

# THE NBM SHOW

**AWARDS & ENGRAVING  
PRINTWEAR  
SIGN & DIGITAL GRAPHICS**

## about this report

This certified statement details activities specific to THE NBM SHOW and is based on current data collected from those registering on [www.THENBMSHOW.com](http://www.THENBMSHOW.com), paper forms mailed or faxed and/or on-site registration systems. Data is available to all participating exhibitors and is certified after each event in accordance with standard reporting protocols.

All demographic and historical data is verified and maintained in accordance with the guidelines set to uphold data integrity in collection, analysis and reporting.

**Registrant:** A buyer/attendee; includes exhibitor personnel who registered for the show.

**Verified:** A buyer/attendee; includes exhibitor personnel who attended the show.

**Exhibitor:** Exhibiting company is a paid vendor.

## contact information

THE NBM SHOW  
P.O. Box 1416  
Broomfield, CO 80038  
THENBMSHOW.com  
(800) 669-0424

THE NBM SHOW  
National Business Media, Inc.

## about THE NBM SHOW

THE NBM SHOW combines three synergistic markets of graphics professionals, entrepreneurs, suppliers and distributors and is a business-to-business trade show for the following disciplines: decorated and printed apparel, sign making, digital printing and graphics, awards, engraving, visual communications, sublimation and personalization. The event is presented by industry trade publications [Sign & Digital Graphics](#), [Printwear](#) and [Awards & Engraving](#).



# CERTIFIED AUDIENCE STATEMENT

## THE NBM SHOW

Ft. Lauderdale, FL • February 16-18, 2017

### a. certified registrants

Total Registrants .....	3,330
Total Verified .....	1,885
*Additional Verified GOA Visitors to THE NBM SHOW .....	1,004
<i>*Verified # from Total Lead Scans</i>	

### b. registrant to exhibitor ratio

Registrant and Verified Attendee data is representative only of individuals registered for THE NBM SHOW and does not include registrants or attendees for the co-located GOA (Graphics of the Americas) Expo.

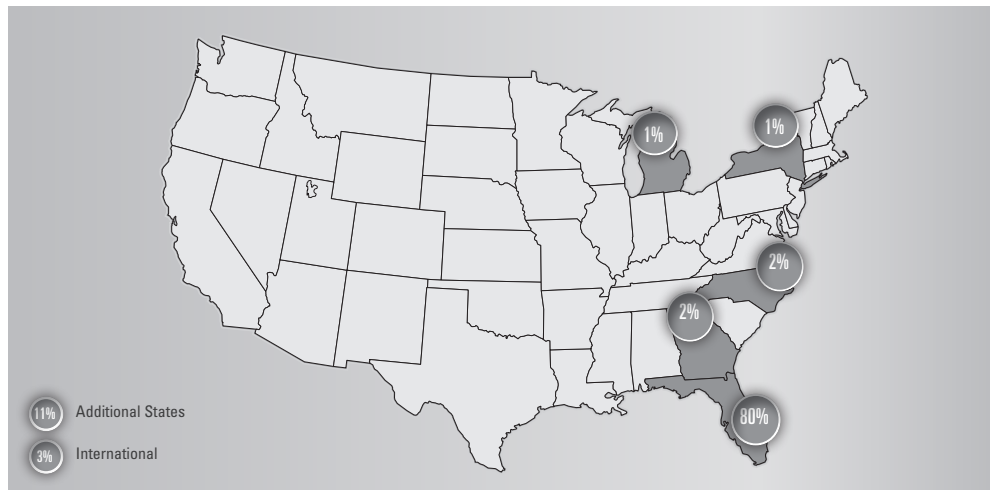
Total Registrants .....	3,330
Total Verified .....	1,885
Number of Exhibiting Companies .....	78
Verified Registrant to Exhibiting Company Ratio .....	24:1
Total Registrant to Exhibiting Company Ratio .....	43:1

THE NBM SHOW Guarantee: Total Registrant to Exhibitor ratio 19:1

### c. geographic marketing area and registration breakdown

Concentration of major metropolitan and surrounding areas in these states: FL, GA, NC, NY, MI

FL .....	80%	MI .....	1%
GA .....	2%	Additional States .....	11%
NC .....	2%	International .....	3%
NY .....	1%		



