

NAMM Marks 125th Year, Highlights Year-Round Value of Membership

Trade group points to education, advocacy and resources available to members throughout the year.

LOS ANGELES, CA, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- The National Association of Music Merchants (NAMM) is highlighting the year-round value of its membership program as the trade group marks its 125th year serving the music products industry.



Individual NAMM membership, priced at \$150 annually, is open to professionals across music education, professional audio, entertainment technology, and live event production. Membership includes a badge for the NAMM Show along with access to education, advocacy, and industry resources available throughout the calendar year, not only during the annual event.

Education is one of the primary components of membership. NAMM offers webinars, workshops, and training programs year-round, designed to help members sharpen retail skills, stay current on product trends, and navigate the operational challenges of running a music business. At the 2026 NAMM Show, 505 education sessions generated more than 91,000 total session engagements, according to the organization.

Advocacy is another ongoing member benefit. NAMM represents the collective interests of the music products industry before legislators and regulators, working on issues including music education funding, tax policy, and trade regulations. The association says its advocacy work is aimed at protecting members' businesses over the long term.

Membership also includes access to market data, service discounts, and a dedicated support team, along with connections to a global network of professionals. NAMM's 2026 Post Show Report found that the most recent NAMM Show drew more than 60,000 attendees representing a combined \$9.8 billion in buying power, with participation from more than 5,400 brands and

1,650 exhibitors.

"NAMM is more than a show, it's an ecosystem where our industry showcases every sector and comes together to connect, learn, and move forward collectively," said Michael Kamphuis of Conn Selmer.

Individuals working in music education, professional audio, entertainment technology, or live event production can apply for membership through NAMM's website. Employees of existing NAMM member companies can inquire with their administrators about activating employee benefits. Artists are not currently eligible for individual membership but may register as qualified attendees for the NAMM Show.

NAMM said the milestone anniversary underscores a business model built on sustained, year-round engagement with its members rather than a single annual event.

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