

NAMM[®] musikmesse RUSSIA

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

prolight+sound NAMM[®] RUSSIA

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

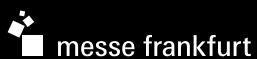
POST SHOW REPORT

10 - 13 September 2015
ECC «Sokolniki»
Moscow, Russia

Technical Partners:



Organizers:



General Partner

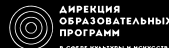
Prolight + Sound NAMM Russia:



General Media Partner:



Supported by:



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Facts & Figures

DATES:

NAMM Musikmesse Russia

10 - 13 September 2015

Prolight + Sound NAMM Russia

10 - 12 September 2015

EXHIBITORS:

160 companies

NAMM Musikmesse

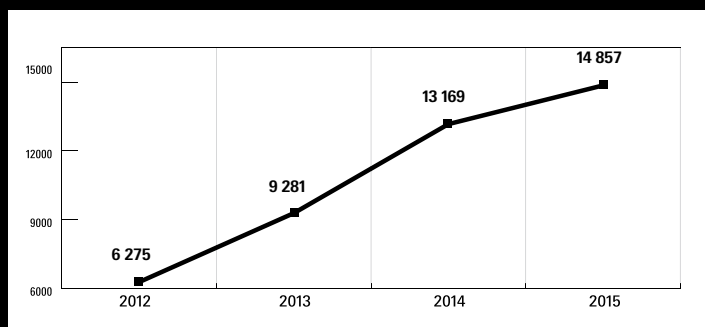
Roland Music, Grand Mistery, Olympus, Artimusic, MixArt, MuzDepo, Muzimport, Music Space, Convent Centre, PedalZoo, Shamray Guitars, Astell&Kern, Coda Music, Kawai Piano, STEINWAY & SONS, Resonance Harps, FORTE and PIANO, Aileen music, BAM, Chevalets Despiau, Ditta Cirillo Antonio, etc.

VISITORS:

14 857 visitors

20 230 visits

Visitor growth (2012-2015)



VENUE:

ECC «Sokolniki», Moscow, Russia

TOTAL SQUARE:

11 028 m²

COUNTRIES:

Austria, Belarus, China, Germany, Italy, Russia, France, Ukraine

Prolight + Sound NAMM

Bose, Martin Professional, Sennheiser Audio Russia, INTmedia, Dataton, Slami, Show Atelier, SiM, MuzTorg, Okno-Audio, MS-Max, LTM, Sofit Light, Asia Music, Stagemarket, Robe, Clay Paky, OSRAM, Syntez-Audio, AV Stumpfl, ChainMaster, INBACK, 2M (Deutschland), Robert Bosch, Audio Solutions, SERAPID, König & Meyer, KIOR Theatre Systems, Aris, Doka Centre, Svetogor Pro, Sonoruss, etc.

BUSINESS PROGRAM:

160 events, including seminars, clinics, panel discussions, autograph sessions, extensive and diverse live concerts by local and international artists, music festivals and shows.



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Exposition & Stages

A complete musical instrument, music products, and entertainment technology experience for professionals and enthusiasts were housed within pavilions and stages.

PAVILIONS:

4 - Light, audio and video technologies and equipment; stage and installations

4.1 - Musical instruments and accessions (full range); audio equipment

4.2 - Theatre Forum (theatre equipment, stage and media technologies for shows)

7a - Pavilion Classique, acoustic musical instruments and accessories

11.1 - EuroShow stage (music show - Onstage Light & Sound by Euroshow)



CONCERT STAGES:

In front of Pavilion 11.1

Live Music Stage (main stage)

In Pavilion 7a (Pavilion Classique)

Acoustic Stage (small stage)

SPECIAL STAGES:

In front of Pavilion 2

Concert sound demonstration

In front of Pavilion 4.1

Music Car organized by Megapolis radio station (portable stage for electronic music)

