



NAMM[®]
BELIEVE IN
MUSIC

**THE ONLINE GLOBAL GATHERING
TO CELEBRATE THE PEOPLE WHO
BRING MUSIC TO THE WORLD**

Livestream: Jan. 20
Live and On-Demand: Jan. 21-23
namm.org/believe

OVERVIEW

A one-day, online event to gather our global community and look ahead to The 2022 NAMM Show



Believe in Music TV

will be live Thursday, January 20



Select on-demand content

January 21 – January 23 will continue to drive traffic to brand pages



All exhibitors at The 2022 NAMM Show will receive a complimentary Basic brand page for Believe in Music, as well as for the new digital NAMM Show+ platform

Brand page chat features

will be active on Thursday, January 20 only, limiting staff involvement to just one day of the event

Automated lead capture

helps exhibitors continue to generate leads and drive traffic to their websites and social media pages, without having to be present on the platform

Basic pages will be populated

by NAMM creating a convenient way for exhibitors to get involved

Two simple brand page upgrade

options make it is easy to create a powerful online brand presence

Sponsorship opportunities

are available for platform home page, emails and push notifications, educational sessions and custom solutions



WHAT'S NEW IN 2022?

NEW FEATURES FOR BELIEVE IN MUSIC



Exclusive content
and experiences created
by NAMM to drive traffic to
brand pages



Condensed event timeframe
will reduce demand on exhibitors
while still providing time for content
viewing and networking



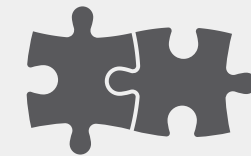
Easy and flexible meeting options
without the need to schedule in
advance



A group chat feature
to conduct meetings



Improved attendee-to-attendee
video **meeting capabilities**



Advancements in the platform's
AI matchmaking capabilities



A new **Virtual Headshot Photo**
Booth to engage attendees



Job search capabilities
to find talent for your business



[WATCH JOE'S VIDEO UPDATE](#)

2021 AUDIENCE PROFILE

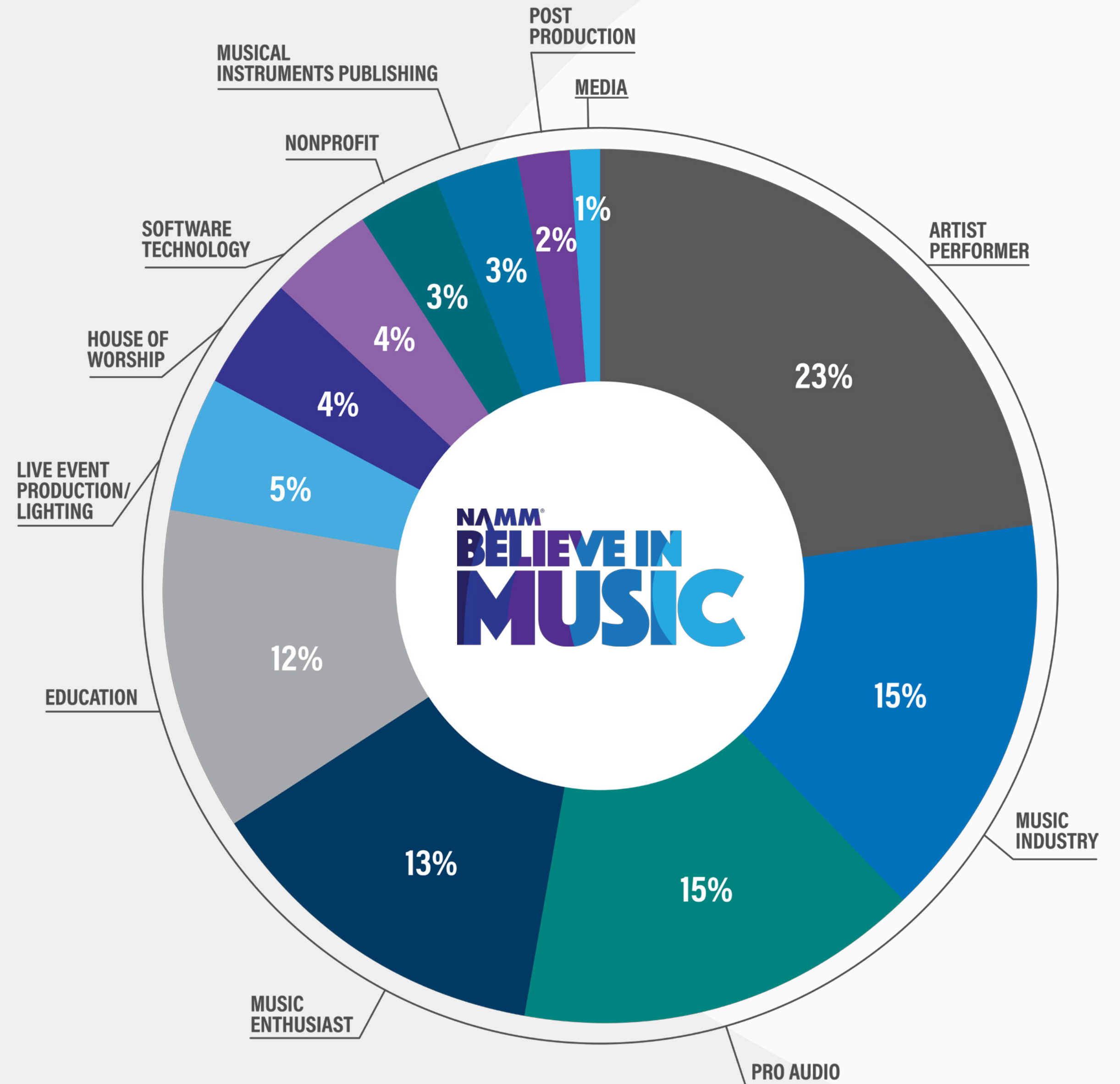
Last year's event united a variety of professional communities from across industry segments, along with students and music enthusiasts, powering our industry's recovery and helping promote music-making all over the world.

In 2022, we plan to build on the audience we created by inviting more NAMM members and those from the Crossroads communities.



The Yamaha team put a ton of effort into bringing our dealers and customers a great experience at Believe in Music Week. Our team members met with hundreds of our dealers and many of them noted they were the best meetings they have ever had—either in person or virtual. And tens of thousands of customers dug into the content we presented.

Tom Sumner, Yamaha Corporation of America



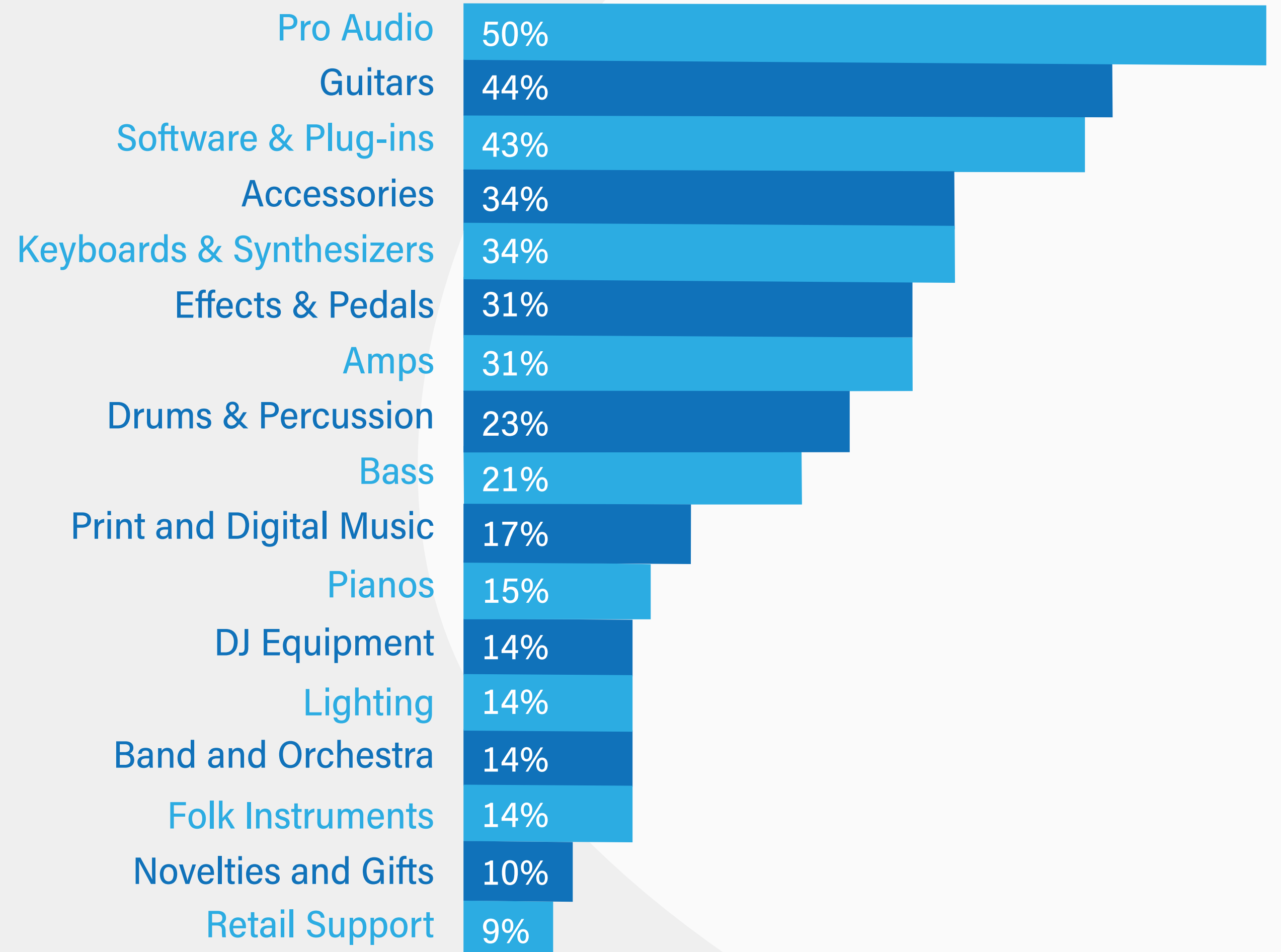
2021 AUDIENCE PROFILE

Representatives from a variety of fields utilized the event to discover the latest products and solutions to power the year ahead.



