

# THE NBM SHOW

## about this report

This certified statement details activities specific to THE NBM SHOW and is based on current data collected from those registering on [www.THENBMSHOW.com](http://www.THENBMSHOW.com), paper forms mailed or faxed and/or on-site registration systems. Data is available to all participating exhibitors and is certified after each event in accordance with standard reporting protocols.

All demographic and historical data is verified and maintained in accordance with the guidelines set to uphold data integrity in collection, analysis and reporting.

**Registrant:** A buyer/attendee; includes exhibitor personnel who registered for the show.

**Verified:** A buyer/attendee; includes exhibitor personnel who attended the show.

**Exhibitor:** Exhibiting company is a paid vendor.

## contact information

THE NBM SHOW  
P.O. Box 1416  
Broomfield, CO 80038  
THENBMSHOW.com  
(800) 669-0424

THE NBM SHOW  
National Business Media, Inc.

## about THE NBM SHOW

THE NBM SHOW combines three synergistic markets of graphics professionals, entrepreneurs, suppliers and distributors and is a business-to-business trade show for the following disciplines: decorated and printed apparel, sign making, digital printing and graphics, awards, engraving, visual communications, sublimation and personalization. The event is presented by industry trade publications [Sign & Digital Graphics](#), [Printwear](#) and [Awards & Engraving](#).



# CERTIFIED AUDIENCE STATEMENT

## THE NBM SHOW Arlington, TX • March 10-12, 2016

### a. certified registrants

Total Registrants .....	5,258
Total Verified .....	3,262

### b. registrant to exhibitor ratio

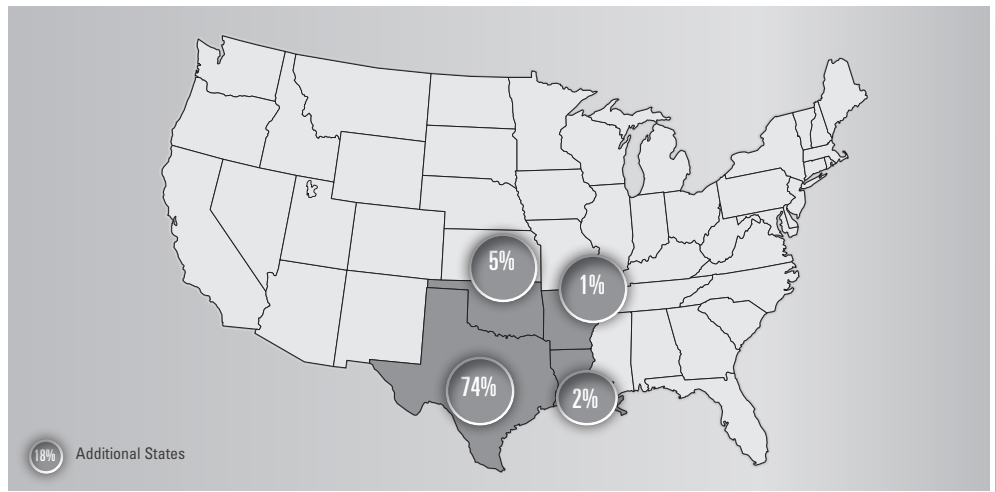
Total Registrants .....	5,258
Total Verified .....	3,262
Number of Exhibiting Companies .....	100
Verified Registrant to Exhibiting Company Ratio .....	33:1
Total Registrant to Exhibiting Company Ratio .....	53:1

THE NBM SHOW Guarantee: Total Registrant to Exhibitor ratio 19:1

### c. geographic marketing area and registration breakdown

Concentration of major metropolitan and surrounding areas in these states: TX, OK, LA, AR

TX .....	74%	Additional States .....	18%
OK .....	5%		
LA .....	2%		
AR .....	1%		



# THE NBM SHOW

## Arlington, TX • March 10-12, 2016 (cont.)

### d. areas of activity\*

Apparel - Blank.....	2,425	Heat Applied Graphics.....	1,887
Architectural Signs/Systems.....	585	LED Lighting/Signs/Components.....	580
Awards/Trophies/Plaques.....	944	Personalized Gifts.....	1,383
Channel Letters/Electric Sign Cabinets.....	393	Promotional Products Sales.....	1,282
Commercial Signs/Banners.....	1,184	Rubber Stamps/Marking Devices.....	430
Digital Printing Direct-to-Substrate.....	1,269	Sandcarving.....	340
Digital Printing/Finishing - Wide Format.....	1,040	Screen Printing (Apparel and Headwear).....	1,800
Electronic Message Centers/Display Systems.....	279	Screen Printing (Non Wearable).....	910
Embroidery.....	1,892	Sublimation - Large Format.....	792
Engraving - Laser.....	1,162	Sublimation - Small Format.....	1,563
Engraving - Rotary.....	558	Vehicle Wraps/Wholesale Graphic Services.....	731
Exhibit/Display/POP.....	413	<b>Total Registrations</b> .....	<b>5,258</b>