In front of Pavilion 7

A&T Trade tent

In front of Pavilion 11.2

Bose stage

Visitors

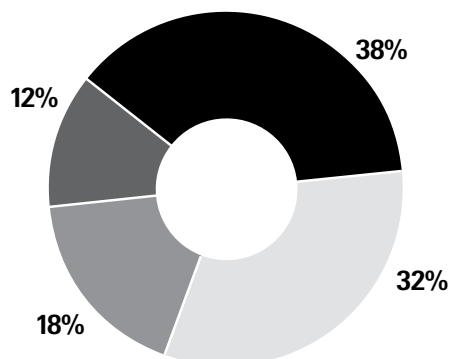
The 4th year of the fairs was marked by another record-breaking growth of unique attendees:

14 857
visitors

20 230
visits

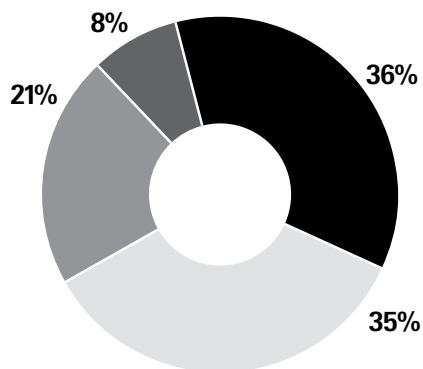


Attendee decision-making



- 38%** I make decision myself
- 32%** I take part in decision-making
- 18%** I am consulting decision-making
- 12%** No

