

THE NBM SHOW

AWARDS & ENGRAVING
PRINTWEAR
SIGN & DIGITAL GRAPHICS

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, 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

For producers *in the business*: **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: sign making, digital printing, screen printing, embroidery, apparel decorating, sublimation, awards, engraving, specialty graphics, custom gifts and everything personalized. Media sponsors for the event are industry trade publications *Sign & Digital Graphics*, *Printwear* and *Awards & Engraving*.



PART OF
THE NBM NETWORK
SIGN & DIGITAL GRAPHICS
PRINTWEAR
AWARDS & ENGRAVING
THE NBM SHOW

CERTIFIED AUDIENCE STATEMENT

THE NBM SHOW
Santa Clara, CA • February 7-8, 2020

a. certified registrants

Total Registrants	2,531
Total Verified	1,509

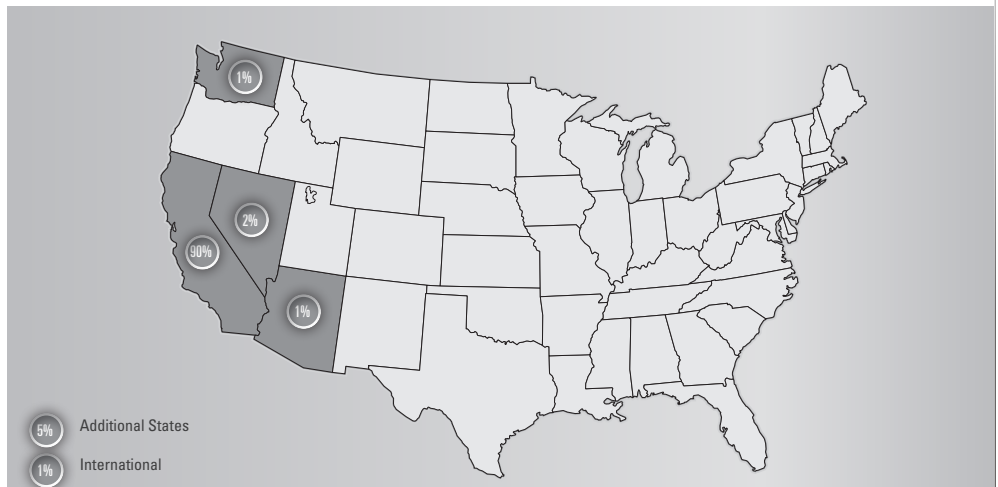
b. registrant to exhibitor ratio

Total Registrants	2,531
Total Verified	1,509
Number of Exhibiting Companies	66
Total Registrant to Exhibiting Company Ratio	38:1
Verified Registrant to Exhibiting Company Ratio	23:1

c. geographic marketing area and registration breakdown

Concentration of major metropolitan and surrounding areas in these states: CA, NV, WA, AZ

CA	90%	AZ	1%
NV	2%	Additional States	5%
WA	1%	International	1%



THE NBM SHOW

Santa Clara, CA • February 7-8, 2020 (cont.)

d. areas of activity*

Apparel - for Decoration/Embellishment.....	1,240	Personalized Products/Gifts.....	670
Architectural/Wayfinding/Interior Signage.....	359	Promotional Products (Distributor/Sales/Broker/Retailer).....	564
Awards/Trophies/Plaques.....	468	Rubber Stamps/Marking Devices.....	246
Channel Letters/Electric Sign Cabinets.....	272	Sandcarving/Etching - Decorative.....	224
Commercial Signs/Banners.....	709	Screen Printing (Apparel/Headwear/Towels/Bags/Accessories).....	782
Digital Printing - Direct-to-Substrate/Garment.....	889	Specialty Graphics and Printing (Non-Wearable/Industrial/Commercial).....	419
Digital Printing/Finishing - Wide Format.....	744	Sublimation - Large Format (more than 44").....	312
Embroidery/Monogramming/Applique.....	741	Sublimation - Small Format (44" or less).....	662
Engraving - Laser.....	702	Vehicle Graphics / Wraps.....	502
Engraving - Rotary.....	368	Wholesale Services to the Trade: Shop-to-Shop; contract.....	421
Exhibit/Trade Show Display/Retail Display/Point of Sale (Fabricator).....	323	Industry Supplier/Distributor.....	280
Heat-Applied Graphics/Heat Transfers.....	830	Total Registrants.....	2,531
LED Lighting/LED Signs/LED Components.....	348		

FUNCTION

Owner/President/CEO.....	1,207
Management.....	313
Purchasing.....	43
Sales.....	151
Production.....	224
Art/Design.....	146
Other (please specify).....	55

NUMBER OF EMPLOYEES

1-3.....	1,384
4-10.....	496
11-25.....	133
More than 25.....	124

*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  69%

ARE YOU PLANNING TO EXPAND YOUR PRODUCT SERVICE LINE IN THE NEXT 12 MONTHS?




Response
Percent

(i.e. are you planning to purchase or source equipment or supplies in a crossover market?)

Yes  67%

WHAT ARE THE TOP THREE (3) REASONS YOU ATTEND?

Response
Percent

Find new products; Research future purchase decisions 	76%
Face-to-face conversations & training with exhibitors 	38%
Find new suppliers for consumables 	33%

*Answers from representative % of those in attendance.

I certify that this information is correct and complete. **Date:** February 2020

Lori Farstad

Lori Farstad
VP, Audience & Events



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