My teams' Believe In Music Week experience has been fantastic so far. The platform brings an incredible ability to connect with people whom you may not have even connected with at NAMM in person! It's a great place to publish and display new products and the TV channels have been publishing some super content.

Mark Hebert, Owner, Cosmo Music



Attendees selected multiple industry segments of interest, % represents a portion of total audience in each segment.

CATERING TO THE CROWDS

Curated content is designed to welcome different audience communities



EXHIBITORS

Unique sponsorship opportunities to showcase brands

Flexible group chat and video meeting capabilities to connect with attendees



INDEPENDENT RETAILERS

Extensive NAMM U and how-to retail content

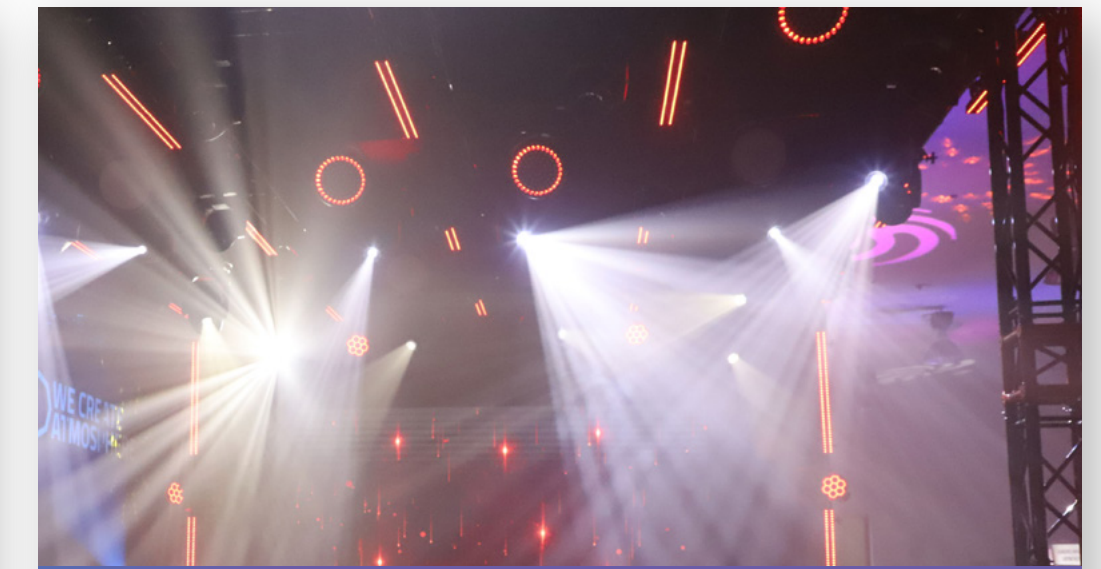
NAMM Foundation fundraising drive



PRO AUDIO

Highlights from the TEC Tracks program

Sessions from the AES and A3E



LIVE EVENT PRODUCTION/ HOUSE OF WORSHIP

ESTA-curated programs

House of Worship-specific programming



EDUCATORS

Music and Social Justice programs

Music Education sessions

Music and Wellness content



STUDENTS

GenNext programming oriented towards career planning

NAMM Young Professionals forums, career development opportunities and job search capabilities



POLICY AND NON-PROFIT

Non-profit Management Institute sessions

US-focused and International Policy sessions



ARTISTS, PROSUMERS AND MUSIC ENTHUSIASTS

Live music performances

Exclusive artist interviews

BELIEVE TV

Hosted by NAMM President and CEO Joe Lamond and Pensado's Place founder Herb Trawick, Believe in Music TV returns featuring live musical performances from around the world, insightful discussions, and unique programming to connect and inspire. The day-long program will also feature a fundraising drive to support the NAMM Foundation.

New this year, your brand can be part of the global livestream with unique sponsorship opportunities.

BELIEVE TV BILLBOARD SPONSOR - \$250

Get a shout out from the Believe TV anchor desk and your logo displayed during the broadcast.

EXHIBITOR CONTENT ON BELIEVE TV - \$500 PER :30 SECOND PLACEMENT

Get your brand or product quality airtime on Believe TV.

BELIEVE TV SEGMENT SPONSOR - \$2,000

Have your brand called out from the anchor desk 3x during a one-hour content segment, and 3x graphic treatment (logo or other brand image) will be displayed on the screen.



HOW WILL WE REACH AN AUDIENCE?

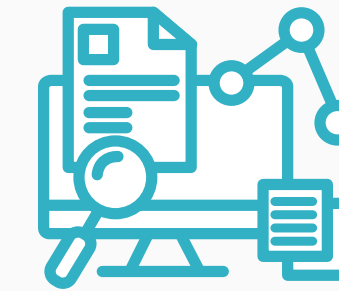
95K
PAST
REGISTRANTS

Communication to 2021's Believe in Music audience will invite registrants back to the platform

10+
HOURS
OF LIVESTREAM

Unique content will engage a variety of communities with relevant information and ideas for their fields

50+
EDUCATION
SESSIONS



Support from media organizations, associations and influencers to reach their respective audiences

300K+
NAMM USERS
IN DATABASE

Targeted email campaigns will be sent to users across NAMM's database

700K+
SOCIAL MEDIA
FOLLOWERS

Extensive promotions through social media channels will reach a broad audience base



Opportunities for exhibitors to invite their audience networks will add to the global celebration

A VARIETY OF INVITATIONS WILL BE SENT THROUGH MEDIA AND ASSOCIATION SUPPORTERS REACHING AN INTERNATIONAL AUDIENCE



MUSIC EDUCATORS

NAMM has strong, decades-long relationships with music educators, and will create unique content to attract professionals from this influential audience group.

These community leaders yield buying power, as they utilize many music, sound and entertainment technology projects in their schools, districts, bands and orchestras, performing arts centers and other uses, and look to Believe in Music, and The NAMM Show as a source of information, inspiration, and access to brand leaders to make the right product and service decisions for their community.

EXAMPLES OF TITLES INCLUDE:

Visual and Performing Arts Coordinators
 Pre-K-12 Music Teachers
 Private Music Teachers
 School Board Members
 District Superintendents
 Principals

Band and Orchestra Teachers
 and Directors
 Marching Band Directors
 Strings and Choral Teachers
 Music Education Association
 College Music Education, Business,
 Industry, Performance and Society Faculty

CONTENT OFFERINGS INCLUDE:



College music, students
and trendsetters



K-12 music educators &
school administrators



International leaders,
educators, storytellers



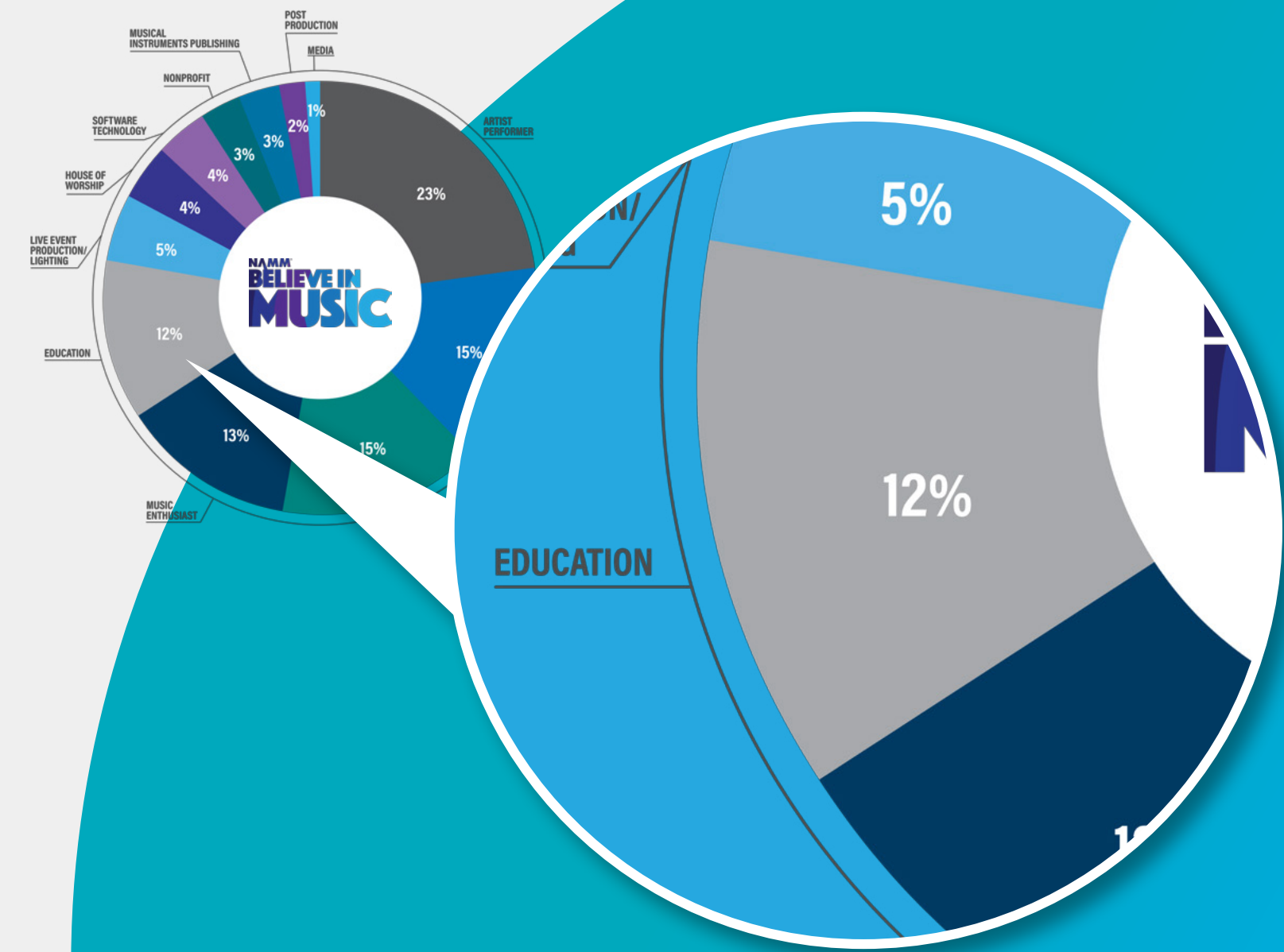
Music enthusiasts of every
age and ability



