

NAMM[®]
musikmesse
RUSSIA

NAMM Musikmesse Russia — International Fair for Musical Instruments,
Sheet Music, Music Production and Music Business Connections
16-19 May 2013 IEC «Expocentre», Moscow

prolight+sound
NAMM[®]
RUSSIA

Prolight + Sound NAMM Russia — International Fair for Technologies and
Services for Events, Installation and Production
16-18 May 2013, IEC «Expocentre», Moscow

POST SHOW REPORT

Organizers:

Messe Frankfurt RUS Ltd, NAMM, Messe Frankfurt GmbH

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KEY FACTS AND FIGURES

<u>Dates</u>	NAMM Musikmesse Russia 16 – 19 May / Prolight + Sound NAMM Russia 16 – 18 May
<u>Venue</u>	IEC «Expocentre», Moscow. Pavilion Forum and Pavilion 3
<u>Total square (gross)*</u>	9 878 m ²
<u>Exhibitors</u>	130 companies
<u>Countries</u>	Russia, Ukraine, Belgium, Germany, The Netherlands, Italy, China, Taiwan, France, Sweden, United Kingdom, Belorussia, USA, Turkey, Switzerland
<u>Visitors</u>	9 381 unique visitors, 12 601 total visits
<u>Fringe program</u>	92 events, including seminars, clinics, panel discussions, autograph sessions, live shows of famous bands and musicians
<u>Next shows</u>	September 2014 - NAMM Musikmesse Russia and Prolight + Sound NAMM Russia



FRINGE PROGRAM

The extended fringe program included more than 90 different educational and entertaining events focused on various target groups.

The main highlight in the framework of Prolight + Sound NAMM Russia was Rental Companies Forum Russia. This brought together the heads and staff of event agencies and rental companies, along with leading manufacturers and distributors of lighting and sound equipment, for a two-day forum to introduce current developments in the rental industry. The second edition of Contest for Lighting Solutions, organized by Martin Professional by Harman, was a true light show and attracted many interested people. And of course, key players of the Russian market presented seminars and workshops.

NAMM Musikmesse Russia amazed visitors as well. Dozens of specialized events were held for everybody: Piano Days - seminars for piano tuners organized by Russian Association of Piano Tuners, NAMM University - retailer training and International Convention Colisium - sessions for music business specialists.

NAMM Musikmesse Russia and Prolight + Sound NAMM Russia were derived from governmental support. This year's shows were officially supported by the State Duma of the Russian Federation. The Moscow State Department of Culture also hosted an annual meeting of Moscow music schools principals during the events.

In addition, this year was the debut of liveONstage, a three-day music festival, which was a great success. The festival gathered hundreds of music lovers who enjoyed leading Russian bands and singers.



EXHIBITORS AND VISITORS

Leading Russian and international key players joined the shows

The successful development of NAMM Musikmesse Russia and ProLight + Sound NAMM Russia attracted a great amount of local and international market specialists.

More than 130 key companies from fifteen countries, including leading world brands, demonstrated their newest products and developments to a keen Russian audience. Among them were music products industry giants such as Taylor Guitars, Roland Music, Hal Leonard, Music Sales, König & Meyer, Karl Höfner, MixArt (Dean Guitars, Marc Bass), Artimusic (Casio, Sigma Guitars), Arsenal Music (Jupiter, Hercules, Schecter, Ashton), Pearl River, Grand Mystery (KAWAI, Ernie Ball, Music Man), and Avallon (ESP, Blackstar, Buffet Crampon, Miraphone, Paxman).

ProLight + Sound NAMM Russia hosted such companies as Panasonic, Clay Paky, Sonoruss (L-Acoustics), RutonS (ElectroVoice), Hi-Tech Media (Bosch), Coda Audio, Prolyte, Robe, Martin by Harman, Steinberg, T-Audio, ARIS (d&b audiotechnik, beyerdynamics) and MixArt (Allen&Heath, QSC).

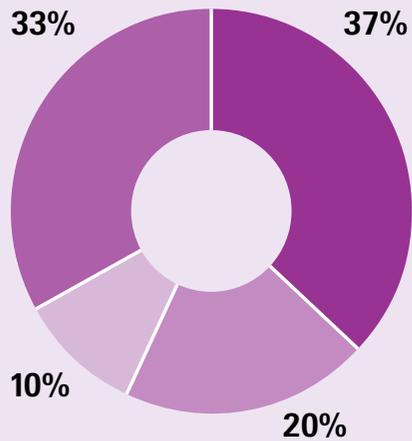
49 percent increase of visitors from all segments of the industry

The shows demonstrated a 49 percent increase in attendance over 2012's debut effort. Importers, retailers, concert venue representatives, conductors, sound and light directors, festival and concert organizers, music teachers, students, and both amateur and professional musicians crowded both show's halls, checking out instruments, new technologies and cutting-edge products from all corners of the music-products and live-performance industries. The gratifying increase in attendees of both shows comprised 9,281 unique visitors, many returning for multiple days, totaling 12,601 visits. In what has historically been a challenging economic market, this increase indicates the growing enthusiasm in the Russian market laying groundwork for the success of NAMM Musikmesse Russia's 2014 events.