FUNCTION	NUMBER OF EMPLOYEES	NUMBER OF YEARS IN BUSINESS			
Owner/President/CEO.....	2,686	1-3.....	2,887	Less than 2 years.....	1,143
Management.....	580	4-10.....	1,099	2-4 years.....	747
Purchasing.....	106	11-25.....	199	5-7 years.....	517
Sales.....	297	More than 25.....	227	8-10 years.....	406
Production.....	403			More than 10 years.....	1,565
Art/Design.....	283				
Other (please specify).....	133				

#### REGISTRANT STATED AREAS OF INTEREST

Training by Exhibitors.....	2,085
Looking for new suppliers and product lines.....	3,395
Meet with current suppliers face-to-face.....	2,410
Find new distributors/dealers.....	2,104
Research crossover markets to add new options for my business.....	1,740
Interact with industry peers.....	1,354

#### PURCHASING AUTHORITY

Final Decision.....	2,823
Recommend.....	1,125
Specify.....	64

\*Registrants may check all that apply; responses may equal more than 100%

### e. post-show survey data\*

WHEN YOU ATTEND A TRADE SHOW DO YOU TYPICALLY MAKE A PURCHASE:	Response Percent
At the show and within 90 days	82%

ARE YOU PLANNING TO EXPAND YOUR PRODUCT SERVICE LINE IN THE NEXT 12 MONTHS? <small>(i.e. are you planning to purchase or source equipment or supplies in a crossover market?)</small>	Response Percent
Yes	71%

WHAT ARE THE TOP THREE (3) REASONS YOU ATTEND?	Response Percent
Find new products; Research future purchase decisions	82%
Education/Training	58%
Find new supplier for consumables	48%

AVERAGE BUYER/ATTENDEE SALES VOLUME	Response Percent
Under 100,000	59%
100,001-250,000	15%
250,001-500,000	10%
500,001-1,000,000	6%
Over \$1 Million	10%

\*Answers from representative % of those in attendance.

I certify that this information is correct and complete. **Date:** March 2016

*Susan J. Hueg*  
**Sue Hueg**  
 VP, NBM Events

*Rori Farstad*  
**Lori Farstad**  
 VP, Audience



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# CERTIFIED AUDIENCE STATEMENT

**THE NBM B.I.G. SHOW**  
Indianapolis, IN • June 2-4, 2016

## about this report

This certified statement details activities specific to THE NBM B.I.G. SHOW and is based on current data collected from those registering on [www.THENBMSHOW.com](http://www.THENBMSHOW.com), paper forms mailed or faxed and/or on-site registration systems. Data is available to all participating exhibitors and is certified after each event in accordance with standard reporting protocols.

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**Exhibitor:** Exhibiting company is a paid vendor.

## contact information

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THE NBM B.I.G. SHOW  
National Business Media, Inc.

## about THE NBM B.I.G. SHOW

THE NBM B.I.G. SHOW combines three synergistic markets of graphics professionals, entrepreneurs, suppliers and distributors and is a business-to-business trade show for the following disciplines: decorated and printed apparel, sign making, digital printing and graphics, awards, engraving, visual communications, sublimation and personalization. The event is presented by industry trade publications [Sign & Digital Graphics](#), [Printwear](#) and [Awards & Engraving](#).