Leaders of cultural
organizations



Lifelong learners seeking
health enrichment

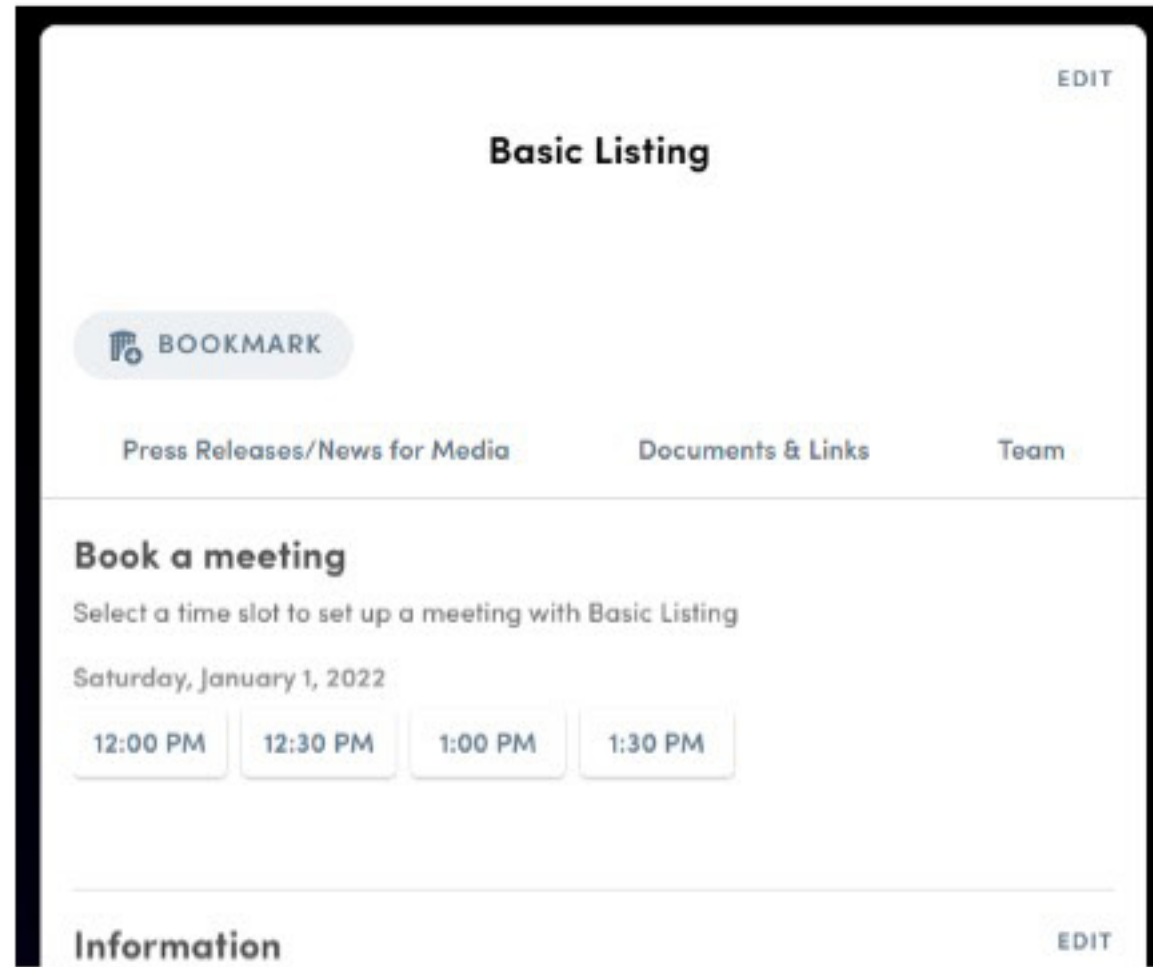


GIVE THE GIFT OF MUSIC

A central call to action is a fundraising drive for The NAMM Foundation, uniting our community around the belief in music and welcoming more music educators.

Brand Pages

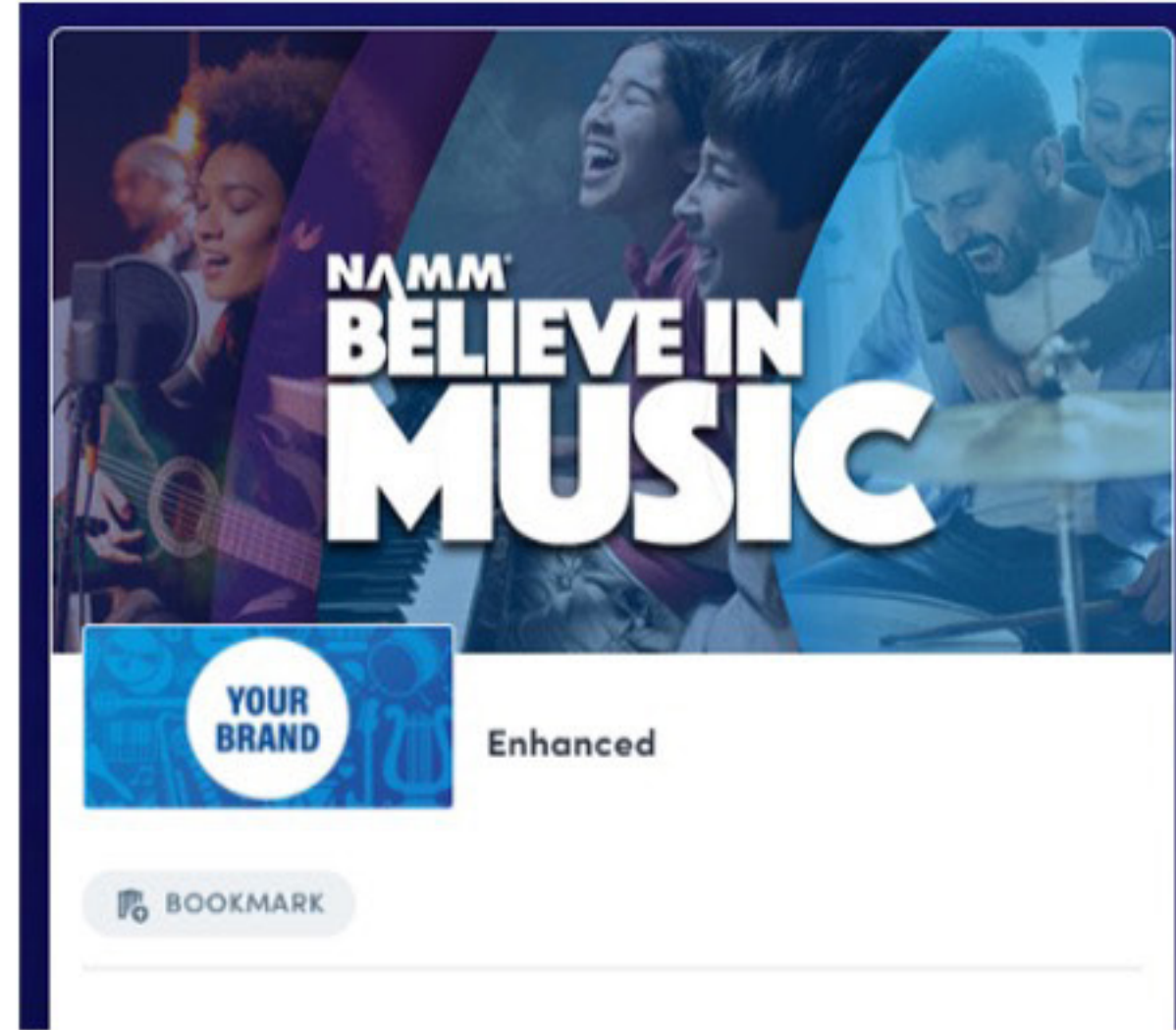
Create unique brand experiences in a single, unifying platform accessible by mobile app and desktop interfaces.



Basic

Exhibiting in-person at The 2022 NAMM Show? All exhibitors will enjoy a Basic package. Upgrade to Enhanced or Premium to access more features to tell your brand story.

[See Demo](#)

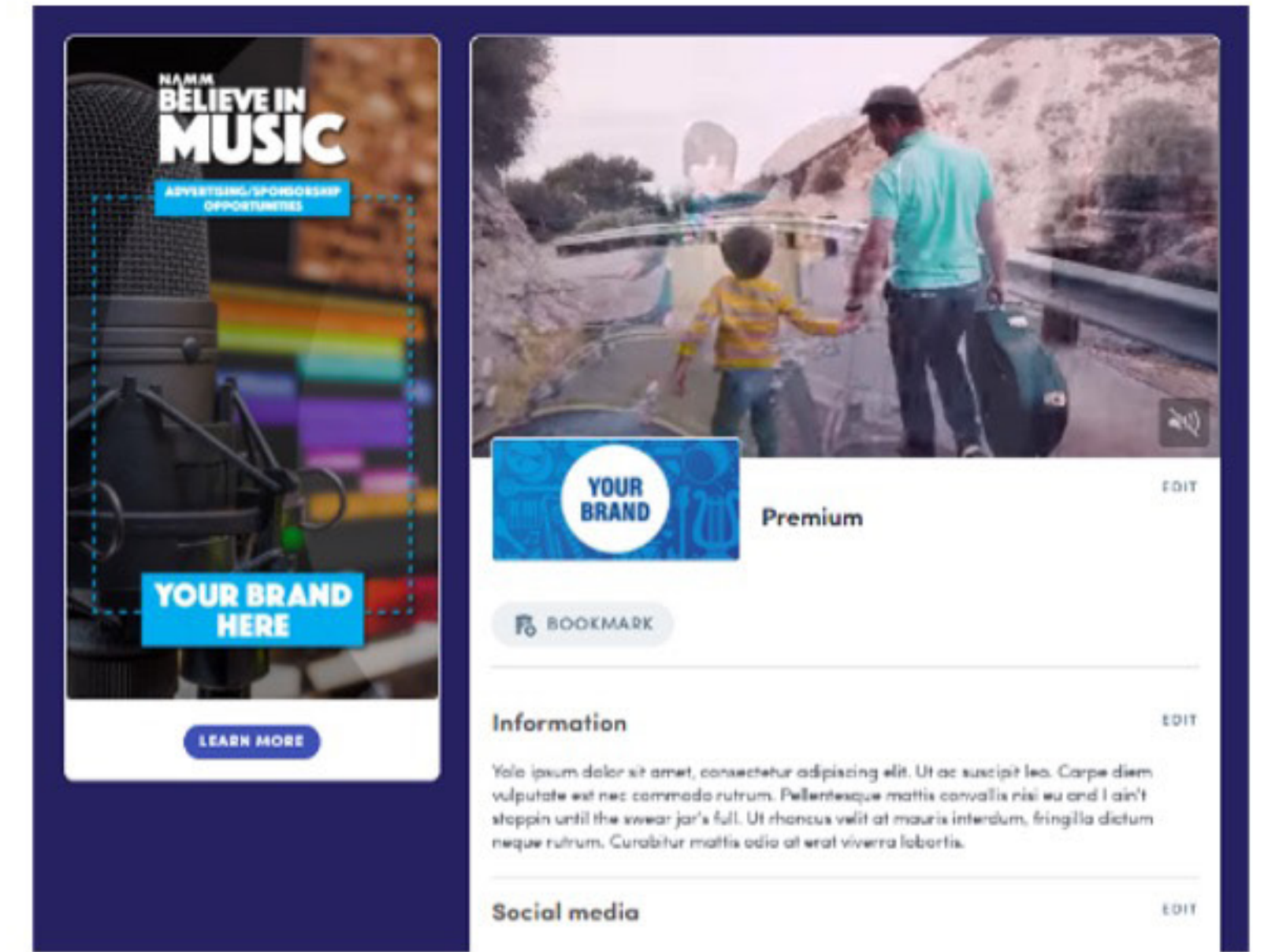


Enhanced

Expand your presence by adding your logo, custom image header, and news releases.