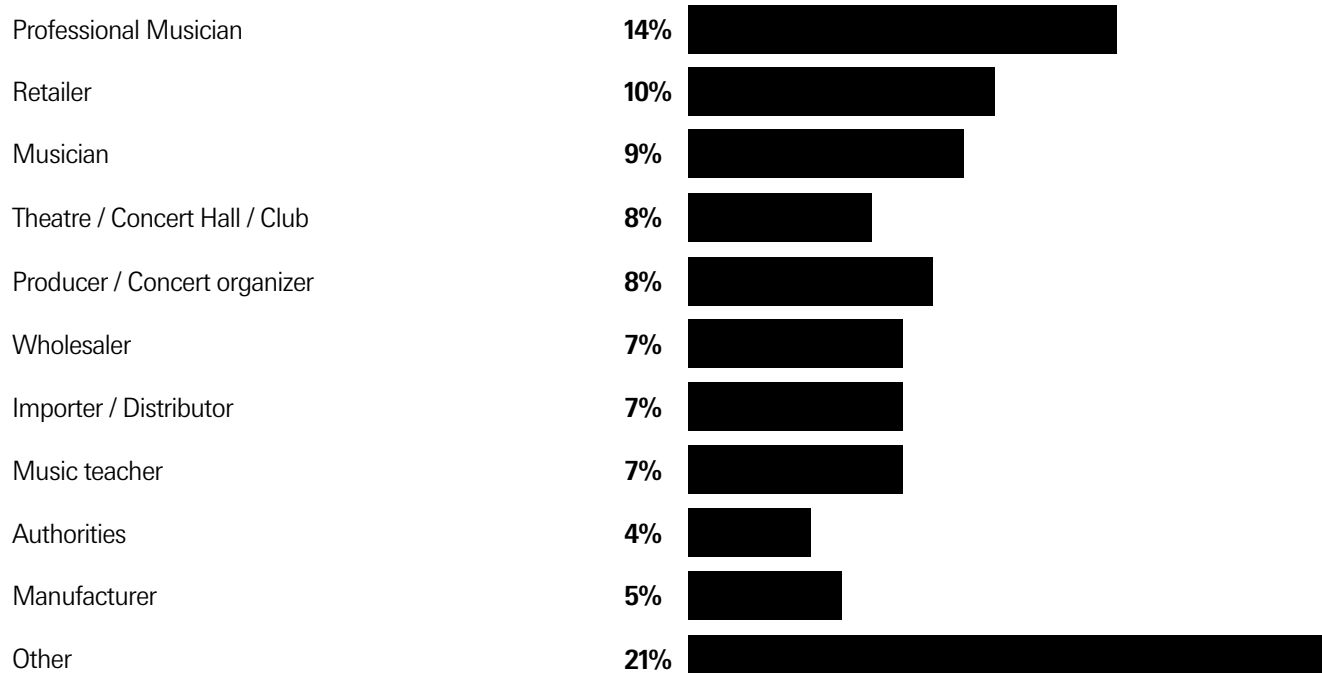
Purpose of visiting



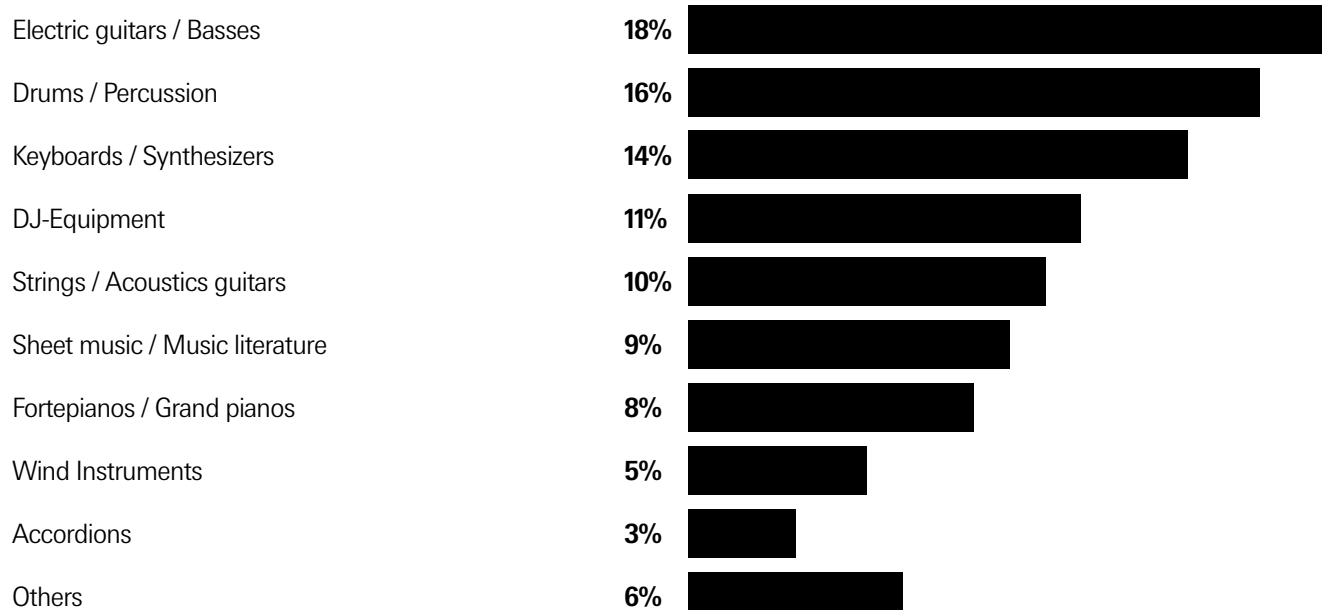
- 36%** Discover current trends
- 35%** Searching for new business contacts / Making purchasing of equipment
- 21%** Education
- 8%** Business program

