

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

Phoenix, AZ • February 1-2, 2019

a. certified registrants

Total Registrants	2,697
Total Verified	1,522

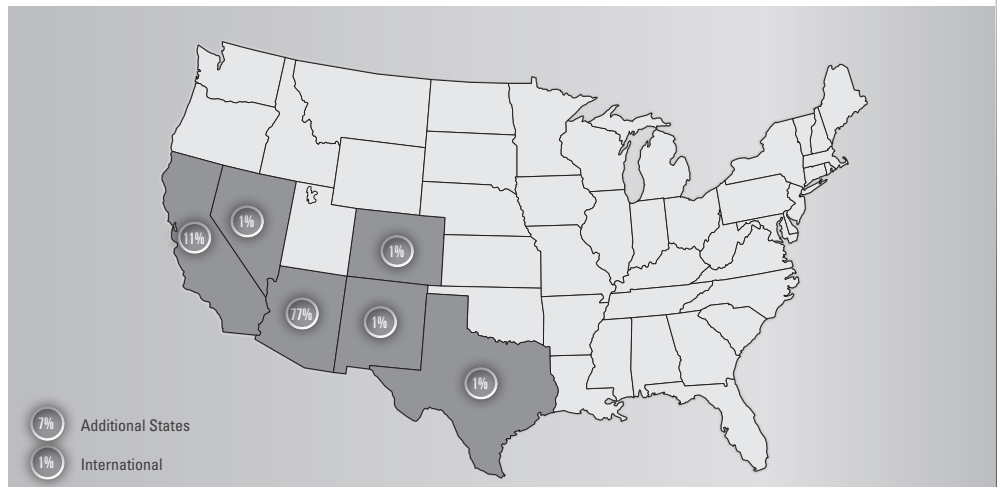
b. registrant to exhibitor ratio

Total Registrants	2,697
Total Verified	1,522
Number of Exhibiting Companies	78
Total Registrant to Exhibiting Company Ratio	35:1
Verified Registrant to Exhibiting Company Ratio	20:1

c. geographic marketing area and registration breakdown

Concentration of major metropolitan and surrounding areas in these states: AZ, CA, CO, NM, NV, TX

AZ	77%	NV	1%
CA	11%	TX	1%
CO	1%	Additional States	7%
NM	1%	International	1%



THE NBM SHOW

Phoenix, AZ • February 1-2, 2019 (cont.)

d. areas of activity*

Apparel - for Decoration/Embellishment.....	1,325	Personalized Products/Gifts.....	717
Architectural/Wayfinding/Interior Signage.....	265	Promotional Products (Distributor/Sales/Broker/Retailer).....	622
Awards/Trophies/Plaques.....	446	Rubber Stamps/Marking Devices.....	188
Channel Letters/Electric Sign Cabinets.....	173	Sandcarving/Etching - Decorative.....	168
Commercial Signs/Banners.....	587	Screen Printing (Apparel/Headwear/Towels/Bags/Accessories).....	849
Digital Printing - Direct-to-Substrate/Garment.....	828	Specialty Graphics and Printing (Non-Wearable/Industrial/Commercial).....	420
Digital Printing/Finishing - Wide Format.....	610	Sublimation - Large Format (more than 44").....	311
Embroidery/Monogramming/Applique.....	748	Sublimation - Small Format (44" or less).....	666
Engraving - Laser.....	599	Vehicle Graphics / Wraps.....	423
Engraving - Rotary.....	290	Wholesale Services to the Trade: Shop-to-Shop; contract.....	382
Exhibit/Trade Show Display/Retail Display/Point of Sale (Fabricator).....	253	Industry Supplier/Distributor.....	266
Heat-Applied Graphics/Heat Transfers.....	917	Total Registrants.....	2,697
LED Lighting/LED Signs/LED Components.....	254		

FUNCTION

Owner/President/CEO.....	1,249
Management.....	285
Purchasing.....	47
Sales.....	173
Production.....	183
Art/Design.....	137
Other (please specify).....	74

NUMBER OF EMPLOYEES

1-3.....	1,288
4-10.....	537
11-25.....	167
More than 25.....	154

*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	74%

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	72%

WHAT ARE THE TOP THREE (3) REASONS YOU ATTEND?	Response Percent
Find new products; Research future purchase decisions	86%
Find new supplier for consumables	51%
Education/Training	49%

*Answers from representative % of those in attendance.

I certify that this information is correct and complete. **Date:** February 2019

Sue Hueg
VP, NBM Events

Lori Farstad
VP, Audience



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