# THE NBM SHOW

## Ft. Lauderdale, FL • February 16-18, 2017 (cont.)

### d. areas of activity\*

Apparel - Blank.....	1,464	LED Lighting/Signs/Components.....	379
Architectural Signs/Systems.....	361	Personalized Gifts.....	776
Awards/Trophies/Plaques.....	604	Promotional Products Sales.....	855
Channel Letters/Electric Sign Cabinets.....	229	Rubber Stamps/Marking Devices.....	303
Commercial Signs/Banners.....	724	Sandcarving.....	267
Digital Printing Direct-to-Substrate.....	972	Screen Printing (Apparel and Headwear).....	1,103
Digital Printing/Finishing - Wide Format.....	756	Screen Printing (Non Wearable).....	602
Electronic Message Centers/Display Systems.....	181	Sublimation - Large Format.....	609
Embroidery.....	1,169	Sublimation - Small Format.....	1,066
Engraving - Laser.....	753	Vehicle Wraps.....	469
Engraving - Rotary.....	389	Wholesale Graphic Services.....	482
Exhibit/Display/POP.....	316	<b>Total Registrants.....</b>	<b>3,330</b>
Heat-Applied Graphics.....	1,037		

FUNCTION	NUMBER OF EMPLOYEES	NUMBER OF YEARS IN BUSINESS
Owner/President/CEO.....	1,680	1-3.....
Management.....	442	4-10.....
Purchasing.....	75	11-25.....
Sales.....	177	More than 25.....
Production.....	177	Less than 2 years.....
Art/Design.....	167	2-4 years.....
Other (please specify).....	71	5-7 years.....
		8-10 years.....
		More than 10 years.....

#### REGISTRANT STATED AREAS OF INTEREST

Training by Exhibitors.....	1,022
Looking for new suppliers and product lines.....	2,022
Meet with current suppliers face-to-face.....	1,379
Find new distributors/dealers.....	1,283
Research crossover markets to add new options for my business.....	1,047
Interact with industry peers.....	849

#### PURCHASING AUTHORITY

Final Decision.....	1,685
Recommend.....	664
Specify.....	36

\*Registrants may check all that apply; responses may equal more than 100%

### e. post-show survey data\*

WHEN YOU ATTEND A TRADE SHOW DO YOU TYPICALLY MAKE A PURCHASE:	Response Percent
At the show and within 90 days	86%

ARE YOU PLANNING TO EXPAND YOUR PRODUCT SERVICE LINE IN THE NEXT 12 MONTHS? (i.e. are you planning to purchase or source equipment or supplies in a crossover market?)	Response Percent
Yes	77%

WHAT ARE THE TOP THREE (3) REASONS YOU ATTEND?	Response Percent
Find new products; Research future purchase decisions	88%
Education/Training	53%
Find new supplier for consumables	51%

AVERAGE BUYER/ATTENDEE SALES VOLUME	Response Percent
Under 100,000	45%
100,001-250,000	21%
250,001-500,000	11%
500,001-1,000,000	9%
Over \$1 Million	14%

\*Answers from representative % of those in attendance.

I certify that this information is correct and complete. **Date:** February 2017

*Susan J. Hueg*  
**Sue Hueg**  
 VP, NBM Events

*Rori Farstad*  
**Lori Farstad**  
 VP, Audience



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# CERTIFIED AUDIENCE STATEMENT

THE NBM SHOW  
Arlington, TX • March 16-18, 2017

## a. certified registrants

Total Registrants .....	5,585
Total Verified .....	3,379

## b. registrant to exhibitor ratio

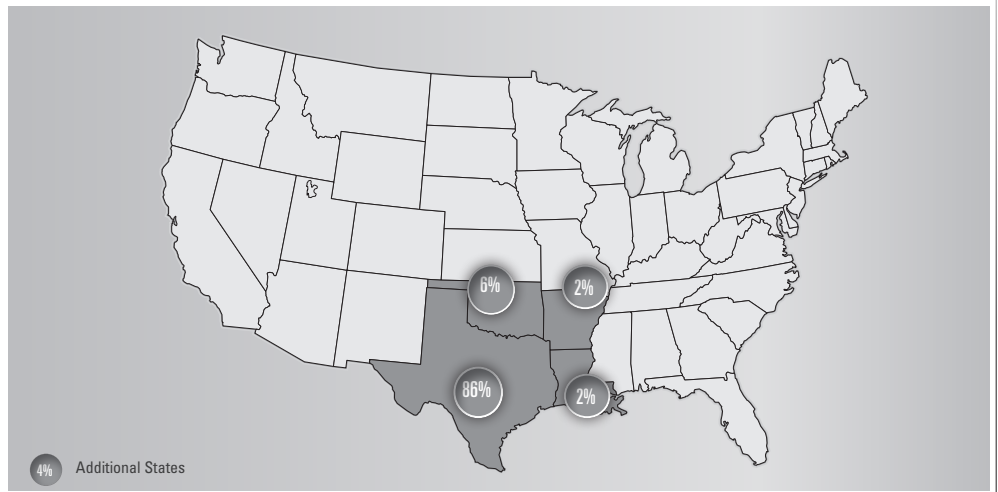
Total Registrants .....	5,585
Total Verified .....	3,379
Number of Exhibiting Companies .....	90
Verified Registrant to Exhibiting Company Ratio .....	38:1
Total Registrant to Exhibiting Company Ratio .....	62:1