- **Believe in Music only: \$200**
- **NAMM Show Exhibitor: \$75**

[See Demo](#)

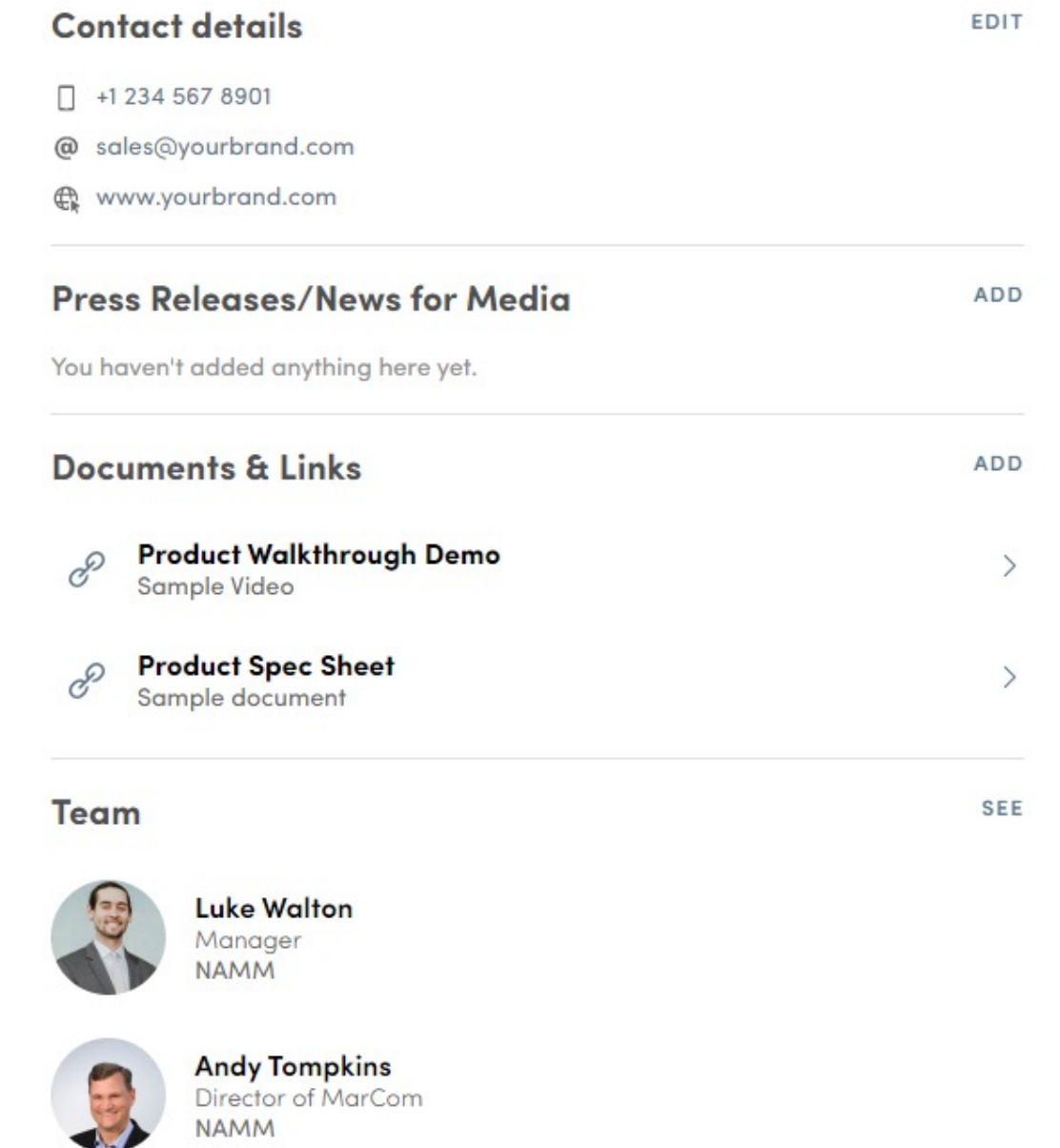
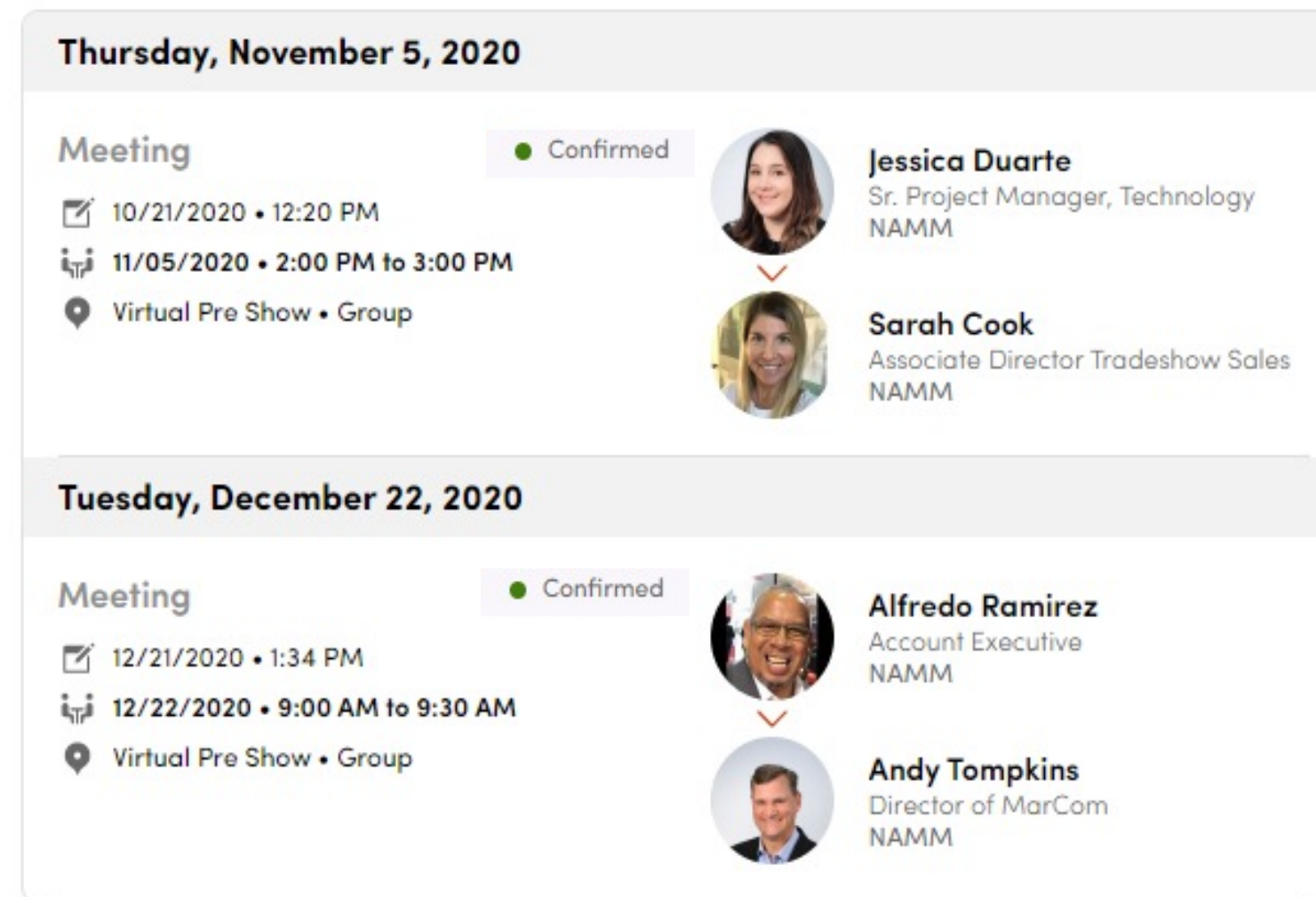
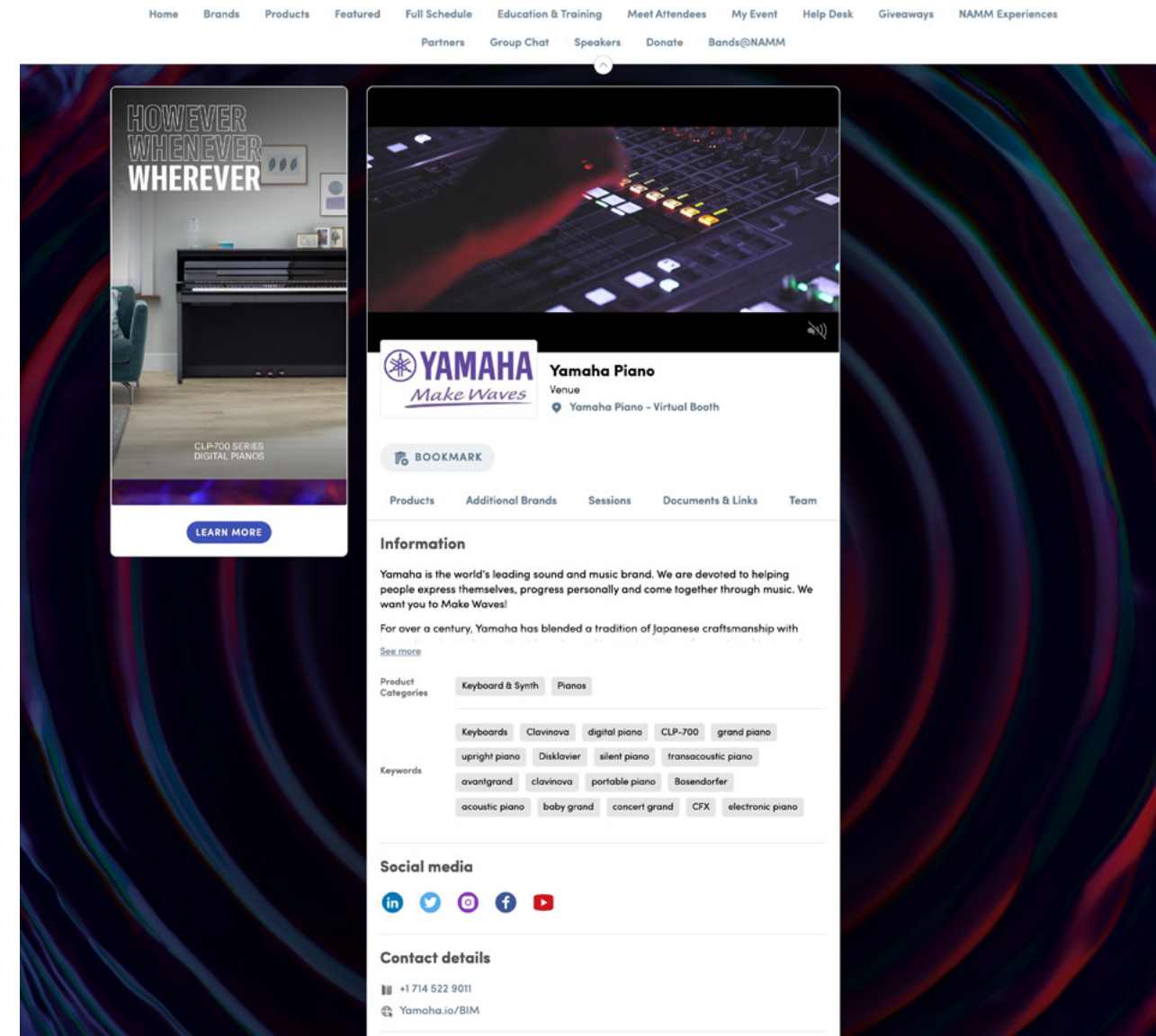


