

MARKETPLACE OPPORTUNITIES

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

NAMM
**BELIEVE IN
MUSIC**
WEEK JANUARY 2021

Theater Package

1 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.

2 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.

3 ONE-TO-ONE SALES MEETINGS

The Theater Package allows for 16 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.

4 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.

5 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.

6 SOCIAL MEDIA LINKS

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

7 CONTACT INFORMATION

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

8 FEATURED PRODUCTS

The Theater 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.

9 ADDITIONAL BRAND LISTINGS

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

10 BRAND DOCUMENTS

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

11 BRAND GIVEAWAYS

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

12 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 Theater Package (not pictured):

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

Order today at

namm.org/theater