail Support</td>
<td>9%</td>
</tr>
<tr>
<td>School Band &amp; Orchestra</td>
<td>10%</td>
</tr>
<tr>
<td>Software</td>
<td>40%</td>
</tr>
<tr>
<td>String, Bow &amp; Accessories</td>
<td>11%</td>
</tr>
<tr>
<td>Woodwind Instruments &amp; Accessories</td>
<td>11%</td>
</tr>
</tbody>
</table>

*Totals do not equal 100%; respondents selected multiple categories.

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# Buying Roles:

Across industries, The NAMM Show attendees exert billions in buying power.

<table>
<thead>
<tr>
<th>Authority</th>
<th>Recommend</th>
<th>Participate</th>
<th>No Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>33%</td>
<td>29%</td>
<td>22%</td>
<td>16%</td>
</tr>
</tbody>
</table>
Global Communities

The 2019 NAMM Show welcomed thousands of influencers from all aspects of music, sound and live event production.

Music:
- App and Software Developer: 2%
- Artist: 35%
- Music Educator: 23%
- Music Student: 8%
- NAMM Foundation Partner: 11%
- Nonprofit and School Board: 3%
- Producer: 16%
- Publisher: 2%

Sound:
- Audio / Live Sound Technician: 19%
- Audio Educator: 5%
- Audio Student: 12%
- DJ: 14%
- Game Audio: 6%
- Product Developer / Producer: 9%
- Recording / Sound Engineer: 21%
- Sales and Marketing: 14%

Event Tech/Venues:
- Amusement Park: 3%
- Audio Visual Technician: 10%
- Concert Hall, Studio and Theater: 11%
- Hotel, Casino and Cruise Line: 3%
- House of Worship: 66%
- Lighting Technician: 4%
- Rigging: 1%
- Sports Arena: 2%

Total Show Attendance:
As our global community continues to grow, exhibitors are able to meet with more professionals than ever before.
Global Audience

An international base of buyers and influencers connected at The NAMM Show, helping brands go global in one convenient location.

129 Countries and Regions

19% Attendance from Outside the U.S.

National Audience

Professionals from all 50 states and Puerto Rico attended.

Top 20 States

<table>
<thead>
<tr>
<th>State</th>
<th>State</th>
<th>State</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>New York</td>
<td>Massachusets</td>
<td>Tennessee</td>
</tr>
<tr>
<td>Washington</td>
<td>New Jersey</td>
<td>Minnesota</td>
<td>Pennsylvania</td>
</tr>
<tr>
<td>Colorado</td>
<td>Oregon</td>
<td>Indiana</td>
<td>Nevada</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Michigan</td>
<td>Wisconsin</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Arizona</td>
<td>Michigan</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Connecticut</td>
<td>Ohio</td>
</tr>
</tbody>
</table>

Top 20 Countries by Buyer:

- Canada
- Mexico
- United Kingdom
- Australia
- Germany
- Japan
- Republic of Korea
- Argentina
- Brazil
- Philippines
- Guatemala
- France
- Netherlands
- China
- Italy
- Colombia
- Spain
- New Zealand
- Thailand
- Chile

“Everybody kept telling me, you’ve gotta come to NAMM. This is my first year, and I think it’s amazing because there’s a happy vibe to this place. Everybody’s out here. I’m learning as much as I’m doing business.”

Warren Dsouza, Director of Sound.Com, Mumbai, India
Sound

The Home for Pro Audio

With January dates and proximity to the powerful Los Angeles touring community, pro audio and live sound leaders united to evaluate products and exchange ideas. Events like the 34th Annual NAMM TEC Awards, the return of AES@NAMM, TEC Tracks and A3E education, as well as a variety of meet-ups, helped draw studio and live sound professionals from every facet of the industry.

Attendee examples include...