Premium

Upgrade to Premium to gain additional features such as products, recent page view list, virtual giveaways, custom background and a clickable ad for your page.

- **Believe in Music only: \$500**
- **NAMM Show Exhibitor: \$1,000**
(includes NAMM Show + and Believe in Music, \$2,500 value)

[See Demo](#)





All Brand Pages include:

- Exhibitor Center Access (lead reports, leads list and page edits)
- Chat and Video Calls
- Search and Connect With Attendees
- Lead Scoring
- Add Members (staff) to Booth
- Add Documents & Links
- Company Name
- Description
- Booth Number
- Website
- Social Networks
- Phone Number(s)
- Email Contact

**Please ask your sales rep about these additional page options:
Upgrading to Enhanced or Premium pages, additional listings and linking brand pages together.**

THE BENEFITS OF UPGRADING

 Benefits	Brand Pages		
	Basic Free with NS Booth	Enhanced \$200	Premium \$500
PRODUCT LISTINGS (SHOWN ON BRAND AND PRODUCT PAGES)			12
LOGO		✓	✓
HEADER IMAGE		✓	✓
VIRTUAL BOOTH VISITOR LIST (LIST OF MOST RECENT 150 VISITS)		✓	✓
CHAT AND VIDEO CALLS		✓	✓
OPTION FOR VIDEO HEADER (LIVE OR PRE-RECORDED)			✓
BACKGROUND IMAGE			✓
COLUMN AD ADVERTISING (BRAND PAGE ONLY)			✓

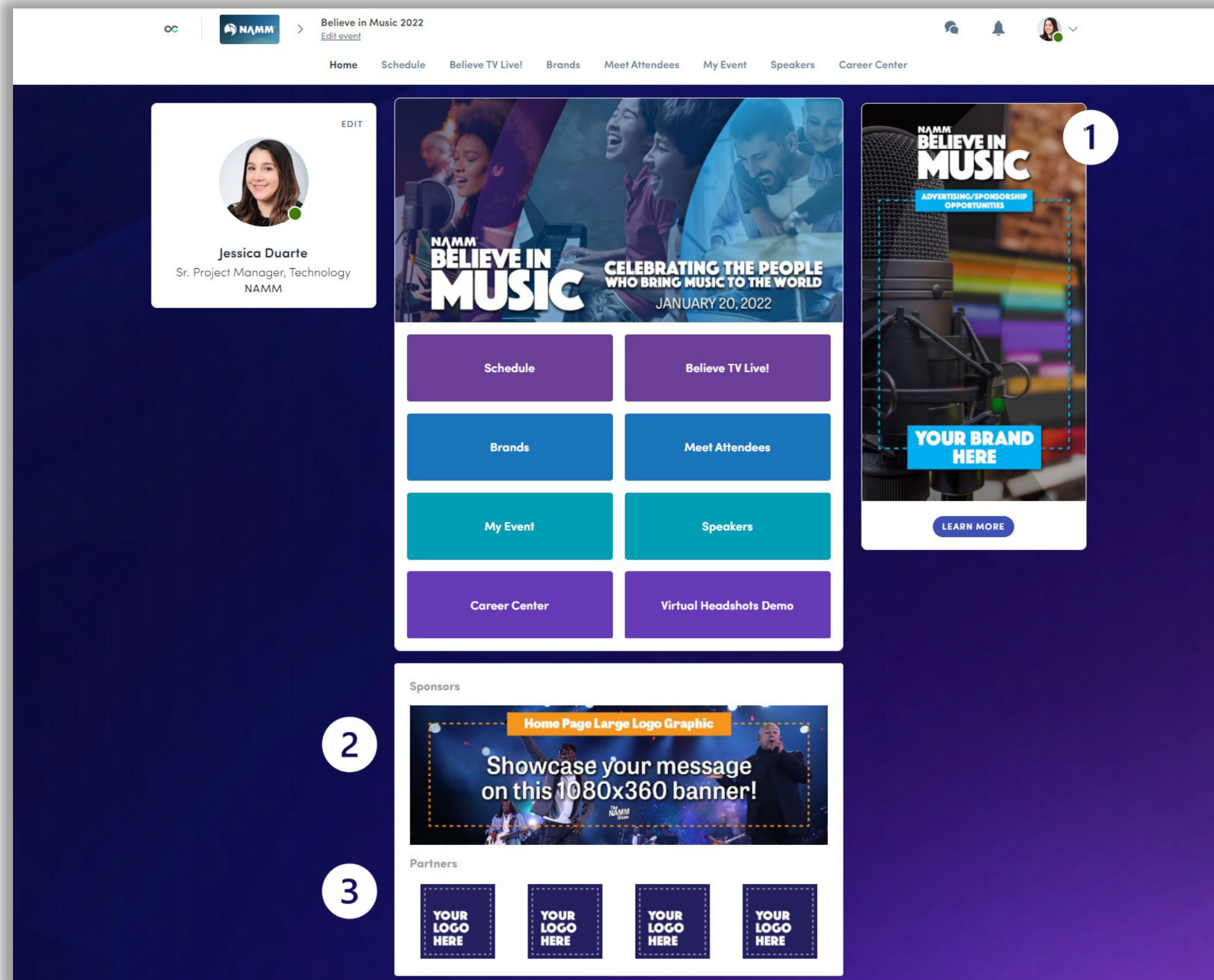


Brand-Building Sponsorships

Tap into the power of the unified platform with a variety of solutions.

Platform Homepage

All items below will be seen on mobile and desktop and will link to your brand page or URL of your choice.



- 1 Column Ads - \$250 (limit 5)**
Showcase your message on The NAMM Show online home page.
- 2 Sponsor Banner - \$400 (limit 3)**
Include your message in a large graphic right on the home page.
- 3 Sponsor Logo - \$200 (limit 12)**
Place your logo on the homepage in a limited set of logos.

[See Demo](#)

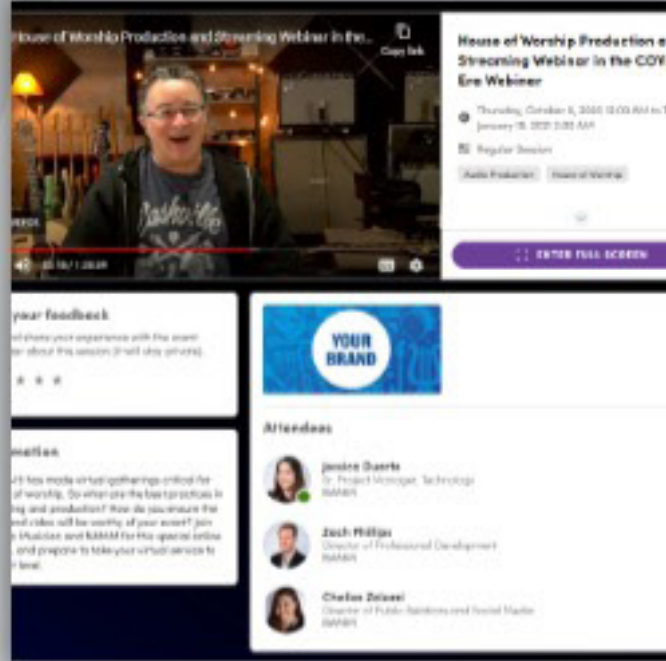
Email and Push Notifications

Email Sponsor Logo - \$1,250 (limit 4)
Feature your logo in essential emails sent to all show registrants by the Believe in Music platform provider, Swapcard.



