

SHOW DATE:

September 15–18, 2016

VENUE:

Sokolniki Exhibition and Convention Centre, Moscow, Russia

EXHIBIT HOURS:

September 15-17: 11 a.m.–7 p.m.
September 18: 11 a.m.–6 p.m.

ADMISSION OF VISITORS:

Free of charge upon preliminary on-line registration or with Invitation. Online registration beginning in spring 2016

PARTICIPATION FEES FOR EXHIBITORS:

Registration fee:
EUR 250 + VAT (18%)
Raw space (min. 9 sq.m):
EUR 135/sq.m (depending on booth type) + VAT (18%)
Standard construction:
EUR 60/sq.m + VAT (18%)

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EXHIBITION PRODUCT CATEGORIES

- pianos, grand pianos, accessories
- organs, keyboards, synthesizers, accessories
- electric guitars and electric bass guitars, accessories
- sheet music/trade media/service enterprises
- percussion instruments, electronic drums, accessories
- woodwind instruments, accessories
- brass instruments, accessories
- acoustic guitars, other plucked instruments, accessories
- harmonicas, accessories
- stringed instruments, accessories
- DJ equipment, accessories
- music related computer hardware & software

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NAMM[®] musikmesse RUSSIA

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

www.namm-musikmesse.ru

ORGANIZERS:

Messe Frankfurt RUS

Leningradsky Prospect, 39, bld. 80
125167 Moscow, Russia
Tel.: +7 495 649 8775,
fax.: +7 495 640 8785
musik@messefrankfurt.ru

NAMM International LLC

5790 Armada Drive, Carlsbad,
CA 92008 USA
Tel.: +1 760 438 8001
Fax.: +1 760 438 73 27
DanielM@namm.org
DominiqueA@namm.org

ALEXANDRA YURCHENKO | SHOW DIRECTOR

tel.: +7 495 649-8775 ext. 132 | alexandra.yurchenko@russia.messefrankfurt.com

NATALIA KRYUKOVA | PROJECT DEVELOPMENT MANAGER

ten.: +7 (495) 649-8775 (ext. 142) | natalia.kryukova@russia.messefrankfurt.com

SOFIA BOLSHAKOVA | KEY ACCOUNT MANAGER

tel.: +7 (495) 649-8775 ext. 104 | sofia.bolshakova@russia.messefrankfurt.com

EKATERINA SOBOLEVA | MARKETING MANAGER

tel.: +7 495 649-8775 ext. 137 | ekaterina.soboleva@russia.messefrankfurt.com

DAN MOYLAN | DIRECTOR OF TRADE SHOW SALES

tel.: (800) 767-6266 (U.S. only), 760 438-8001 | DanielM@namm.org

DOMINIQUE AGNEW | MASSOC. DIRECTOR OF TRADE SHOW SALES

tel.: (800) 767-6266 (U.S. only), 760 438-8001 | DominiqueA@namm.org

NAMM AND MUSIKMESSE TRADE SHOWS WORLDWIDE

The NAMM Show

January 21–24,
2016, Anaheim,
CA, USA

Musikmesse

April 7–10, 2016,
Frankfurt-am-Main,
Germany

Summer NAMM

June 23–15, 2016,
Nashville, TN, USA

Music China

October 26–29,
2016, Shanghai,
China

Organizers:



messe frankfurt

NAMM
believe in music

Technical partners:



EUROSHOW

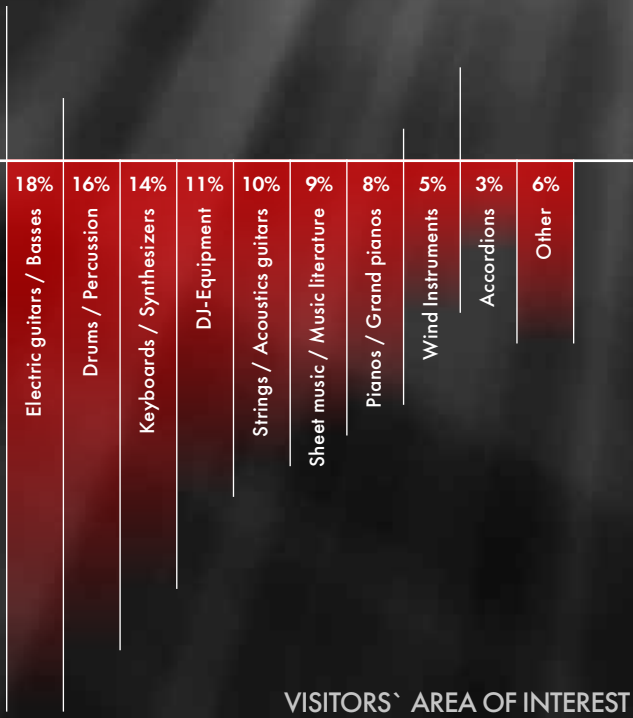
NAMM MUSIKMESSE RUSSIA

THE ONLY INTERNATIONAL MUSIC TRADE SHOW IN RUSSIA AND THE CIS –
YOUR RELIABLE PARTNER AND GUIDE TO THE MARKETS OF RUSSIA AND THE CIS

Since the show premier in 2012, nearly 44,204 people have attended NAMM Musikmesse Russia, where they were able to see the products from more than 660 companies from 25 countries. In 2015 to further boost visitor promotion campaign the show organizers cooperated with 90 media partners.

