

Post Release

September 17, 2014

NAMM Musikmesse Russia

International Fair for Musical Instruments, Sheet Music, Music
Production and Music Business Connections

11 to 14 September 2014, Sokolniki Exhibition and Convention Centre,
Moscow

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Prolight + Sound NAMM Russia

International Fair of Technologies and Services for
Events, Installation and Production

11 to 13 September 2014, Sokolniki Exhibition and Convention Centre,
Moscow

Third edition of NAMM Musikmesse Russia and Prolight + Sound NAMM Russia increases visitor numbers by 42 percent

More than 190 companies showcased music products and the latest technology

Music lovers flocked to more than 160 acclaimed education, entertainment and business events

Moscow residents and guests from beyond the capital and Russia welcomed two successful business platforms for the music products industry. Picturesque Sokolniki Park played host to NAMM Musikmesse Russia, International Fair for Musical Instruments, Sheet Music, Music Production and Music Business Connections, and Prolight + Sound NAMM Russia, the International Fair of Technologies and Services for Events, Installation and Production, from 11 to 14 September. The shows' third edition was a breakthrough, according to many attendees and exhibitors. After a successful incorporation of the Music Moscow show into the events,

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this unified, complete business platform brought together manufacturers and attendees from across the world with Russian and CIS retailers, distributors, music educators, corporate buyers and more. Total attendance at this year's shows increased by 42 percent over 2013's record attendance to 13,169 unique visitors.

Exhibitors noted not only the quantitative growth but also the high level of professionalism and buoyant business mood of the attendees. Attendees of NAMM Musikmesse Russia and Prolight + Sound NAMM Russia included importers, theater technicians, retailers, concert venue representatives, conductors, sound and light directors, festival and concert organizers, music teachers, students, and both amateur and professional musicians.

Yamaha Music was satisfied with their return to NAMM Musikmesse Russia in 2014. "We returned after a year's absence with the single desire to make the world a better place through music in these times of tension. We were delighted by the excellent turnout of attendees, which doubtlessly is tied to the very good marketing and advertising campaign of the organizers. Our artist Nathan East and the 'Yamaha Band Contest Final Russia' attracted many enthusiasts, who stayed listening to the music even after the show closed. We feel that our participation under the global corporate slogan 'Passion and Performance' has been a brilliant success, and that through the show we can help develop the culture of the music industry in Russia," said Jiro Ohno, general director of Yamaha Music Russia.

Alun Hughes, international regional sales manager of D'Addario and Company, Inc., warmly praised his company's show experience. "We are very satisfied with the show. We did what we came here to do. We're very happy with the turnout of the distributors we needed to see and with consumer interest at the show," Hughes said.

"Dynamatone, in whose booth we exhibited, organized a dealer meeting as well, and we had one-on-one face time with dealers from across the whole country. This allowed us to focus on pitching new products. The show is very well organized, and the venue is much improved."

Peter Mettler, General Manager, 2 M Deutschland GmbH, Germany, was happily surprised by his show experience. "The show has grown a lot, the exhibitors are all putting on very professional displays with huge booths and you can see they invest in the shows and the market. From the start we were very busy with the right kind of people. The quality of the visitors has been very high. They come asking very informed, detailed technical questions."

Robert Goetz, CEO, BAM, France, observed that the show was a good choice for his company's needs. "We have been at the show from the first year, and it seems that this third year has been a breakthrough," he said. "We're happy with both frequency and quality of visitors as well as with the organization of the show. The official hotel was a very good value, too, and in walking distance."

Overall, more than 190 companies representing an even greater number of brands showcased a wide spectrum of international music products brands as well as the latest event and entertainment technology. The shows received the official support of the Moscow Department of Culture. The Moscow P.I. Tchaikovsky Conservatory, Institute of Culture and Art Education Development, the Russian state musical TV center "Orpheus," the Association of Musical Theatres and many other public and private organizations also offered their endorsement and support.

NAMM Musikmesse Russia and Prolight + Sound NAMM Russia presented an exciting program of events targeting both trade and public visitors. Highlights of the program included NAMM U educational sessions for retailers, workshops for craftsmen, music educators and sound, lighting and theatre professionals, seminars for rental companies and event agencies, and various sessions for musicians and performers.

In addition to educational sessions, live music filled the air. NAMM Musikmesse Russia presented live music on its main stage throughout the show from performers including Nathan East, Marco Mendoza, Therr Maitz, the Symphony Orchestra of the P.I Tchaikovsky Conservatory and many more.

Brands such as TW Audio, AGL audio, DAS Audio, Voice Acoustic, ProTone, Harman, VUE audiotechnik, Coda Audio and RCF staged demonstrations of their concert sound installation systems' features.

The shows included several contests. Yamaha Music Company presented a battle of young bands, Martin Pro staged a lighting artists competition, drummers competed for the title of Russia's Fastest Drummer, and visitors submitted entries for the most creative photograph (taken against a backdrop of the shows' logos).

Finally, a children's music festival included "Viva Music!" and the interactive studio "Visiting the Violin Masters" were supported by the Moscow Department of Culture.

For more information about the shows, please visit the official fair web sites: www.namm-musikmesse.ru and www.prolight-namm.ru.

Other Musikmesse fairs worldwide:

- **Music China**
8 to 11 October 2014, Shanghai
- **Musikmesse**
15 to 18 April, 2015, Frankfurt

Other Prolight + Sound fairs worldwide:

- **Prolight + Sound Shanghai**
8 to 11 October 2014, Shanghai
- **Prolight + Sound Guangzhou**
2 to 5 March 2015, Guangzhou
- **Prolight + Sound**
15 to 18 April 2015, Frankfurt

Other NAMM Shows worldwide

- **The NAMM Show**
22 to 25 January 2015, Anaheim, California
- **Summer NAMM**
9 to 11 July 2015, Nashville, Tennessee

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About Messe Frankfurt

Messe Frankfurt is one of the world's leading trade fair organiser, with 536.9 million euros in sales and 1,833 employees. The Messe Frankfurt Group has a global network of 28 subsidiaries and approx. 50 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2012, Messe Frankfurt organised 109 trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Centre. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at: www.messefrankfurt.com

About NAMM

The National Association of Music Merchants ([NAMM](http://www.namm.org)) is the not-for-profit association with a mission to strengthen the \$16.7 billion music products industry. NAMM is comprised of approximately 9,200 member companies located in 99 countries. NAMM events and members fund [The NAMM Foundation](http://www.namm.org)'s efforts to promote the pleasures and benefits of music, and advance active participation in music making across the lifespan. For more information about NAMM, please visit www.namm.org, call 800.767.NAMM (6266) or follow the organization on [Facebook](https://www.facebook.com/namm), [Twitter](https://twitter.com/namm) and YouTube.