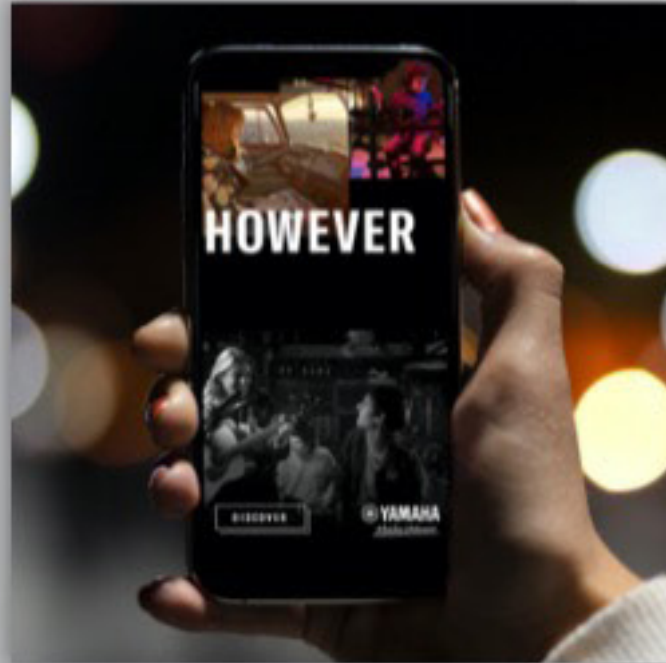
Custom Push Notification - \$1,250 (limit 8)
Capture the attention of all mobile and desktop users with a custom notification. Logo and link to brand page included in notification.

Additional Opportunities



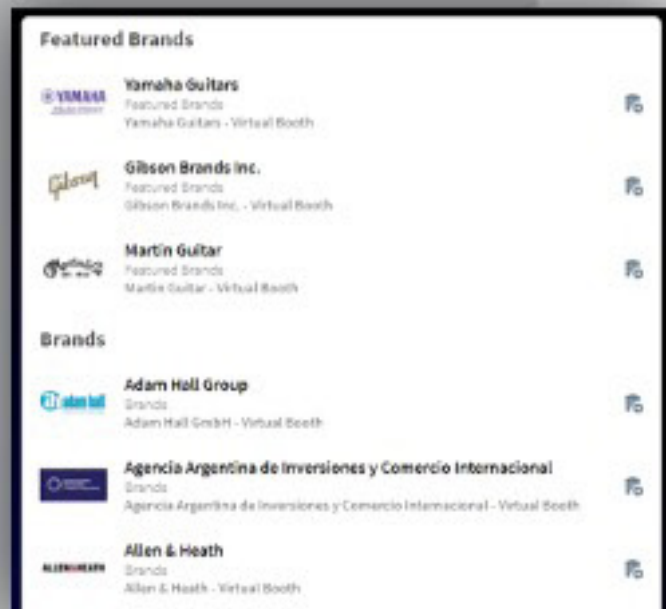
Education Session - \$375

Drive traffic to your brand page and associate your brand with thought leadership on relevant topics showcased across tracks by sponsoring an education session. Logo appears on schedule and on session page.



Mobile Splash Page - \$750 – **exclusive!** (limit 1)

Drive share of mind with a custom interstitial ad which appears each time the mobile app is opened.

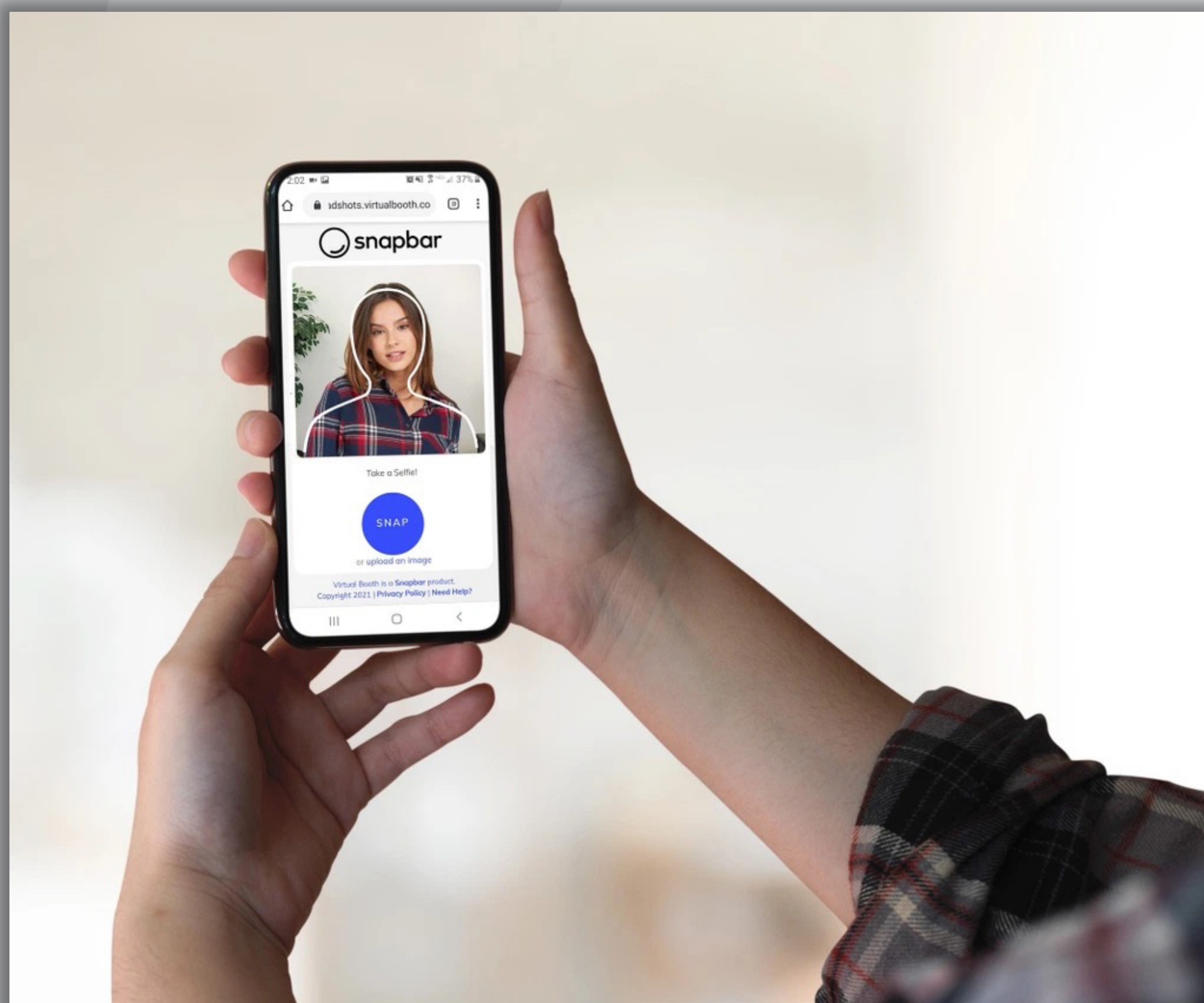


Priority Exhibitor Listing - \$500 (limit 3)

The Show Directory is alpha-sorted, place your brand above the crowd with a priority listing. You'll be noticed first at the top of the brand search list.