THE NBM SHOW Guarantee: Total Registrant to Exhibitor ratio 19:1

## c. geographic marketing area and registration breakdown

Concentration of major metropolitan and surrounding areas in these states: TX, OK, LA, AR

TX .....	86%	Additional States .....	4%
OK .....	6%		
LA .....	2%		
AR .....	2%		



# THE NBM SHOW

## Arlington, TX • March 16-18, 2017 (cont.)

### d. areas of activity\*

Apparel - Blank.....	2,732	LED Lighting/Signs/Components.....	637
Architectural Signs/Systems.....	586	Personalized Gifts.....	1,625
Awards/Trophies/Plaques.....	1,138	Promotional Products Sales.....	1,433
Channel Letters/Electric Sign Cabinets.....	385	Rubber Stamps/Marking Devices.....	473
Commercial Signs/Banners.....	1,286	Sandcarving.....	407
Digital Printing Direct-to-Substrate.....	1,421	Screen Printing (Apparel and Headwear).....	1,886
Digital Printing/Finishing - Wide Format.....	1,100	Screen Printing (Non Wearable).....	926
Electronic Message Centers/Display Systems.....	287	Sublimation - Large Format.....	928
Embroidery.....	2,077	Sublimation - Small Format.....	1,786
Engraving - Laser.....	1,310	Vehicle Wraps.....	766
Engraving - Rotary.....	627	Wholesale Graphic Services.....	789
Exhibit/Display/POP.....	453	<b>Total Registrants.....</b>	<b>5,585</b>
Heat-Applied Graphics.....	2,077		

FUNCTION	NUMBER OF EMPLOYEES	NUMBER OF YEARS IN BUSINESS			
Owner/President/CEO.....	2,927	1-3.....	3,149	Less than 2 years.....	1,221
Management.....	659	4-10.....	1,017	2-4 years.....	780
Purchasing.....	104	11-25.....	218	5-7 years.....	585
Sales.....	333	More than 25.....	267	8-10 years.....	417
Production.....	407			More than 10 years.....	1,646
Art/Design.....	302				
Other (please specify).....	123				

#### REGISTRANT STATED AREAS OF INTEREST

Training by Exhibitors.....	2,157
Looking for new suppliers and product lines.....	3,585
Meet with current suppliers face-to-face.....	2,466
Find new distributors/dealers.....	2,166
Research crossover markets to add new options for my business.....	1,910
Interact with industry peers.....	1,546

#### PURCHASING AUTHORITY

Final Decision.....	2,942
Recommend.....	1,200
Specify.....	60

\*Registrants may check all that apply; responses may equal more than 100%

### e. post-show survey data\*

WHEN YOU ATTEND A TRADE SHOW DO YOU TYPICALLY MAKE A PURCHASE:	Response Percent
At the show and within 90 days	88%

ARE YOU PLANNING TO EXPAND YOUR PRODUCT SERVICE LINE IN THE NEXT 12 MONTHS? (i.e. are you planning to purchase or source equipment or supplies in a crossover market?)	Response Percent
Yes	69%

WHAT ARE THE TOP THREE (3) REASONS YOU ATTEND?	Response Percent
Find new products; Research future purchase decisions	86%
Education/Training	61%
Stay current in the industry	50%

AVERAGE BUYER/ATTENDEE SALES VOLUME	Response Percent
Under 100,000	61%
100,001-250,000	15%
250,001-500,000	10%
500,001-1,000,000	6%
Over \$1 Million	9%

\*Answers from representative % of those in attendance.