• Amazon.com
• AT&T Entertainment Group
• Audio Engineering Society
• CBS Sports network
• Center For Recording Arts & Technology
• Disney Entertainment Productions
• Eighth Day Sound Systems
• El Topo Records
• EngineEars
• Exploratorium
• FOX Sports
• HBO
• Interscope Records
• Mix with the Masters
• Pixar
• Qualcomm Technologies, Inc.
• Shanghai Musical Instrument Trade Association
• Skywalker Sound
• Sonic Creation
• Sony
• Studio West & The Recording Arts Ctr.
• The Carter Audio Specialist
• The Recording Academy
• Universal Music Group
• Universal Studios
• Walt Disney Animation Studios
• Warner Bros. Studios

“This was d&b audiotechnik’s most significant product release outside of Germany in the company’s history. We chose The NAMM Show for a launch of this stature because the timing and location of NAMM is so well suited to our global market.”

David Claringbold, d&b audiotechnik
Event Technology

Crossroads in Action: Event Tech’s Expansion

At the Crossroads, all aspects of performance and production are showcased, including a wide array of lighting, staging and other event technologies. Collaborations with ESTA (Entertainment Services Technology Association) and the return of the Parnelli Awards helped attract a powerful mix of theme parks, rental houses, installers, production companies, lighting designers and more.

Attendee examples include...

- 4Wall Entertainment
- Blizzard Entertainment
- Cirque du Soleil
- Denver Arts and Venues
- Disneyland Entertainment Technical Services
- Dreamkreator Studio/Hannibal Media Group
- Dreamline Studios
- Event Safety Alliance
- Freeman Event Technologies
- Google, LLC
- Indigo Productions
- InterAmerica Stage, Inc.
- Luminescence Production Services
- PRG
- Pro Systems
- Production and Rigging Resources
- Pyrotek Special Effects
- Sesame Street
- Technical Productions, Inc.
- The Walt Disney Company
- Universal Studios
- VER
- Walt Disney Animation Studios
- Warner Brothers Movie/TV
- Worldstage
- Xi’an NovaStar Tech Co. Ltd.
- XSF Truss

“It truly is a Crossroads. The NAMM Show allows us to share ideas with each other. Like, my video designer was showing me a video product that I will be integrating into a tour this spring. It’s really cool to have that collaborative effort and come up with ideas you normally wouldn’t have.”

Matt Guminski, Lighting Designer
Venues

Powering Stages Globally

With a range of products and new ideas on display, the show attracts powerful venues that come to evaluate the latest material, and develop relationships with their brand partners.

Attendee examples include...

- 300th Army Band
- California Women’s Music Festival
- Carnival Cruise Lines
- City of Anaheim
- Desert Palms Hotel
- Dolby Laboratories, Inc.
- Dream Theater
- Embassy Suites
- Fernando Pullum Community Art Center
- Finest City Entertainment
- Garden Grove Unified School District
- GCCI
- Hard Rock International
- Headliner Music Club
- LEGOLAND

- Los Angeles Film School
- Marine Depot
- Marriott Hotels
- MGM Resorts
- Performing Arts Center - San Luis Obispo
- Prospera Hotels, Inc.
- Royal Canadian Air Force Band
- Sheraton Hotels
- Temple Beth Sholom
- The Gallery Theater
- The Potter’s House
- The Viper Room
- The Walt Disney Co.
- University of California System
- Whiskey A Go Go

“Attending The NAMM Show not only allows us to see the latest in music, audio and entertainment tech products in one location, we also have the opportunity to develop relationships with the leaders of the brands we use in our park. Plus, with so much music and energy, it is an amazing experience!”

Richard Duf, Supervisor Park Wide Audo, LEGOLAND
Houses of Worship

The Definitive Home for Houses of Worship

A strong worship base in California and the American southwest brings hundreds of facilities looking for cutting-edge audio, A/V and event solutions to create a production worthy of their message. Events such as the NAMM Night of Worship sponsored by Yamaha and TEC Tracks education sessions for House of Worship round out the buying mix.

Attendee examples include...

