

LIKE THE SHOW FLOOR OF THE NAMM SHOW, GEAR TV SHOWCASES WHAT A WORLD OF BUYERS, MEDIA AND ENTHUSIASTS WANT TO SEE MOST: NEW PRODUCTS AND THE LATEST GEAR!

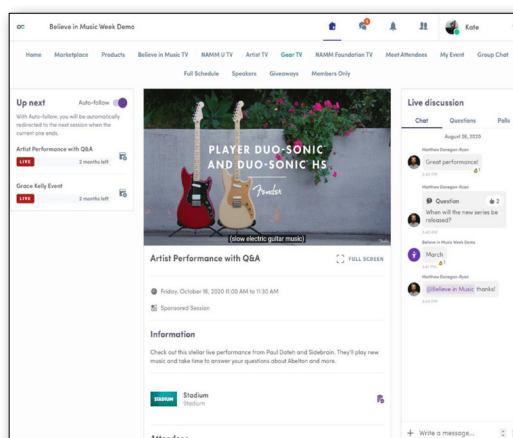
COMMERCIALS AND VIDEO FRAME ADS - DUE BY 12/11

COMMERCIAL

CREATE FILE AS 16:9 ASPECT RATIO, 1080P M4V, MP4, OR MOV FILE.

Integrate an up-to-30-second commercial message, plays at least 2x per day on Gear TV, the home of the latest products.

Limited quantity available

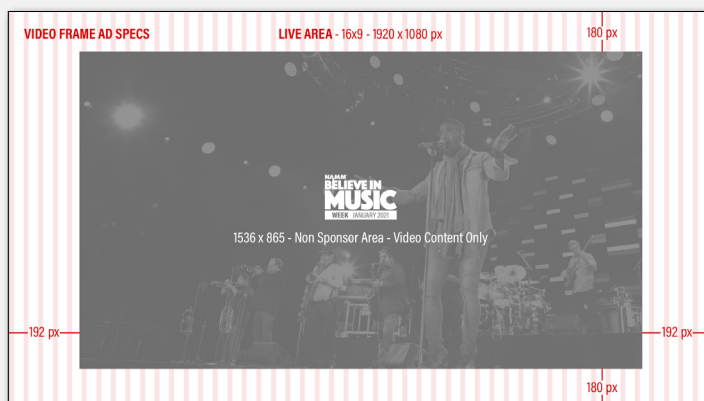
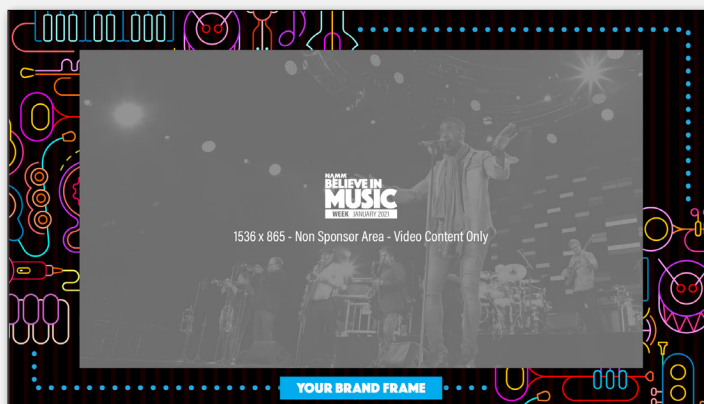


VIDEO FRAME AD

CREATE FILE AS 16X9, 1920X1080 PHOTOSHOP, BMP OR JPEG FILE.

Showcase your message as a static overlay during breaks on Gear TV, featuring event news, highlights, unique performances and other engaging content.

Plays at least 4x per day

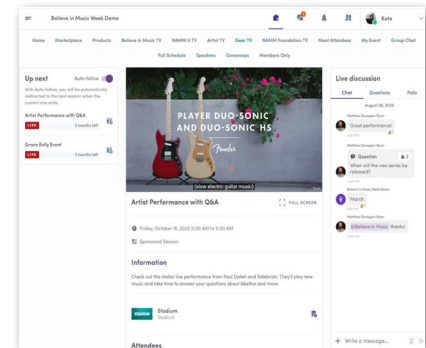


CONTENT INTEGRATION - DUE 1/8

FOR THE FOLLOWING OPPORTUNITIES, SUPPLY YOUTUBE OR VIMEO VIDEO LINK.

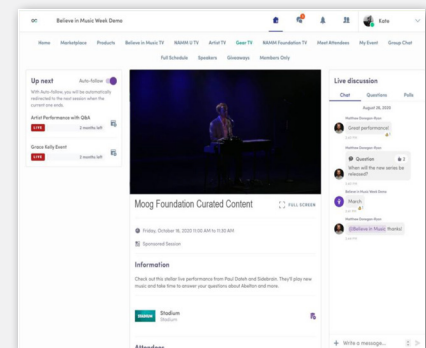
PRODUCT FEATURE

Drive preference and awareness by featuring your latest product in a 5-minute block on Gear TV, played 2x daily. Consider an artist-led product demo, behind-the-scenes look into the development or a shoot out featuring multiple options.



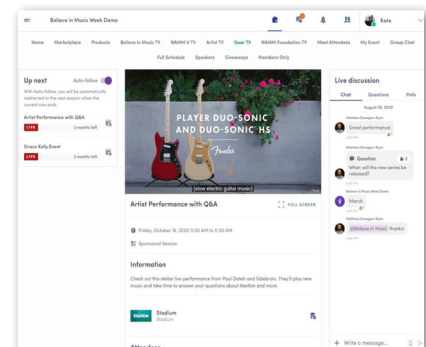
CURATED BLOCK

Curate a 10-minute block on Gear TV, which will be played 1x daily (1x only included in the Stadium Package). Use this longer opportunity to tell more of your brand story, showcasing an artist interview, factory tour, or other extended content opportunity.



EXHIBITOR EVENT

Host an event through a 20-minute feature on Gear TV, played 1x daily. Utilize this longer time block to further engage the Believe in Music Audience through live Q&As, polls and other social media activations. Consider pairing the event with a giveaway to gather an even further reach.



FOR QUESTIONS OR TO TRANSFER FILES, PLEASE CONTACT [KATEM@NAMM.ORG](mailto:katem@namm.org).