

## STADIUM PACKAGE

- 1 BILLBOARD HIGHLIGHT
- 2 VIDEO HEADER  
(RECORDED OR LIVESTREAMED)
- 3 CHAT WITH BUYERS
- 4 UP TO 80 MEETINGS PER DAY
- 5 POP-OUT SESSION VIDEO
- 6 COMPANY DESCRIPTION
- 7 SOCIAL MEDIA LINKS
- 8 CUSTOMIZED BACKGROUND
- 9 CONTACT INFORMATION
- 10 FEATURED PRODUCTS
- 11 ADDITIONAL BRAND LISTINGS
- 12 BRAND DOCUMENTS
- 13 BRAND GIVEAWAYS
- 14 ACCESS FOR TEAM MEMBERS

## IMAGE SPECS

**LOGO**  
400x200px no larger than 1MB

**BILLBOARD HIGHLIGHT**  
1080x1920px (9:16 ratio)  
no larger than 1MB

## VIDEO HEADER

**CUSTOMIZED BACKGROUND**  
2560x1600px no larger than 1MB

**FEATURED PRODUCTS AND BRAND GIVEAWAYS**  
Jpeg no larger than 1MB,  
auto-cropped to 400x400

**BRAND DOCUMENTS**  
File types supported: pdf, doc, docx, ppt, pptx, png or jpeg

*Assets and additional information can be uploaded to Brand Experience Page through the Exhibitor Center.*

Order today at [namm.org/stadium](http://namm.org/stadium)

# MARKETPLACE OPPORTUNITIES

FEATURES EVERY TOOL YOUR BRAND NEEDS TO EFFECTIVELY  
MARKET YOUR PRODUCTS AND CAPTURE QUALIFIED LEADS.

NAMM  
**BELIEVE IN  
MUSIC**  
WEEK JANUARY 2021

## Stadium Package

### 1 BILLBOARD HIGHLIGHT ON BRAND PAGE

Highlight a specific product launch, event or brand through an eye-catching billboard highlight.

### 2 VIDEO HEADER (RECORDED OR LIVESTREAMED)

Feature pre-recorded or live streaming content at the top of your page, engaging attendees from the moment they arrive.

### 3 CHAT WITH BUYERS

Qualified buyers have the opportunity to chat with your sales staff in real time, empowering them to ask questions and inquire about meetings.

### 4 ONE-TO-ONE SALES MEETINGS

The Stadium Package allows for 80 one-on-one meetings per day, with the ability for multiple sales reps to conduct simultaneous calls. With flexible scheduling, segment your audience by different time zones and goals.

### 5 POP-OUT SESSION VIDEO

Your content extends beyond your profile. As an attendee browses Believe in Music Week, your video session will remain visible, allowing attendees the option to learn about your latest products while traveling throughout the site.

### 6 COMPANY DESCRIPTION

Introduce your brand and tag your business with a variety of interests, which will be used by our AI-powered matchmaking tools to connect relevant buyers to your brand.

### 7 SOCIAL MEDIA LINKS

Increase your social media followers through Believe in Music's wide B2C and B2B reach.

### 8 CUSTOMIZED BACKGROUND

Set your brand apart with an immersive experience, swapping a plain background for a customized graphic of your choice.

### 9 CONTACT INFORMATION

Provide contact details for prospective buyers and end-users to gather information before and after the event.

### 10 FEATURED PRODUCTS

The Stadium Package empowers your brand to launch more products on your profile page and upload more of your catalogue in the Marketplace, with expanded opportunities to grow your sales through our AI-powered matchmaking tools.

### 11 ADDITIONAL BRAND LISTINGS

Connect your subsidiaries and associated brands across your profiles, encouraging attendees to engage with your full catalogue of brands.

### 12 BRAND DOCUMENTS

Upload links to videos, brochures, PDFs, Zoom links and more for attendees to consider as they make their buying decisions.

### 13 BRAND GIVEAWAYS

Excite and engage attendees with brand giveaways, featured both on your profile and the Giveaways tab in the top navigation.

### 14 ACCESS FOR TEAM MEMBERS

Invite your team members to join in on the event, with an option to be listed and associated with the brand on your page.

Also included in Stadium Package (not pictured):

### BELIEVE IN MUSIC TV INTEGRATED CONTENT

With the Stadium Package, your reach goes beyond your page. Integrate your content, commercial or product launch into NAMM's Marketplace channel, dubbed Believe in Music TV.

### INTERACTIVE PRESENTATION ROOM (12 ON VIDEO / 50 TOTAL)

Host interactive presentations and group sales calls, all conveniently within the platform.

### PLATFORM CONCIERGE AND TECHNICAL SUPPORT

If you encounter any problems or questions along the way, NAMM will provide white-glove concierge service before, during and after the event.

### LOGO RECOGNITION ON NAMM-PROMOTED COLLATERAL

Throughout NAMM communications, your brand will be prominently featured and celebrated as a supporter of our industry and charitable efforts.

### BANNER PLACEMENT ON BELIEVE IN MUSIC TV

Reach every attendee by placing your banner on NAMM's Marketplace video channel, Believe in Music TV.

### ABILITY TO SEARCH ATTENDEES

Search and invite relevant attendees to view your latest products, driving traffic and sales.

### AI-POWERED MATCHMAKING

Reach new customers through our AI-driven platform, bringing qualified and interested buyers to your products.

### EVENT AND BRAND EXPERIENCE PAGE ANALYTICS

The Stadium Packages features rich analytics on every user that interacted with your brand page, powering follow-ups and sales.

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