I certify that this information is correct and complete. **Date:** March 2017

*Susan J. Hueg*  
**Sue Hueg**  
 VP, NBM Events

*Rori Farstad*  
**Lori Farstad**  
 VP, Audience



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# CERTIFIED AUDIENCE STATEMENT

## THE NBM SHOW Indianapolis, IN • June 1-3, 2017

### a. certified registrants

Total Registrants .....	7,105
Total Verified .....	4,229

### b. registrant to exhibitor ratio

Total Registrants .....	7,105
Total Verified .....	4,229
Number of Exhibiting Companies .....	142
Verified Registrant to Exhibiting Company Ratio .....	30:1
Total Registrant to Exhibiting Company Ratio .....	50:1

THE NBM SHOW Guarantee: Total Registrant to Exhibitor ratio 19:1

### c. geographic marketing area and registration breakdown

Concentration of major metropolitan and surrounding areas in these states: IN, OH, IL, KY, MI

IN .....	42%	MI .....	7%
OH .....	19%	Additional States .....	9%
IL .....	16%		
KY .....	7%		



# THE NBM SHOW

## Indianapolis, IN • June 1-3, 2017 (cont.)

### d. areas of activity\*

Apparel - Blank.....	3,376	LED Lighting/Signs/Components.....	801
Architectural Signs/Systems.....	868	Personalized Gifts.....	1,797
Awards/Trophies/Plaques.....	1,514	Promotional Products Sales.....	1,712
Channel Letters/Electric Sign Cabinets.....	597	Rubber Stamps/Marking Devices.....	538
Commercial Signs/Banners.....	1,922	Sandcarving.....	517
Digital Printing Direct-to-Substrate.....	1,781	Screen Printing (Apparel and Headwear).....	2,533
Digital Printing/Finishing - Wide Format.....	1,530	Screen Printing (Non Wearable).....	1,350
Electronic Message Centers/Display Systems.....	370	Sublimation - Large Format.....	1,020
Embroidery.....	2,469	Sublimation - Small Format.....	1,977
Engraving - Laser.....	1,579	Vehicle Wraps.....	1,219
Engraving - Rotary.....	869	Wholesale Graphic Services.....	991
Exhibit/Display/POP.....	664	<b>Total Registrants.....</b>	<b>7,105</b>
Heat Applied Graphics.....	2,499		

FUNCTION	NUMBER OF EMPLOYEES	NUMBER OF YEARS IN BUSINESS
Owner/President/CEO.....	3,330	1-3.....
Management.....	904	4-10.....
Purchasing.....	141	11-25.....
Sales.....	383	More than 25.....
Production.....	718	Less than 2 years.....
Art/Design.....	447	2-4 years.....
Other (please specify).....	215	5-7 years.....
		8-10 years.....
		More than 10 years.....

#### REGISTRANT STATED AREAS OF INTEREST

Looking for new suppliers and product lines.....	4,403
Meet with current suppliers face-to-face.....	3,369
Find new distributors/dealers.....	2,725
Training by Exhibitors.....	2,416
Research crossover markets to add new options for my business.....	2,324
Interact with industry peers.....	2,031

#### PURCHASING AUTHORITY

Final Decision.....	3,391
Recommend.....	1,725
Specify.....	96

\*Registrants may check all that apply; responses may equal more than 100%

### e. post-show survey data\*

WHEN YOU ATTEND A TRADE SHOW DO YOU TYPICALLY MAKE A PURCHASE:	Response Percent
At the show and within 90 days	81%

ARE YOU PLANNING TO EXPAND YOUR PRODUCT SERVICE LINE IN THE NEXT 12 MONTHS? (i.e. are you planning to purchase or source equipment or supplies in a crossover market?)	Response Percent
Yes	67%

WHAT ARE THE TOP THREE (3) REASONS YOU ATTEND?	Response Percent
Find new products; Research future purchase decisions	86%
Education/Training	52%
Stay current in the industry	48%

AVERAGE BUYER/ATTENDEE SALES VOLUME	Response Percent
Under 100,000	50%
100,001-250,000	18%
250,001-500,000	10%
500,001-1,000,000	8%
Over \$1 Million	13%

\*Answers from representative % of those in attendance.

I certify that this information is correct and complete. **Date:** June 2017

*Susan J. Hueg*  
**Sue Hueg**  
 VP, NBM Events

*Lori Farstad*  
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