Every year NAMM Musikmesse Russia confirms its status of the key professional event for the industry experts and demonstrates a steady growth and development.

Find your right business partner from an impressive base of 14,857 unique buyers representing all regions of Russia and the CIS and a diverse range of business segments.



2015 SHOW WAS HIGHLY

CUSTOMER FUNNEL
TO YOUR BUSINESS



WOLFGANG WEISS,
chief administrative officer,
Thomastik-Infeld, Austria

We saw a very good mix of professionals, musicians, teachers and dealers, a very well informed audience. Many known contacts came to visit us, but also some promising new ones. The variety of programming alongside the trade shows helped to bring students, parents, professors and teachers to the show, and together with the public, this is helpful for us to cultivate our customers for the future. It is important for a brand like ours to keep flying the flag, so coming back to the show was absolutely the right decision.

PUSHING FORWARD MUSIC
DEVELOPMENT



ROBERT GOETZ,
CEO, BAM, France

We participate in the show for the third time, as Russia remains a central focus in the development of our company. We are satisfied with the Russian level of children's musical education, and with a large number of music institutions, organizations and conservatories in the country. We meet all these people at NAMM Musikmesse Russia.

RATED BY EXHIBITORS:

NETWORKING
PLATFORM TO MEET
RIGHT CUSTOMERS



IGOR MICHEL,
director of private sales,
Steinway & Sons (Russia)

This year we decided to participate in the show, because we are in the process of launching a new program in Russia. NAMM Musikmesse Russia is the platform where we meet important agents and partners from all regions in the country and the CIS.

GOOD FOR BRAND
IMAGE



SERGEY GROMENKO,
sales director, KAWAI

The KAWAI company opened a representative office in Moscow in 2014-end. We need to make a name for ourselves. We are actively involved in concerts and open air-events where we provide the musical instruments for musicians. At the show, people can try to play our instruments, and they readily do it. We give them details speaking about our products. It is an afterglow, when people learn something new about our musical instruments.

BRAND POSITIONING IN RELATED SECTORS
AT PROLIGHT + SOUND NAMM RUSSIA



DMITRY MODIN,
general director, MixArt

We present in this year's exhibition, the updated store MuzDepo with a wide range of musical instruments and sound equipment. Despite such a difficult time, we decided to participate in the show because we love our customers and want them to see all our novelties «live».

ENSURE YOUR BRAND GAINS MAXIMUM EXPOSURE AT THE SHOW BY PARTICIPATING IN AN ENGAGING FRINGE PROGRAM INCLUDING NETWORKING EVENTS, LIVE MUSIC SHOWS AND INDUSTRY FORUMS.

Working with industry experts, relevant associations, governmental organizations NAMM Musikmesse Russia makes an extensive program, including seminars, clinics, panel discussions, autograph sessions, diverse live concerts by local and international artists, festivals and shows, to attract thousands of industry specialists and end-consumers to the fair.

BUSINESS PROGRAM (ANNUALLY OVER 160 EVENTS)

- NAMM University educational seminars for dealers
- a series of events geared toward professors of musical universities and schools
- demonstrations of new music industry products
- presentations of products and dealer seminars by participating companies
- master classes taught by famous musicians and leading artists

SPECIAL PROJECTS

In 2015 - the Moscow Department of Culture's program called Art School took place at the show:

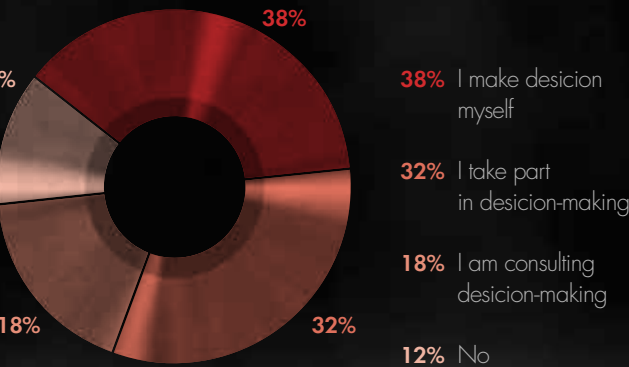
- the "Forum Art Education",
- an interactive "Park of Musical Instruments"

CONCERT PROGRAM AND A CONCERT SOUND DEMONSTRATION (LIVE MUSIC STAGE, ACOUSTIC STAGE, DEMONSTRATION OF LINEAR ARRAYS)

- live music on the main outdoor live music stage, as well as on the small acoustic stage in the Pavilion Classique
- performances by popular international and local musicians and bands
- music contests and shows (Bonzo Bash Russia, Guitar Player Party, Music Battle, etc.)



VISITORS' DECISION-MAKING ABILITY



PURPOSE OF VISITING

