



THE NBM SHOW BREAKAWAY SESSIONS

DIGITAL ACTIVITIES
CERTIFIED AUDIENCE
STATEMENT

Session #1: Let's Get Back to Business!

ABOUT THE NBM SHOW BREAKAWAY SESSIONS

For producers in the business: **THE NBM SHOW Breakaway Sessions** combines three synergistic markets of graphics professionals, entrepreneurs, suppliers and distributors and is an online business-to-business event for the following disciplines: sign making, digital printing, screen printing, embroidery, apparel decorating, sublimation, awards, engraving, specialty graphics, custom gifts and personalization.

The media sponsor for this event is industry trade publication [GRAPHICS PRO](#).

ABOUT

This certified statement details activities specific to **THE NBM SHOW Breakaway Sessions** and is based on current data collected from those registering on www.THENBMSHOW.com and/or over the phone. 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 sponsor of the event.

CONTACT US

Vice President of NBM Events
Lori Farstad
lfarstad@nbm.com

Director of Trade Show Sales
James "Ruggs" Kochevar
jkochevar@nbm.com

Executive Trade Show Sales Manager
*A&E Market
Brandy Jamison-Neth
brandy@nbm.com

Senior Trade Show Sales Manager
*Printwear Market
Katie Ditallo
kditallo@nbm.com

Senior Trade Show Sales Manager
*Sign & Digital Graphics Market
Damon Cincotta
dcincotta@nbm.com

Exhibitor Services Coordinator
Joie Martin
exhibitorservices@nbm.com

Event Manager
Jackie Ramsier
jramsier@nbm.com

Event Manager
Katie Kockler
kkockler@nbm.com

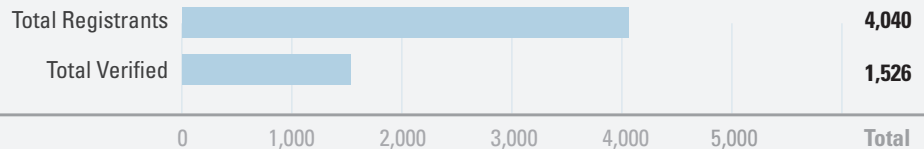
Digital Highlights – Registrant Details

*The below numbers include all attendees, exhibitors, and other (non-exhibiting suppliers and NBM staff)

4,040
TOTAL
REGISTRANTS

4,040 Total Registrants to Session #1

Certified Registrants



Certified Registrant to Exhibitor Ratio

Number of Exhibiting Companies	31
Total Registrant to Exhibiting Company Ratio	130:1
Verified Registrant to Exhibiting Company Ratio	49:1

Digital Highlights - Average Time Spent

*The below numbers only include attendees.