Visitors of NAMM Musikmesse

Profile

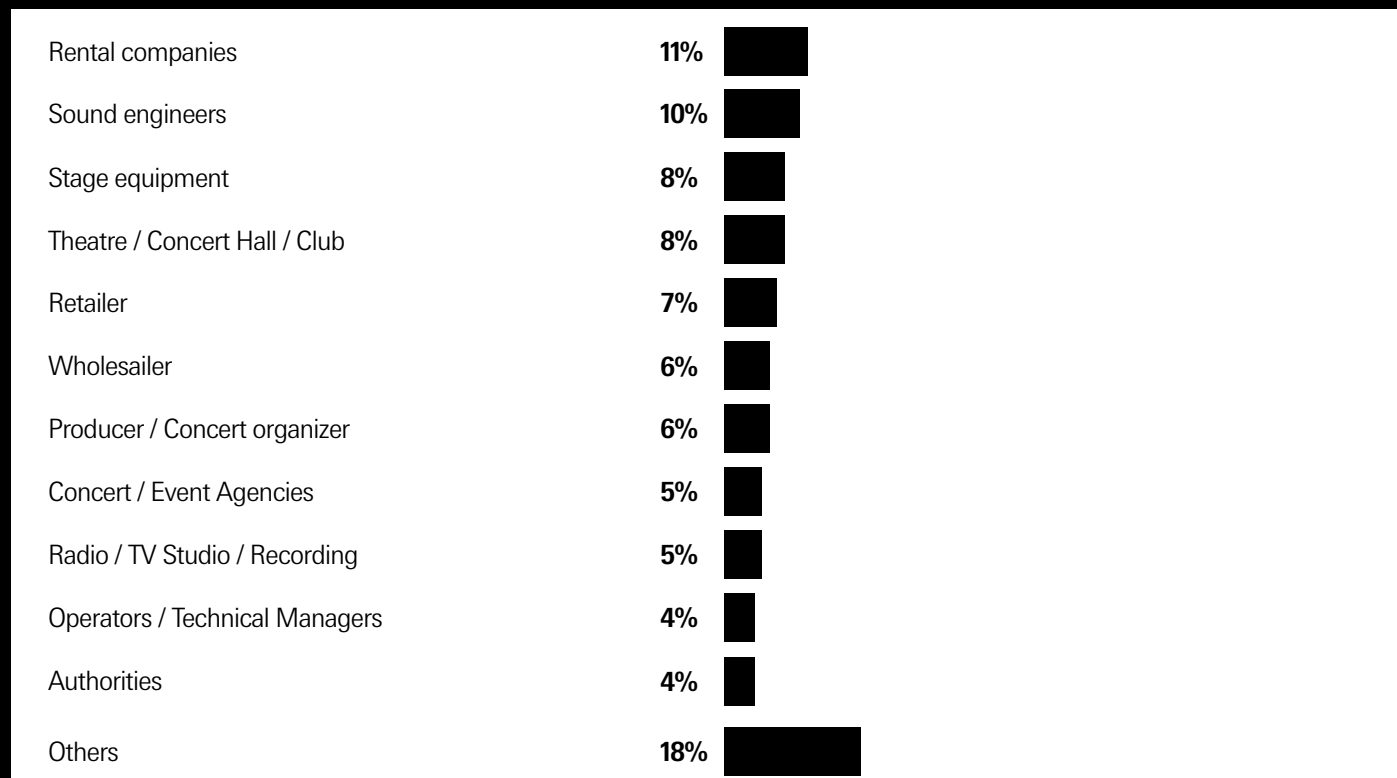


Areas of interest

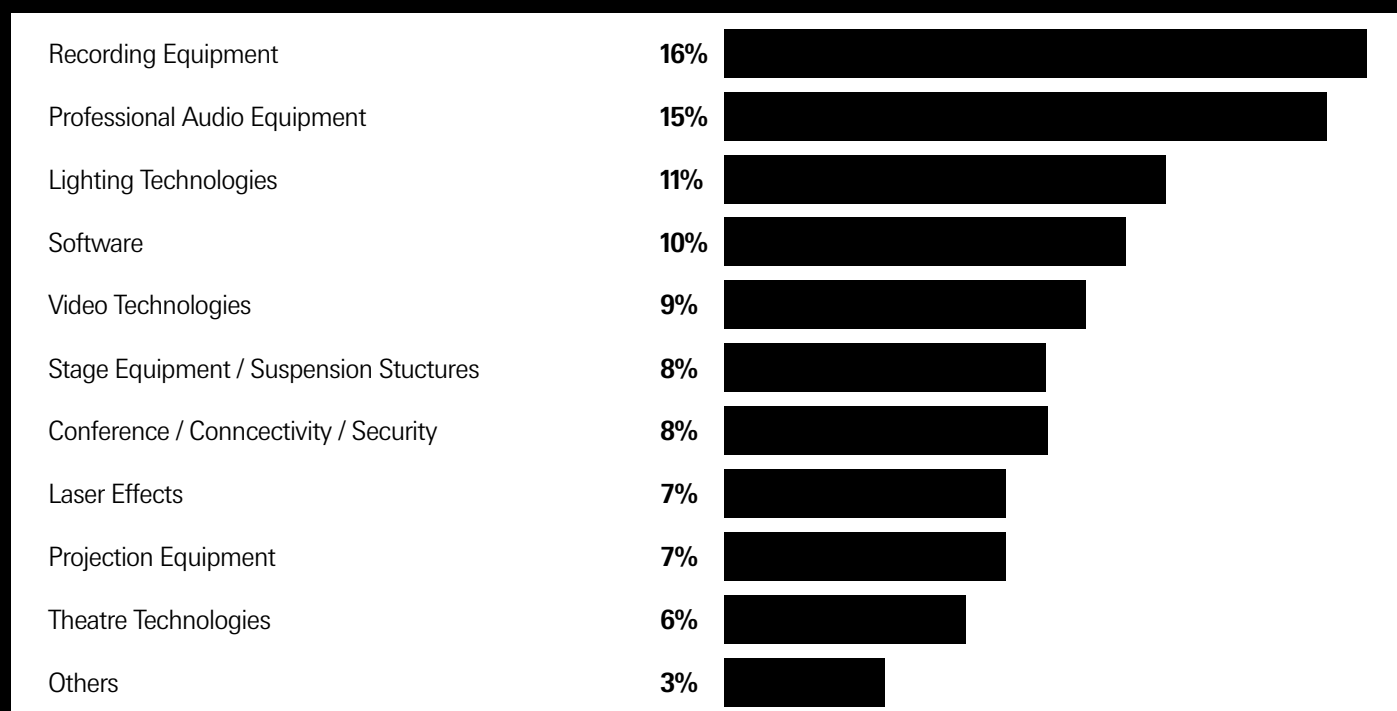


Visitors of Prolight + Sound NAMM

Profile

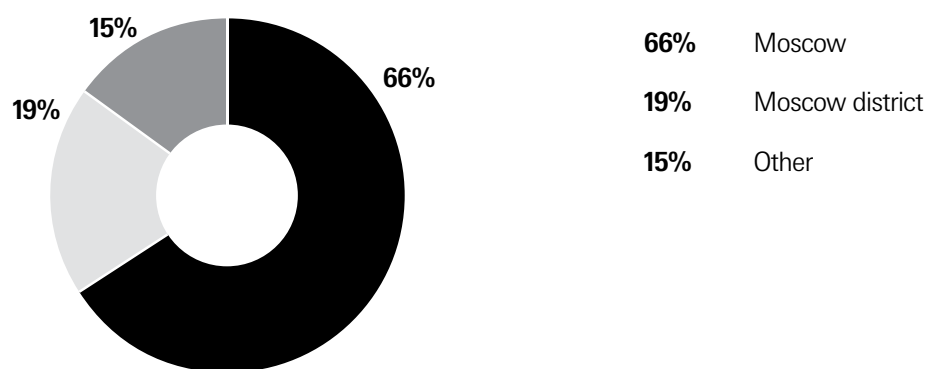


Areas of interest

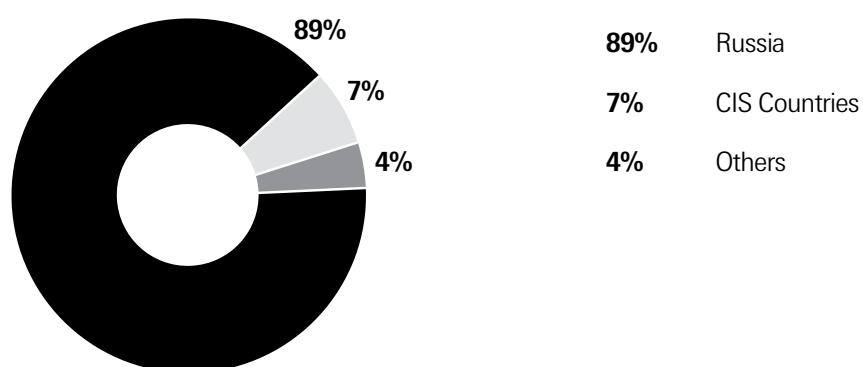


Visitors' Geography

Central Federal district



Countries



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Market Leaders about NAMM Musikmesse 2015

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".

