



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

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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.

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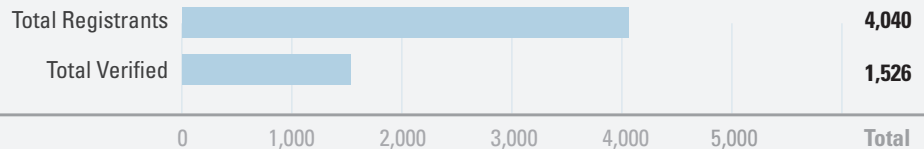
Digital Highlights – Registrant Details

*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

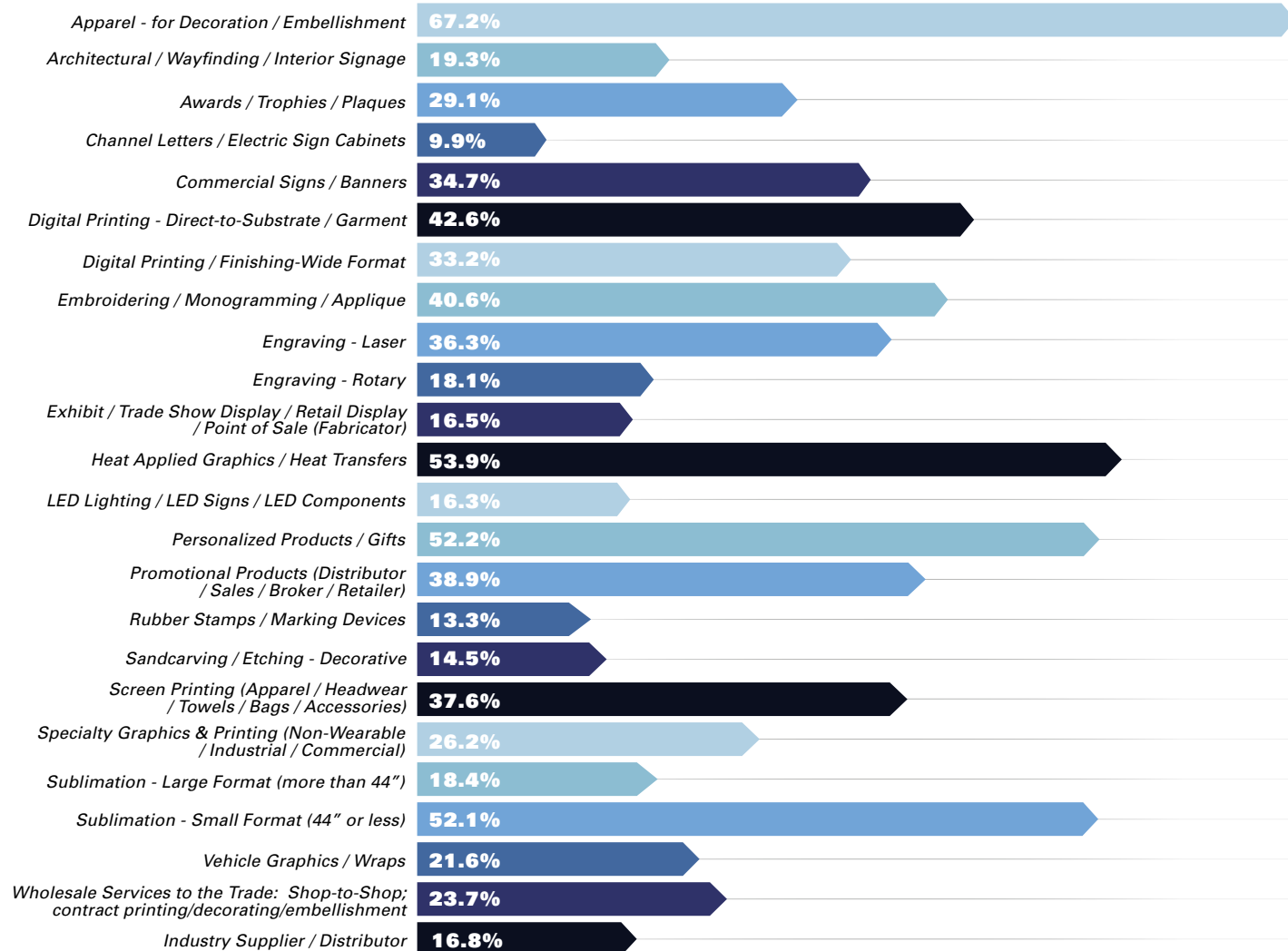
Leads per Booth 143

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.

THE NBM SHOW Breakaway Sessions
thenbmshow.com

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

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

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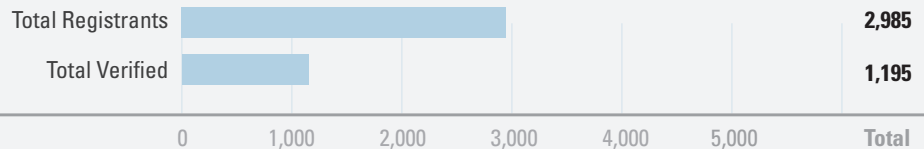
Digital Highlights – Registrant Details