Virtual Headshot Photo Booth - \$12,000

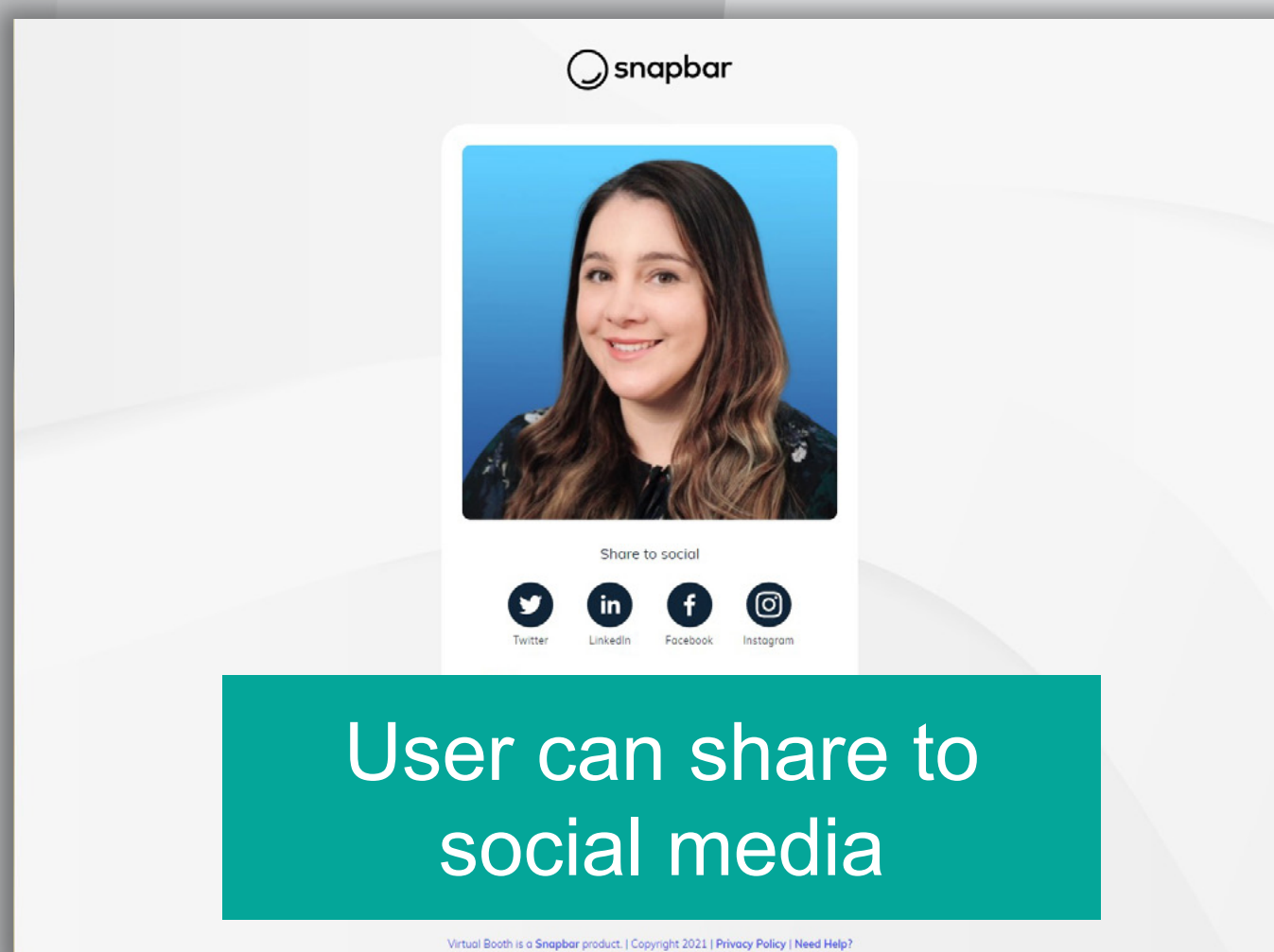
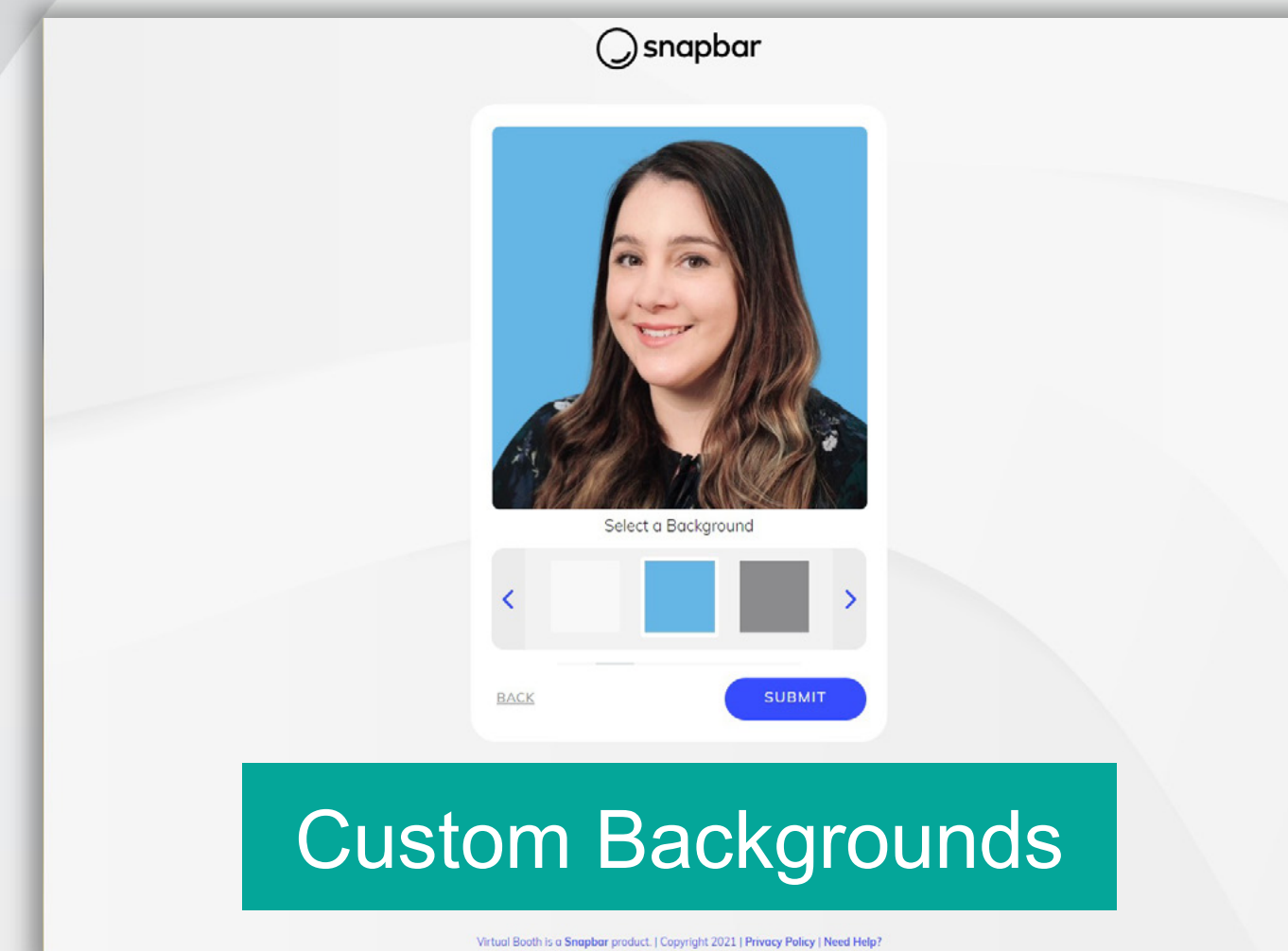
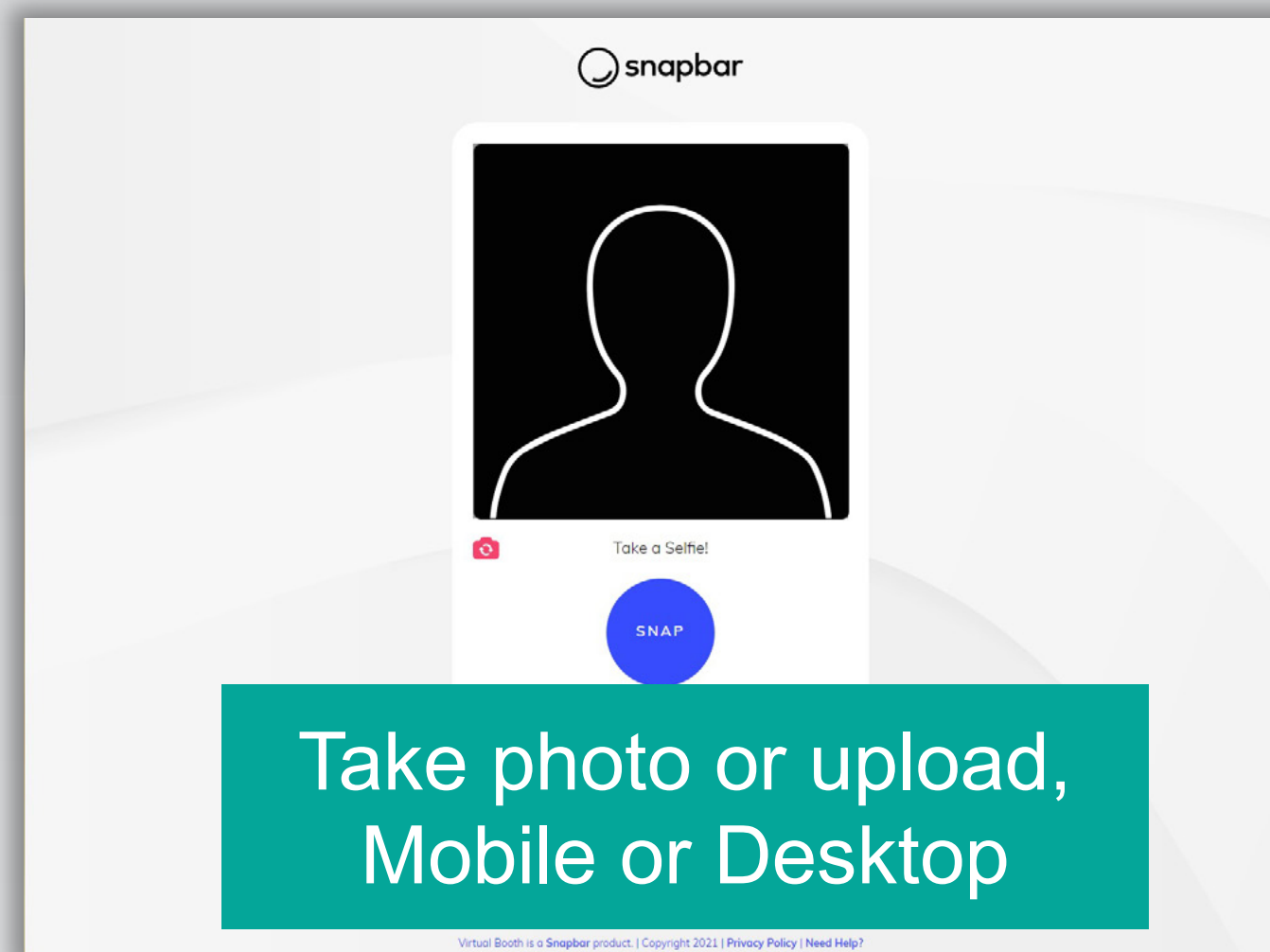
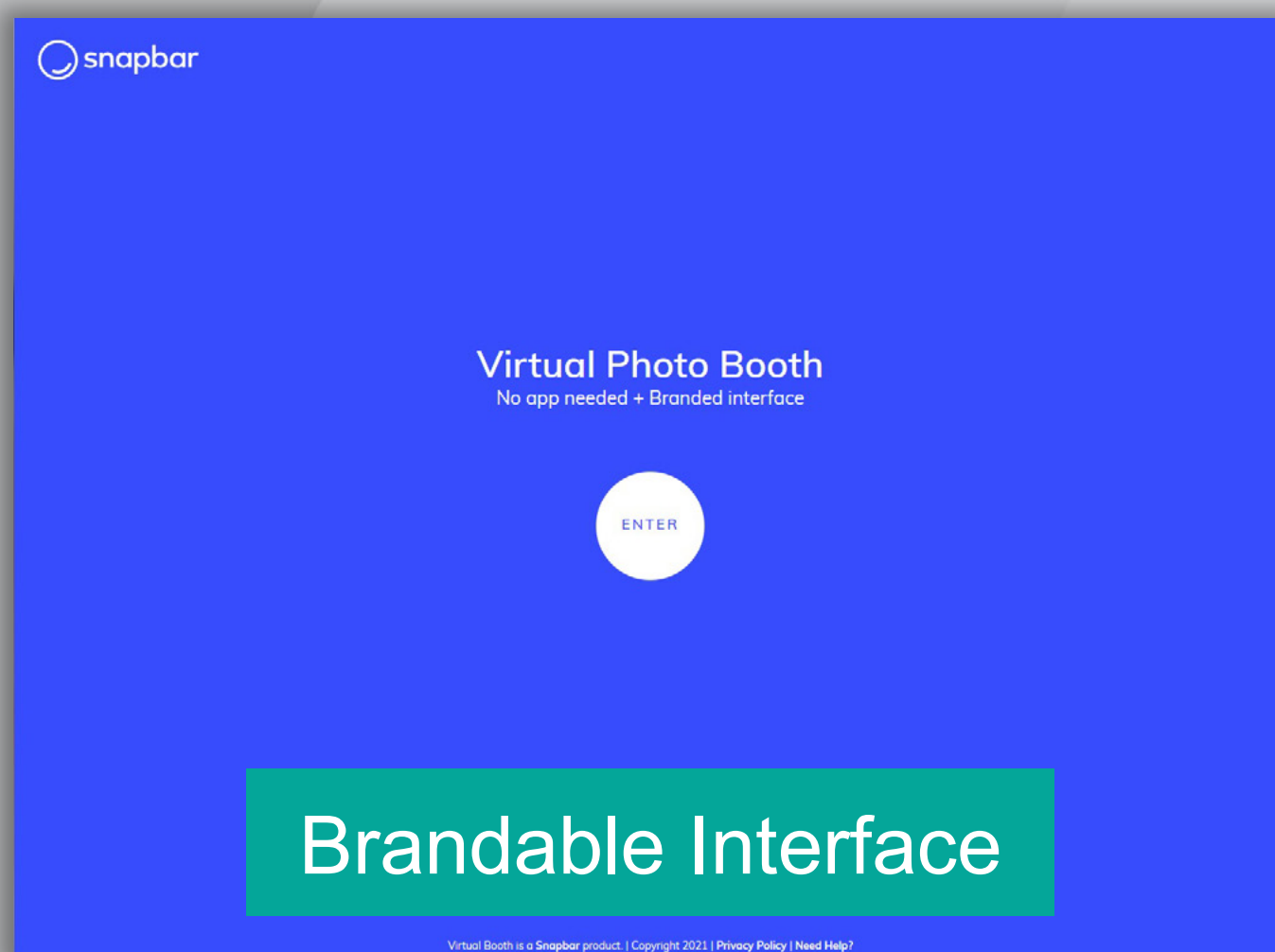
Attendees will create a lasting memory by building a customized headshot in this virtual photo booth.