Alexander Stepanov
Director of Business Development
Artimusic

We are glad to be part of NAMM Musikmesse Russia 2015, as here you can see the latest music products and technologies, gain exposure to a variety of brands and discover current consumer trends. We noted a high level of professionalism and business oriented interest among the professional attendees. We hope to find new business contacts and to develop a client base.

Ilya Sandalov
Marketing Manager
Roland

We participate at the exhibition in Moscow for the first time we. It is a great honor. Here we present our recorders from top-end LS model LS100, LS12 and LS14 and a professional camera to record videos with an excellent sound without post-processing of audio tracks.

Artem Sergeev
Product Manager
Olympus

We notice quite an unexpectedly inflow of visitors. Many musicians come to the fair to play the musical instruments. Sometimes, there is no chance to try hand in playing the expensive musical instruments in stores and, as a rule, the most ordinary and the cheapest models are presented there. At the fair leading manufacturers, usually display high quality models. Now we are having a really tough time in the country and people come here to cast care aside, to listen to the music carefully, to try different musical instruments.



Market Leaders about Pavilion Classique 2015

Ursula Herold

Owner

Herold Musikinstrumente (Germany)

We brought some new products to the show, tailored to the Russian market, and they were very well received. We met with our existing clients and contacts, and also made some new ones, which is good. We have been doing business here for over 20 years, so we know the market fairly well. The market shows a lot of insecurities at the moment – which is why we came without great expectations. However, one thing has not changed here and that is that all parents in Russia want their children to have a musical education, which gives us hopes for the future. While we do not expect immediate orders, coming here has shown that on a relationship level between Russia and Germany all is well in our 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.

Robert Goertz

General Director

BAM

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.

Sergey Gromenko

Sales and Marketing 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.

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.



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Market Leaders about Prolight + Sound NAMM 2015

Sergey Tynku

Advertising Services Director
Slami

We are very excited to participate in Prolight + Sound NAMM Russia because this event is legendary by itself: Autumn – Moscow – Sokolniki - a whole world of musical instruments, audio, video and light equipment and technologies... We could not ignore it. This year we present an Italian innovative brand DB Technologies that sets new standards and horizons in the global audio equipment's industry for the most advanced musicians and sound engineers. Therefore, we believe that everything shapes well for us by now. We are pleased to introduce this brand and we are glad to meet here our colleagues and customers.

Andrey Alekhin

Sales and Marketing Director
Sennheiser Audio

This year there are several reasons to take part in the show. Sennheiser 70 year anniversary and our new products that we are very pleased to display here. In addition, our company is a sponsor of Prolight + Sound NAMM Russia 2015 and we provide the equipment for the business programs of the show. From the point of view of the organization, impressions are very positive. The audience became a little different: visitors know what they want. They often come with specific questions and ask for certain products.

Sergey Osenev

Head of Project Sales
MuzTorg

Muztorg Pro is a brand, which we are bringing to the Russian market. It is about project decisions for large-scale objects such as halls, stadiums, restaurants. We keep participating in the show for many years because we consider it the most important event in the industry of professional audio, light and media equipment. Our partners, potential customers come here. We always get much bang for the buck when we participate in this Moscow exhibition. A good organization, convenient location in Moscow are certainly advantages of the show. The most importantly, all our customers are well aware of this event and actively visit it from year to year.

Vladislav Manaenkov

Executive Director
OKNO Audio

This year we came to the show in order to share one important event with our colleagues, dealers from all regions of Russia. OKNO Audio managed to join two competing Harman Professional and Music Group under one distribution in one territory.



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Market Leaders about Prolight + Sound NAMM 2015

Elena Zhulidova
Marketing Director
Martin Professional

We traditionally participate in the Prolight + Sound NAMM Russia, as this show is the only place where we can introduce new products to many customers, meet our good friends. Yes, this year we do not see new faces, perhaps this is due to the situation that is happening in the economy, but I still believe that the fair is a productive event for us. People come here to see the latest sound and lighting technologies. We are grateful to Messe Frankfurt RUS for the support of our project - Lighting Artists Competition. Within this competition, we find new designers with interesting works. We are glad to see that the industry is developing.