*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

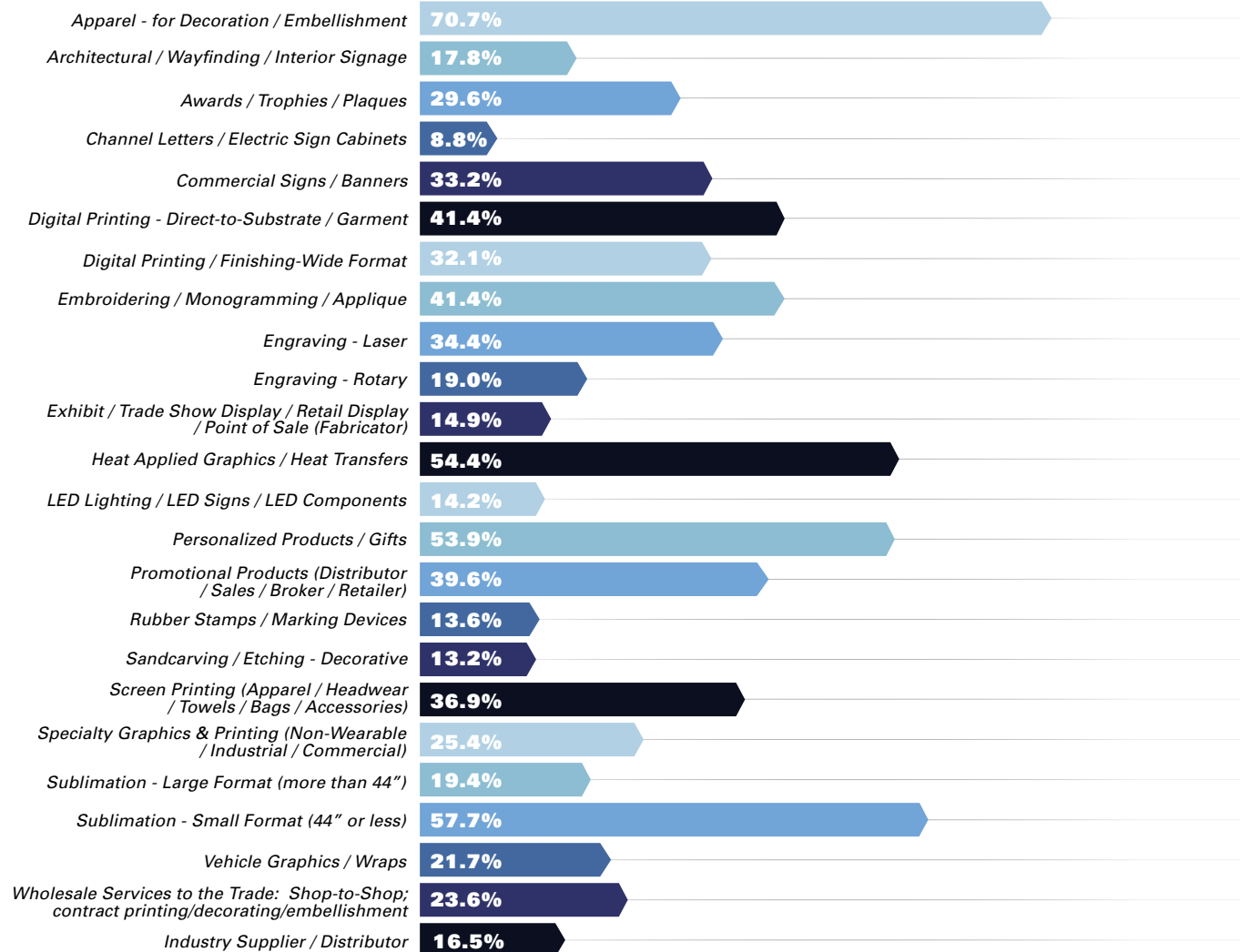
Leads per Booth 104

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.

THE NBM SHOW Breakaway Sessions
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DATE: JUNE, 2020

I certify that this information is correct and complete.

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Lori Farstad
VICE PRESIDENT, AUDIENCE & EVENTS



THE NBM SHOW BREAKAWAY SESSIONS

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Session #3, Back to School: Owning the Academic Market

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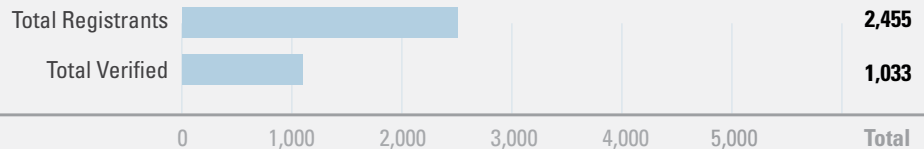
Digital Highlights – Registrant Details

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

2,455
TOTAL
REGISTRANTS

2,455 Total Registrants to Session #3

Certified Registrants



Certified Registrant to Exhibitor Ratio

Number of Exhibiting Companies	25
Total Registrant to Exhibiting Company Ratio	98:1
Verified Registrant to Exhibiting Company Ratio	41:1

Digital Highlights - Average Time Spent

*The below numbers only include attendees.