ATTENDEE AVERAGES

Session Attendance302

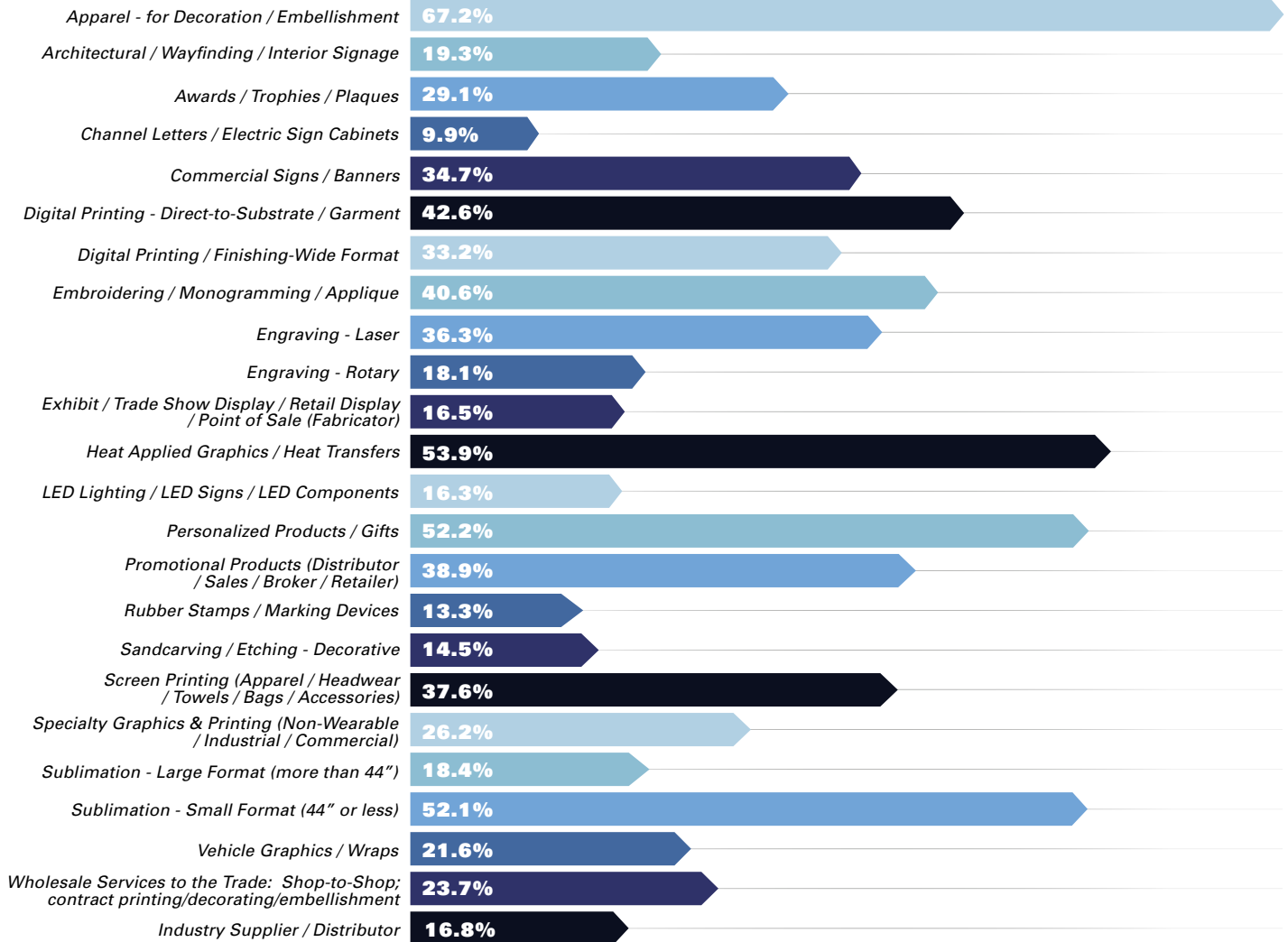
Leads per Booth 143

Average attendance per class presentation.

Average # of attendee visits per booth.

Representative Digital Audience Demographics

Areas of Business Activities



*Total equals more than 100% because attendees check all of the categories that apply.

Survey Data

*Answers from representative % of those in attendance.

Attendees said they will attend another Breakaway Session

*96.0%

Attendees said they will access the on demand in the next 30 days *56.6%

Where an asterisk () appears there is insufficient data to be a representative sample.

DATE: MAY, 2020

I certify that this information is correct and complete.


James "Ruggs" Kochevar
DIRECTOR OF TRADE SHOW SALES


Lori Farstad
VICE PRESIDENT, AUDIENCE & EVENTS

THE NBM SHOW Breakaway Sessions
thenbmshow.com

National Business Media, Inc.
P.O. Box 1416
Broomfield, CO 80038
nbm.com
800-669-0424





THE NBM SHOW BREAKAWAY SESSIONS

DIGITAL ACTIVITIES
CERTIFIED AUDIENCE
STATEMENT

Session #2: Looking for new opportunities? START HERE!

ABOUT THE NBM SHOW BREAKAWAY SESSIONS

For producers in the business: **THE NBM SHOW Breakaway Sessions** combines three synergistic markets of graphics professionals, entrepreneurs, suppliers and distributors and is an online business-to-business event for the following disciplines: sign making, digital printing, screen printing, embroidery, apparel decorating, sublimation, awards, engraving, specialty graphics, custom gifts and personalization.

The media sponsor for this event is industry trade publication [GRAPHICS PRO](#).

ABOUT

This certified statement details activities specific to **THE NBM SHOW Breakaway Sessions** and is based on current data collected from those registering on www.THENBMSHOW.com and/or over the phone. 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 sponsor of the event.

CONTACT US

Vice President of NBM Events
Lori Farstad
lfarstad@nbm.com

Director of Trade Show Sales
James "Ruggs" Kochevar
jkochevar@nbm.com

Executive Trade Show Sales Manager
*A&E Market
Brandy Jamison-Neth
brandy@nbm.com

Senior Trade Show Sales Manager
*Printwear Market
Katie Ditallo
kditallo@nbm.com

Senior Trade Show Sales Manager
*Sign & Digital Graphics Market
Damon Cincotta
dcincotta@nbm.com

Exhibitor Services Coordinator
Joie Martin
exhibitorservices@nbm.com

Event Manager
Jackie Ramsier
jramsier@nbm.com

Event Manager
Katie Kockler
kkockler@nbm.com

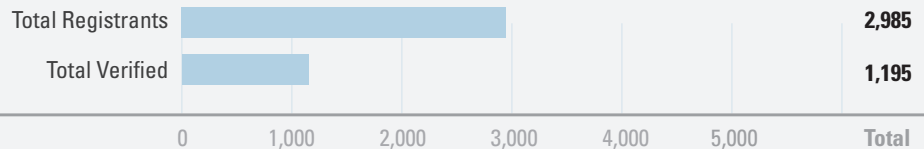
Digital Highlights – Registrant Details

*The below numbers include all attendees, exhibitors, and other (non-exhibiting suppliers and NBM staff)

2,985
TOTAL
REGISTRANTS

2,985 Total Registrants to Session #2

Certified Registrants



Certified Registrant to Exhibitor Ratio

Number of Exhibiting Companies	32
Total Registrant to Exhibiting Company Ratio	93:1
Verified Registrant to Exhibiting Company Ratio	37:1

Digital Highlights - Average Time Spent

*The below numbers only include attendees.