Ekaterina Kirillova
General Director
Euroshow Moscow

The idea to participate in the Prolight + Sound NAMM Russia appeared to us in February in Frankfurt, where we saw a great installation on the PRG booth at Prolight + Sound. We thought it would be nice to arrange something similar in Moscow in September, but we would like to make it larger scale – not on the booth, but in the whole pavilion. Using not very expensive lighting, audio and video equipment, we have proved that even in an economic downturn, you can create a bright show. Simultaneously with this, the idea of bringing to the fair - the event companies, the people who are directly involved in the organization of various events - came to us. Together with Max Max'n and Messe Frankfurt RUS we organized a Forum ONstage, dedicated to organizing events and technical features of domestic and international production.



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Business Program

More than **160** business, educational and entertaining events were on offer, many of them were highly significant for their specific segment of the industry.

NAMM Musikmesse:

ANNUAL EVENTS:

- COLISIUM - International Music Convention
- Educational sessions NAMM University tailor-made for Russian retailers
- A Pedagogical Festival of modern music technologies
- Dozens of master-classes by professional musicians and musical business experts

PREMIER EVENTS:

- The Moscow Department of Culture's program called Art School took place at the show, consisting of two events:
 - The "Forum Art Education" was dedicated to the issues of art education and an interactive
 - "Park of Musical Instruments", where thousands of attendees were given free taster lessons by qualified music teachers, to try their hands at playing the violin, drums, domra, harp and many other musical instruments.

BONZO BASH **RUSSIA**

- For the first time in Russia, NAMM Musikmesse Russia 2015 hosted "Bonzo Bash Russia", a world-known drummer festival created as a tribute, to the legendary drummer John Henry "Bonzo" Bonham of Led Zeppelin. The show brought together fifteen of the best Russian rock'n'roll drummers, special guest drummers, and five young newcomers, the winners of a competition organized pre-show by Modern Drummer magazine and Muzimport. Headed by US drummer Brain Tichy (Whitesnake, Billy Idol, Foreigner, Ozzy Osbourne, Glenn Hughes) Bonzo Bash Russia also offered master classes and workshops with famous Russian and international drummers.

Prolight + Sound NAMM:

ANNUAL EVENTS:

- Theatre Forum is a special project of the show. An intensive and varied business program was organized by the specialists and industry experts from the Bolshoi Theatre, members of the Russian Guild of Theatre Managers, the Russian Union of Theatre Workers. A technical tour to scenery workshops and the warehouse complex of the Bolshoi Theatre was a nice bonus for professional visitors.
- Rental Companies Forum organized by the Association of Rental Companies for CEOs and employees of rental companies and event agencies
- Lighting artists' competition by Martin Pro
- Master classes and seminars for experts and professionals of audio, video and light industries

PREMIER EVENTS:

- ONstage Forum, dedicated to showcasing event organization and technical features of domestic and international productions saw over five hundred companies taking part. In addition, the visitors and participants of the Forum enjoyed a memorable light and music show - Onstage Light & Sound demonstration organized by Euroshow.



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Concert & Special Stages

NAMM Musikmesse

Live Music Stage became a place for festivals, competitions, shows and performances of famous musicians, including guitar festival Guitar Player Party, Bonzo Bash Russia and Metallica show S&M Tribute featuring a full sized Symphony orchestra.

Classical and acoustic concerts and performances by teachers and students from the Moscow Conservatory, cello virtuoso's George Gusev's Cello Drive project, kid's festival "Viva Music!" by Asia Music and many others were on the **Acoustic Stage**.

Music Car by Megapolis Radio Station
(portable stage for electronic music)

Prolight + Sound NAMM

Demonstration of concert sound installations allowed visitors to appreciate the possibilities of the acousticsystems of the leading brands such as: ProTone, DAS Audio, Electro-Voice, MAG Wave, MAG Fly, TW Audio, Bose, Coda Audio, Lorrenz Acoustic Lab, DAS.

A&T Trade Tent

Bose Stage

Euroshow Stage





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See you in 2016!

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15 - 18 September 2016
ECC «Sokolniki», Moscow, Russia

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