### a. certified registrants

Total Registrants .....	7,579
Total Verified .....	4,762

### b. registrant to exhibitor ratio

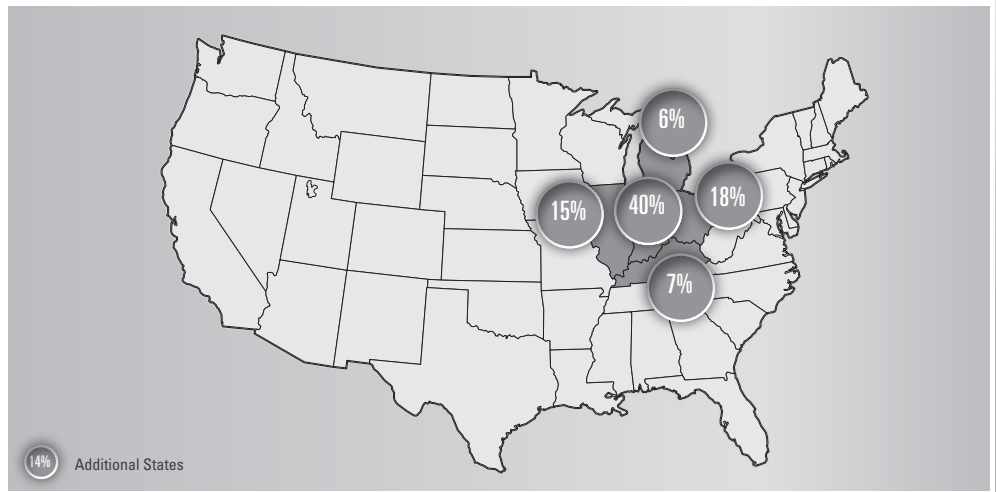
Total Registrants .....	7,579
Total Verified .....	4,762
Number of Exhibiting Companies .....	172
Verified Registrant to Exhibiting Company Ratio .....	28:1
Total Registrant to Exhibiting Company Ratio .....	44:1

THE NBM B.I.G. SHOW Guarantee: Total Registrant to Exhibitor ratio 19:1

### c. geographic marketing area and registration breakdown

Concentration of major metropolitan and surrounding areas in these states: IN, OH, IL, KY, MI

IN .....	40%	MI .....	6%
OH .....	18%	Additional States .....	14%
IL .....	15%		
KY .....	7%		



# THE NBM B.I.G. SHOW

## Indianapolis, IN • June 2-4, 2016 (cont.)

### d. areas of activity\*

Apparel - Blank.....	3,049	LED Lighting/Signs/Components.....	862
Architectural Signs/Systems.....	914	Personalized Gifts.....	1,595
Awards/Trophies/Plaques.....	1,382	Promotional Products Sales.....	1,528
Channel Letters/Electric Sign Cabinets.....	602	Rubber Stamps/Marking Devices.....	475
Commercial Signs/Banners.....	2,004	Sandcarving.....	482
Digital Printing Direct-to-Substrate.....	1,750	Screen Printing (Apparel and Headwear).....	2,403
Digital Printing/Finishing - Wide Format.....	1,659	Screen Printing (Non Wearable).....	1,222
Electronic Message Centers/Display Systems.....	418	Sublimation - Large Format.....	978
Embroidery.....	2,268	Sublimation - Small Format.....	1,898
Engraving - Laser.....	1,500	Vehicle Wraps.....	1,614
Engraving - Rotary.....	819	Wholesale Graphic Services.....	1,019
Exhibit/Display/POP.....	702	<b>Total Registrants.....</b>	<b>7,579</b>
Heat Applied Graphics.....	2,439		

FUNCTION	NUMBER OF EMPLOYEES	NUMBER OF YEARS IN BUSINESS			
Owner/President/CEO.....	3,325	1-3.....	3,329	Less than 2 years.....	952
Management.....	900	4-10.....	1,746	2-4 years.....	885
Purchasing.....	136	11-25.....	511	5-7 years.....	763
Sales.....	452	More than 25.....	528	8-10 years.....	518
Production.....	771			More than 10 years.....	2,957
Art/Design.....	459				
Other (please specify).....	224				

#### REGISTRANT STATED AREAS OF INTEREST

Training by Exhibitors.....	2,569
Looking for new suppliers and product lines.....	4,472
Meet with current suppliers face-to-face.....	3,440
Find new distributors/dealers.....	2,773
Research crossover markets to add new options for my business.....	2,332
Interact with industry peers.....	2,110

#### PURCHASING AUTHORITY

Final Decision.....	3,416
Recommend.....	1,779
Specify.....	85

\*Registrants may check all that apply; responses may equal more than 100%

### e. post-show survey data\*

WHEN YOU ATTEND A TRADE SHOW DO YOU TYPICALLY MAKE A PURCHASE:	Response Percent
At the show and within 90 days	80%

ARE YOU PLANNING TO EXPAND YOUR PRODUCT SERVICE LINE IN THE NEXT 12 MONTHS? (i.e. are you planning to purchase or source equipment or supplies in a crossover market?)	Response Percent
Yes	65%

WHAT ARE THE TOP THREE (3) REASONS YOU ATTEND?	Response Percent
Find new products; Research future purchase decisions	86%
Find new supplier for consumables	47%
Education/Training	45%

AVERAGE BUYER/ATTENDEE SALES VOLUME	Response Percent
Under 100,000	48%
100,001-250,000	18%
250,001-500,000	11%
500,001-1,000,000	8%
Over \$1 Million	15%

\*Answers from representative % of those in attendance.

I certify that this information is correct and complete. **Date:** June 2016

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VP, NBM Events

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