ATTENDEE AVERAGES

Session Attendance 189

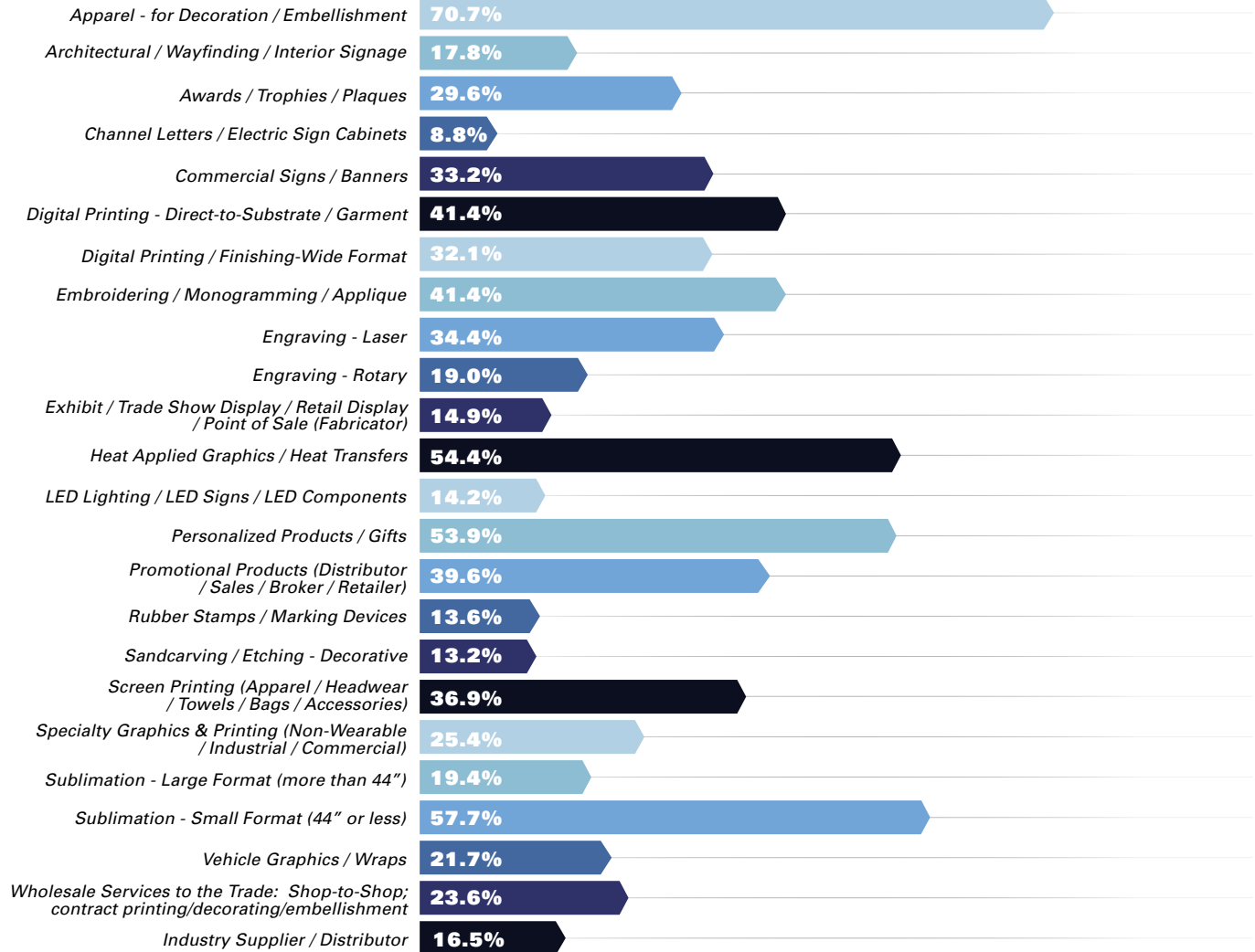
Leads per Booth 104

Average attendance per class presentation.

Average # of attendee visits per booth.

Representative Digital Audience Demographics

Areas of Business Activities



*Total equals more than 100% because attendees check all of the categories that apply.

Survey Data

*Answers from representative % of those in attendance.

Attendees said they will attend another Breakaway Session

***96.0%**

Attendees said they will access the on demand in the next 30 days ***56.6%**

Where an asterisk () appears there is insufficient data to be a representative sample.

DATE: JUNE, 2020

I certify that this information is correct and complete.

James "Ruggs" Kochevar
DIRECTOR OF TRADE SHOW SALES

Lori Farstad
VICE PRESIDENT, AUDIENCE & EVENTS

THE NBM SHOW Breakaway Sessions
thenbmshow.com

National Business Media, Inc.
P.O. Box 1416
Broomfield, CO 80038
nbm.com
800-669-0424