ATTENDEE AVERAGES

Session Attendance 181

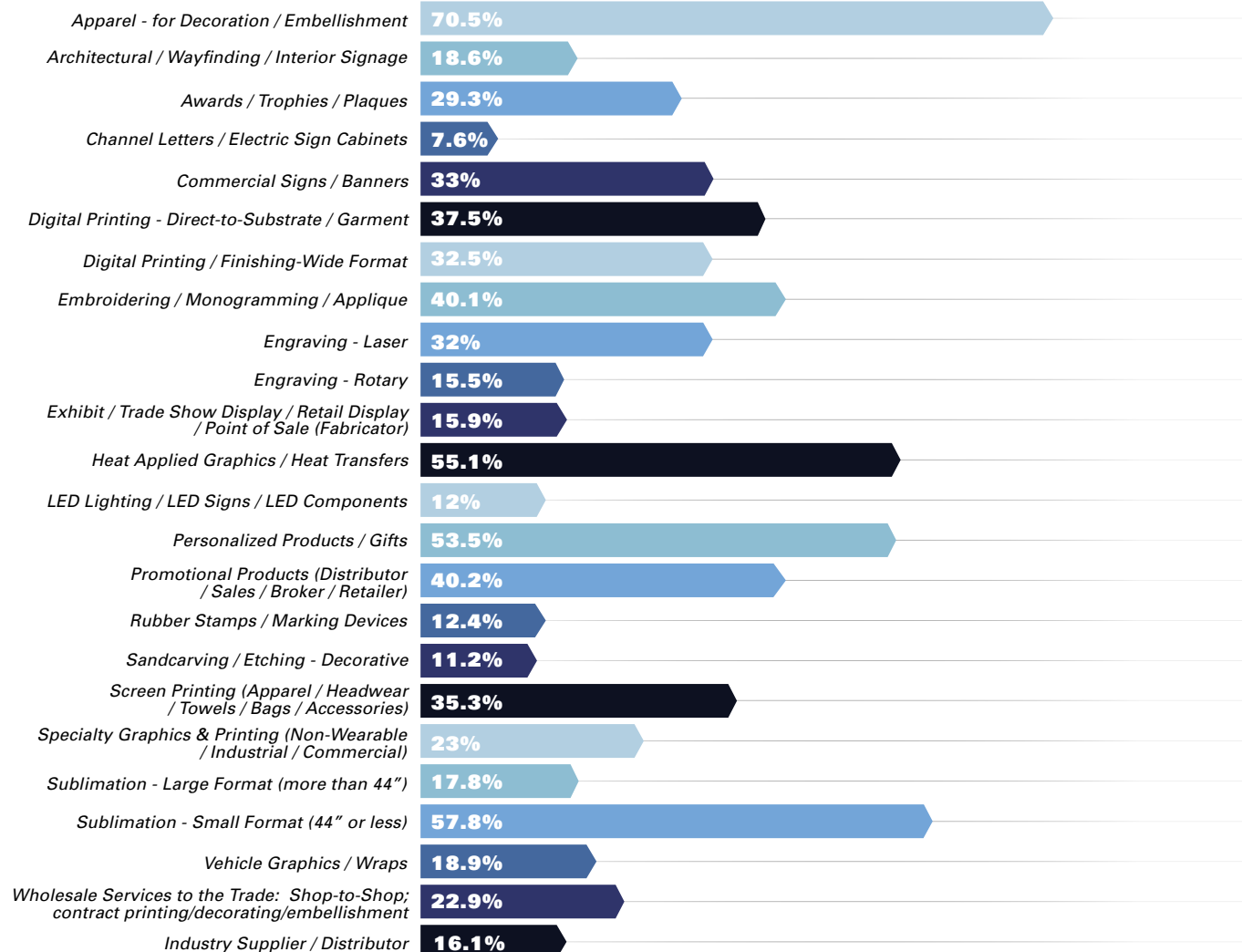
Leads per Booth 124

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

***98.8%**

Attendees said they will access the on demand in the next 14 days

***69.1%**

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

DATE: AUGUST, 2020

I certify that this information is correct and complete.

James "Ruggs" Kochevar
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Lori Farstad
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Session #4, WRAPSTECH: The Science of Wraps

ABOUT THE NBM SHOW BREAKAWAY SESSIONS

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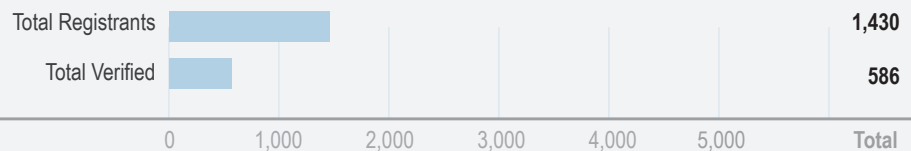
Digital Highlights – Registrant Details

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

1,430
TOTAL
REGISTRANTS

1,430 Total Registrants to Session #4

Certified Registrants



Certified Registrant to Exhibitor Ratio

Number of Exhibiting Companies	15
Total Registrant to Exhibiting Company Ratio	95:1
Verified Registrant to Exhibiting Company Ratio	39:1

Digital Highlights – Average Time Spent

*The below numbers only include attendees.