- Abundant Life Church
- Agape Bible Church
- Apostolic Community
- Calvary Chapel
- Churchope
- Cradle of Hope Ministries
- Discovery Church
- Epic Church
- Gracepoint
- Hope Chapel
- Iglesia De Dios Torre Fuerte
- Life Spring Community Church
- Mariners Ranch Church
- Movement Church OC
- Paradise Baptist Church
- Rock Church
- Saddleback Church
- Seeds of Life Church
- Shepherd Church
- Tabernaculo de Avivamiento Monte Sinai
- The Bridge Church
- The Sanctuary
- Trinity Church
- University Presbyterian Church
- Victory In Praise Chruch
- Word of Life Church
- Worship Arts Training Center
- Worship Musicians Association

“Coming to The NAMM Show allows us to be exposed to new products and solutions for the next church we will be working with.”

Trent Perkins, Whole Hearted Productions
Schools and Universities

Equipping the Next Generation

Administrators, faculty and music educators utilize The NAMM Show to find the right set-up for their performing arts centers and community needs.

Attendee examples include...

- Arizona State University
- Art Institute Of California
- Berklee College of Music
- Brooklyn Conservatory of Music
- Depaul University
- Eastern Kentucky University
- Florida State University College of Music
- Georgia Institute of Technology
- Hofstra University
- Irvine Unified School District
- Middlebury College
- Music Teachers National Association
- Musicians Institute
- Pepperdine University
- SAE Institute
- San Diego State University
- School District of Philadelphia
- Stanford University
- SUNY
- The Recording Academy
- The Ohio State University
- U.S. Department of Defense
- University of Hawaii
- University of Maryland
- University of Michigan
- University of Oregon
- University of Utah
- UNLV
- USC
- Valparaiso University

The transformation for students is amazing. NAMM gives you the confidence that, you know what, I can make money with my music. I can make a living in this industry. NAMM is all about the possibilities.

Tonya Butler, Assistant Chair/Professor, Berklee School of Music
Media Reach

Exhibitors benefitted from reaching a wide range of media groups with new product, artist and brand news and activations.

Media

No other trade show attracts an international media base like The NAMM Show, which draws more than 1,700 major TV, radio, newspaper and digital media outlets.

Social Media

2.17 billion social media impressions gave exhibitors the opportunity to utilize NAMM’s platform to extend their brand message to target customers.

Content Creation

Brands also utilized The NAMM Show to generate content, photos, video, sound bites, testimonials and social media assets to employ in their yearlong sales and marketing efforts.

Media examples include...

“...We’ve had interviews with Hollywood News, CNN, seems like every magazine! And it has opened so many doors for us this year. But that is what NAMM is all about!”

Anthony Croce, The Guitar Strap Co.
Brand Visibility

Exhibitors and their brands received exposure across a number of channels, increasing customer reach, SEO and name recognition.

Mobile App

428,000+ app visits and 2.6+ million screen views provided exhibitors more brand promotion.

Top 5 screen views:
- Feature tiles
- Schedule
- Discover
- Show Directory
- Show Map

View the photo gallery
NAMM Education

Free education across multiple tracks trained professionals and attracted a powerful buying base to the show.

AES@NAMM was again a successful and inspiring event. Industry career professionals and entry-level attendees alike left the event ready to implement practical knowledge uniquely provided by AES@NAMM 2019.

David Scheirman, Past President, Audio Engineering Society
Special Events and Networking Opportunities

Far more than a tradeshow, hundreds of concerts, networking events and parties along with unique activations made NAMM the can't miss experience of the year, drawing the who's who of performance and production.

The Parnelli Awards were a smashing success which seems to have translated to the show floor!

The NAMM TEC Awards attracted an influential mix of studio executives and audio engineers, honoring Peter Frampton with the Les Paul Innovation award and inducting audio Pioneer Leslie Ann Jones into the TEC Hall of Fame.

The return of the Parnelli Awards welcomed more than 800 of the live event industry's most storied professionals, adding to the community and buying power of the show.

“...The Parnelli Awards were a smashing success which seems to have translated to the show floor! ”

Terry Lowe, President, Timeless Communications
Your support of The NAMM Show helps us reinvest proceeds into yearlong market programs and activities that create more industry demand for music, sound and event technology products.

See you next year!

namm.org  #NAMMShow

Click here to order your exhibit space online

tradeshowsales@namm.org  • 800.767.6266  • 760.438.8001  • namm.org