- Brand will be displayed on the photo interface and in marketing materials
- AI-powered background removal
- Work with NAMM to create custom backgrounds
- Photos can be downloaded and shared to social media
- A Static Mosaic will be created from all the photos
- Receive a list of all photo booth participants

[See Details](#)

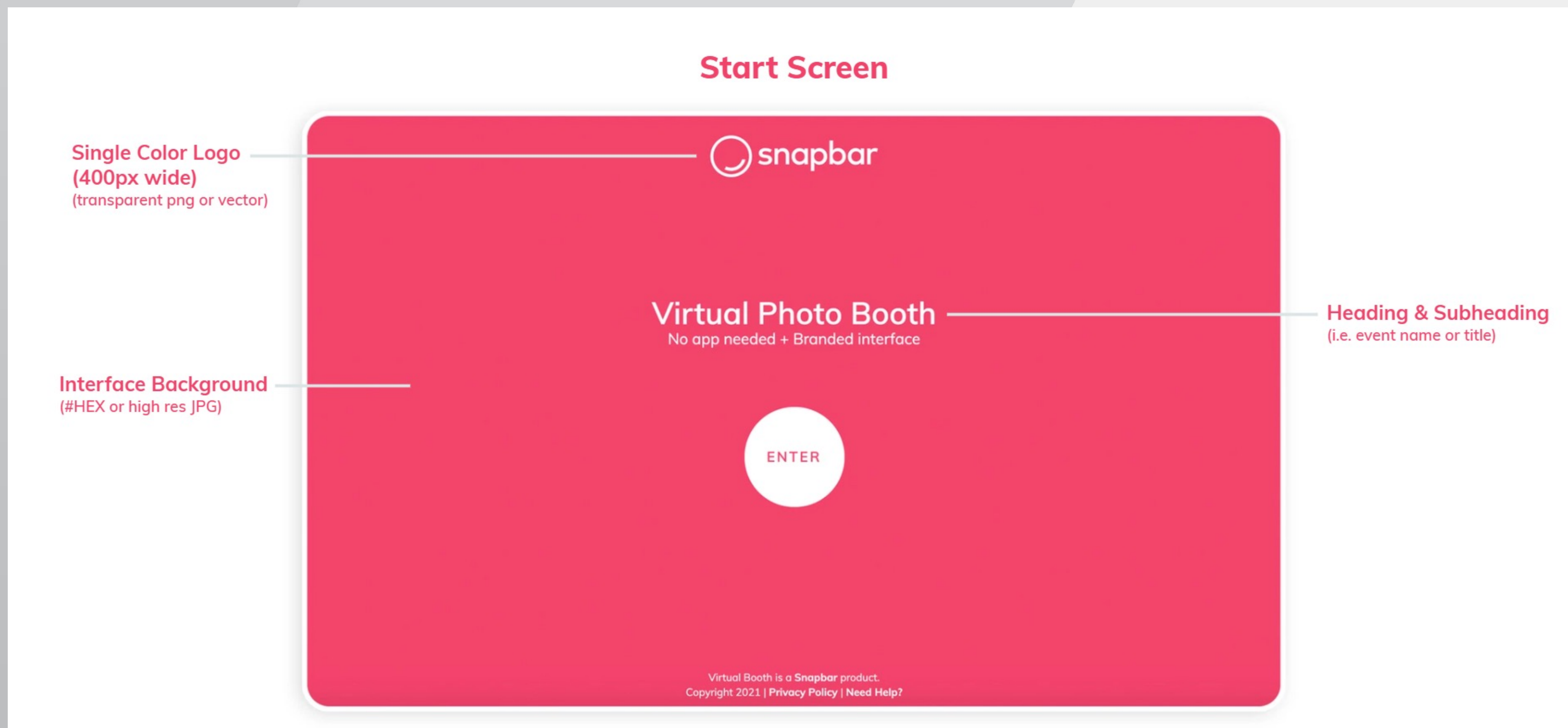
Headshots Overview



Static Mosaic
All the photos will be combined into a single mosaic after the event.

Virtual Photo Booth

Customize the Virtual Photo Booth



Virtual Photo Booth

Customize the Virtual Photo Booth

Interface Backgrounds

- ✓ **Allow good contrast for the text & button!**
Busy backgrounds can make it hard for users to read. We suggest using subtle patterns, mesh gradients, or images with good contrast.

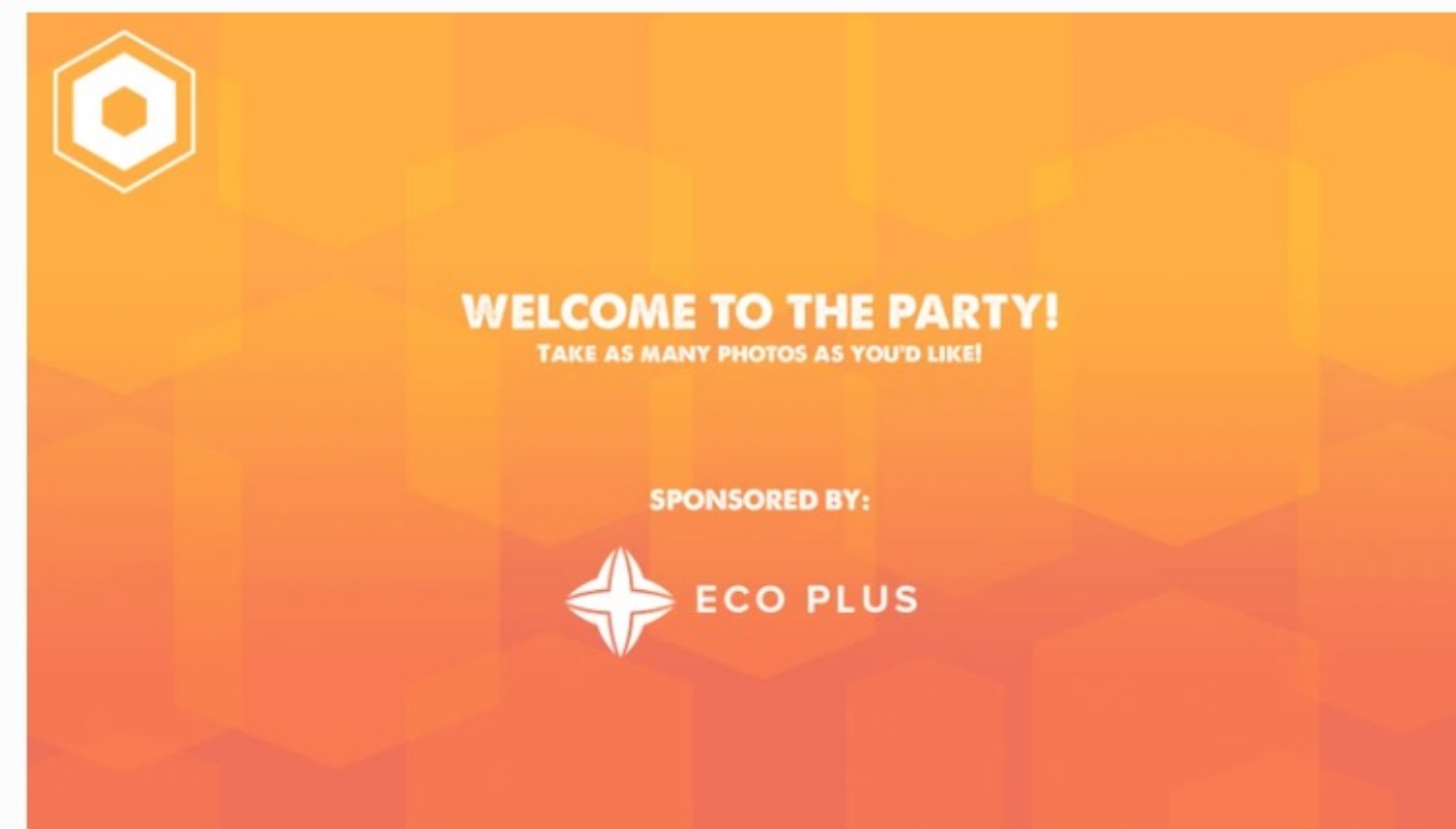
- ✓ **Limit: 1 Interface Background**

DO:



Use plain artwork such as full-width images, patterns, or colors.

DON'T:



Do **NOT** add your own text or logos to the background.



NAMM[®]
BELIEVE IN
MUSIC
THANK YOU

CONTACT US

 **760 304 5860**

 **tradeshowsales@namm.org**

 **namm.org/believe**