ATTENDEE AVERAGES

Session Attendance 138

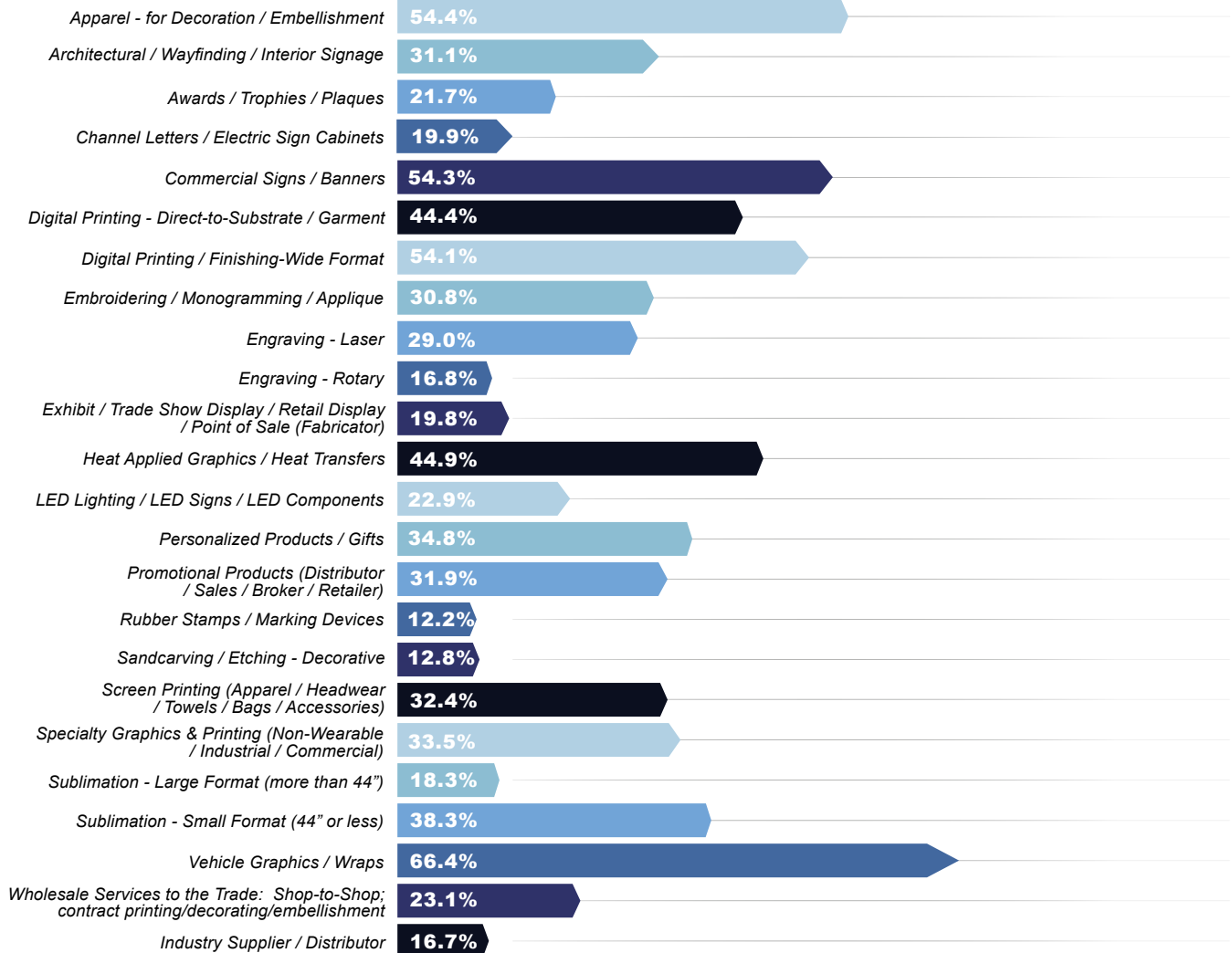
Leads per Booth..... 80

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

*100.0%

Attendees said they will access the on demand in the next 14 days

*62.1%

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

DATE: **SEPTEMBER, 2020**

I certify that this information is correct and complete.

James "Ruggs" Kochevar
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