STATISTICS

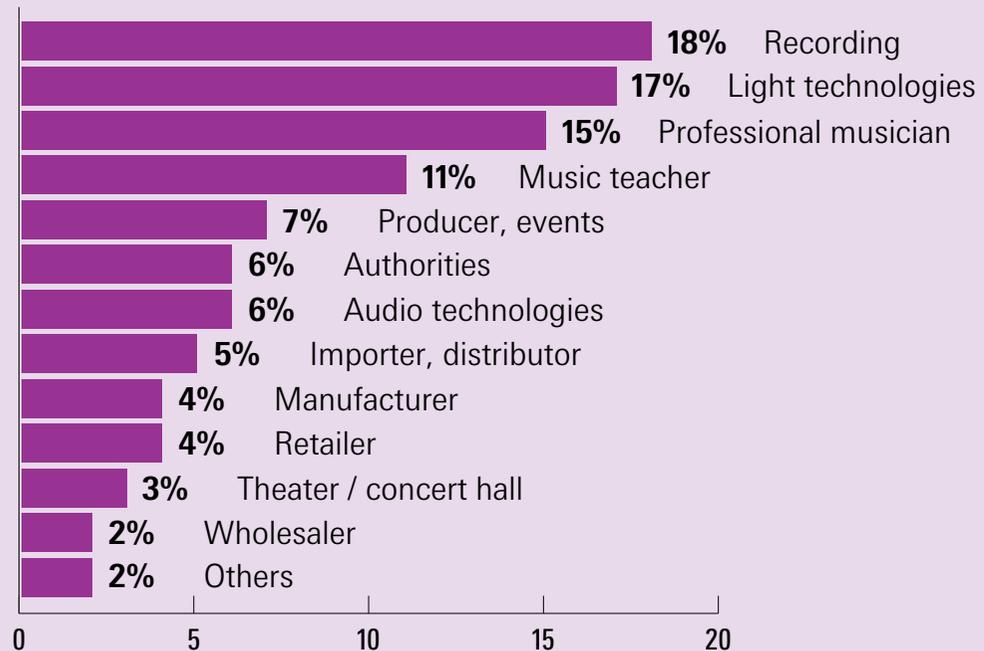
Visitors' authorisation to make purchasing / contract decisions in your company?



I make decisions myself	37%
I take part in decision-making	20%
I'm consulting decision-makers	10%
No	33%



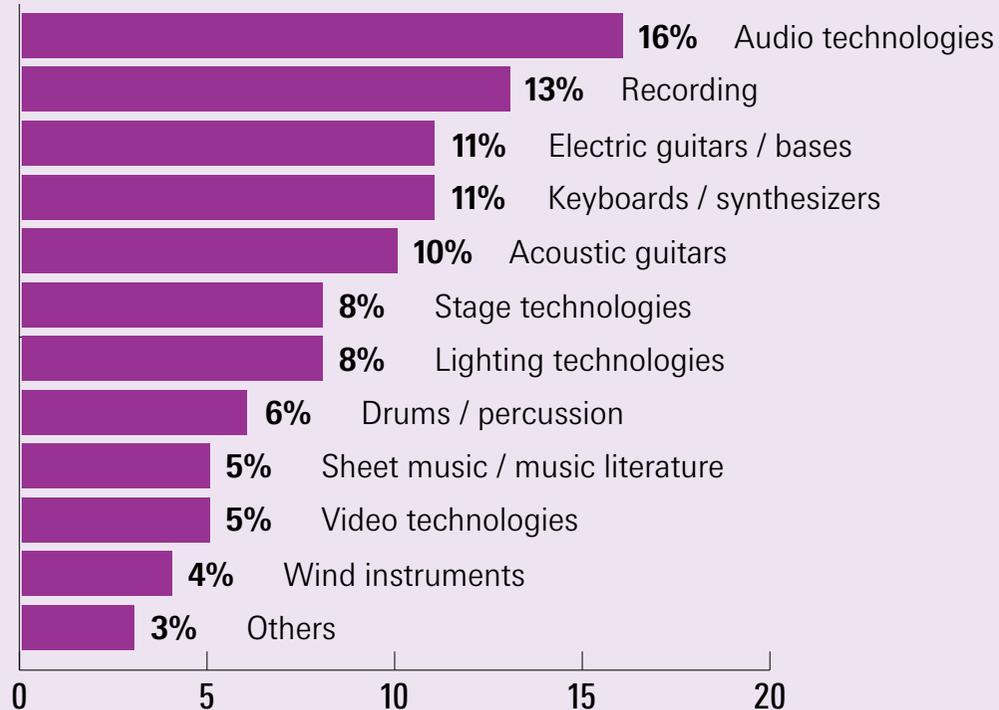
Visitors' profile:



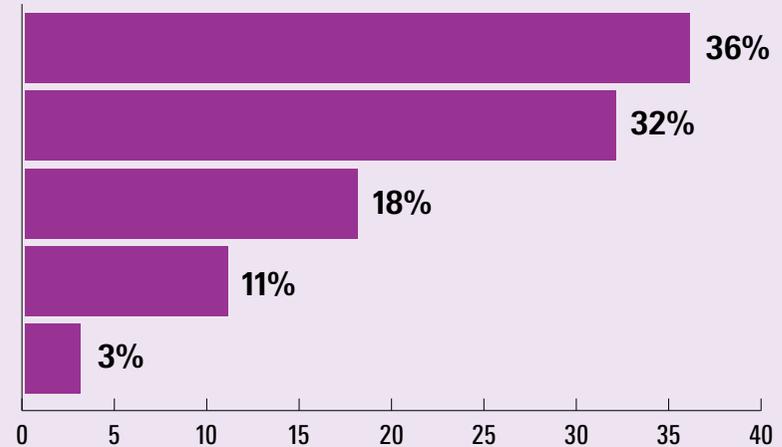
STATISTICS



Visitors' interests



The topics of the Fringe program visitors mainly interested in:



Master classes, seminars	36%
Presentations of new products	32%
NAMM University	18%
Conferences for dealers	11%
Others	3%

EXHIBITORS' FEEDBACK

"We are exhibiting for the second time and are very satisfied with the results of our participation. Owners of music instruments shops, music teachers and professional musicians have visited our booth, and we have met new partners. NAMM Musikmesse Russia provides a great platform to demonstrate your products to a professional audience and potential buyers. The extensive business and educational programs attract professional visitors, contributing to the development of the Russian MI industry."

Maxim Strashelyuk, Roland Music

"Russia is a very important market for us; it's growing rapidly. Many people are aware of Hal Leonard already, but we also want to meet new dealers in this market— that's why we are at NAMM Musikmesse Russia. Here, people can really get their hands on the product; dealers can see variety of our products; and we can discuss the terms and how they can easily bring the product for a growing demand here in Russia. It's great to be in Moscow - some things remind me of economic growth in Beijing or Shanghai, and we see fantastic potential in the Russian market. NAMM Musikmesse Russia provides a great venue for getting into the Russian market; it provides an access to other regions in the world, and we can see increased exposure. More dealers are coming each year, and it's great to be a part of this show."

Rick Fuhry, Hal Leonard

"The show has brought our target audience in Russia. We have met many extremely influential quality buyers. This show is conveniently located in the city of Moscow, which helps bring buyers from all parts of Russia."

Alexander Pozinich, Steinberg

"This is a big, new market for us, so this is a great opportunity to talk to the customers and present our great guitars to this market. The advantage of the show is definitely to demonstrate our guitars to the dealers and distributors in person. They can touch the guitars; they can smell the guitars; and they can actually see them. It's very important to touch and feel them—that's different from seeing a picture on a website."

Frank Stevens, Taylor Guitars

"We are participating in ProLight + Sound NAMM Russia for the second time. Last year, we were satisfied with results of exhibiting—we got many interesting contacts. So this year we had no doubts about taking part in Prolight + Sound NAMM Russia. We are presenting not only a big stand with our equipment at the show, but also organizing a contest for lighting designers for the second time within the fringe program of the fair. This is a very interesting event for us not only from the marketing point of view, but we also do it for development of the industry in Russia. We are very happy with professional audience of the show; the organizers arranged a very good advertising campaign to attract big number of professional visitors. Next year, we are planning to take part in Prolight + Sound NAMM Russia again."

Elena Zhulidova, Martin by Harman

"It is very important for our company to be part of an international business because we are representing the world's top brands in pro-audio area. That's why we are here. We are glad that Messe Frankfurt and NAMM started the trade fair here in Russia. We can see the trade fair growing comparing to last year—we see more visitors, and they are business-oriented specialists of the industry. So, the quality of the audience is very high. Business and educational programs within the trade fair are an extra benefit for both exhibitors and visitors. Next year we are planning to participate in ProLight + Sound NAMM Russia again with our products and within the framework of educational program of trade fair."

Alexander Khorev, Aris Pro

