



ILMC 29

Marketing & Sponsorship

8-10 March 2017 - Royal Garden Hotel, 2-24 Kensington High Street, London W8 4PT, United Kingdom

About the ILMC	Page 2
Why Sponsor ILMC?	Page 5
About the Delegates	Page 7

Key Sponsor Opportunities.....	Page 8
Other Sponsor Opportunities	Page 9-12
Delegates' Guide Rate Card	Page 13



About the ILMC

- Since the ILMC was established in 1989 it has been the leading meeting point for live music professionals in the world.
- Featuring top-level debate, networking, and unique events, the annual conference sells out its 1,000 capacity in advance each year to delegates from over 60 countries.
- ILMC's invitation-only policy ensures a focussed and relevant event, and wide attendance by industry leaders.
- Every year, 20% of ILMC's delegation is made up of brand new delegates, keeping the event fresh and contemporary
- ILMC has a total membership of 5,000 professionals operating in 80 countries.
- *IQ Magazine* (published inhouse by ILMC), offers year-round discussion, analysis, features and global news; and boasts a global circulation of 20,000.
- www.iq-mag.net and weekly news digest service Index are accessed by over 25,000 unique visitors monthly
- ILMC also organizes events including the International Festival Forum (IFF), and the ILMC Production Meeting (IPM), as well as publishing annual reports on the ticketing and production sectors.
- The ILMC attracts professionals from all the main areas of the industry including: promoters, managers, booking agents, venues, festivals, insurance, legal, ticketing and trade media.
- The irreverent, tongue-in-cheek style and annual theming help make the ILMC unique.
- A wide array of on- and off-site events (from poker to our Arthur Awards and Gala Dinner) offer additional networking opportunities.
- The ILMC Gala Dinner includes the live music industry's equivalent of the Oscars - the Arthur Awards - at a five-star location.

See www.ilmc.com for more information and to access full conference reports from previous editions.



Evolution of ILMC

The format of ILMC has evolved continuously over the last decade, to ensure the conference continues to operate at the top of its game.

2017

- In response to delegate feedback, ILMC will move to a new mid week format, running from Wednesday until Friday
- Expanded networking spaces for private meetings
- Increased focus on a limited number of agency and music export office showcases

2016

- New Association Summit inviting the leading live music associations worldwide to meet, discuss common issues and exchange information
- Introduction of Happy Hour sessions with leading booking agencies
- New ILMC Opening Night Party

2015

- New conference schedule including full day of panels/workshops on Friday
- New workshop format introduced with education sessions run by Facebook, YouTube and more.
- 50% more panel and workshop content introduced over the conference
- ILMC Bursary Scheme launches to help nurture young executive talent.

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A midweek ILMC

In 2017, ILMC will trial a move away from its traditional weekend schedule, to be held from Wednesday to Friday.

With many delegates juggling family commitments and shows during the weekend, we asked our membership whether they would prefer to attend ILMC mid-week.

- 85% of ILMC members stated that they would prefer ILMC to be held mid week (66%), or did not mind either way.
- 30% more ILMC members said they would attend a mid-week ILMC over its traditional schedule.

By trialing a mid-week schedule in 2017, we expect delegate attendance over all three days of the conference to rise, with ILMC members being active at the conference for longer.



See www.ilmc.com for more information and to access full conference reports from previous editions.

Why sponsor ILMC?

If you are involved in the international live music and entertainment business, then the ILMC is the perfect platform to promote your brand or product. ILMC views all sponsorship activity as a partnership, and we actively work to tailor an individual and effective way of communicating each partner's message.

- ILMC is a unique platform for reaching the contemporary live music sector's global players and key purchasers.
- A range of options – from overall conference sponsorship to lunches and special events – allow highly effective marketing suitable for all different budgets.
- Executive-level professionals and decision-makers make up the majority of delegates.
- ILMC's focus on strategic, long-term relationships allows many creative possibilities.
- All packages include digital banner advertising to widen exposure beyond ILMC (see page 6)
- Tiered sponsor packages offer valuable impact, while single events provide a sharp focus for your company.
- Trade press advertising campaigns feature all partner logos, widening reach beyond the event.

Many of ILMC's sponsors come back year after year eager to be associated with the event. But don't just take our word for it..

“ILMC is the most important annual meeting point for the decision makers in our concert and festival business. This is where we make it happen!”

– John Reid, Live Nation

“The ILMC is the one major live event conference that AEG considers vital to our business. With its London location we are assured of the industry executives being part of the weekend schedule.”

– Brian Kabatznick, AEG

“The ILMC delivers above and beyond the expectations one can have as a sponsor as well as an attendee. I am very happy to be involved and I intend continuing to be involved as much as I can for a long time.”

– Serge Grimaux, Intellitix

“For both Eurosonic Noorderslag and musicXport.nl the ILMC is a perfect placed and timed platform to meet the most relevant international sellers, movers and shakers in one hotel in London, particularly the heart of the agency side of the international live music industry.”

– Ruud Berends, Networking Music

Sponsors of ILMC 28 included: Live Nation, AEG Europe, AEG Live, Malaysia Major Events, Etihad Stadium, Ticketmaster, AEG Ogden, Intellitix, Showsec, CTS Eventim, EPS, Audience, WWE, Ministry Of Sound, Star Events Group, Dot Tickets, RT Longreach, Harlem Globetrotters, PRS

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Reimagining ILMC sponsorship

ILMC was first started to promote engagement in the live music industry, and these days our various channels stretch from the conference into the digital space. These include:

- **Conferences:**

ILMC
International Festival Forum
ILMC Production Meeting
Green Events & Innovations Conference

- **Print Publications:**

IQ Magazine
The International Ticketing Yearbook
Production 100

- **Online:**

www.iq-mag.net,
Index, the concert business news digest

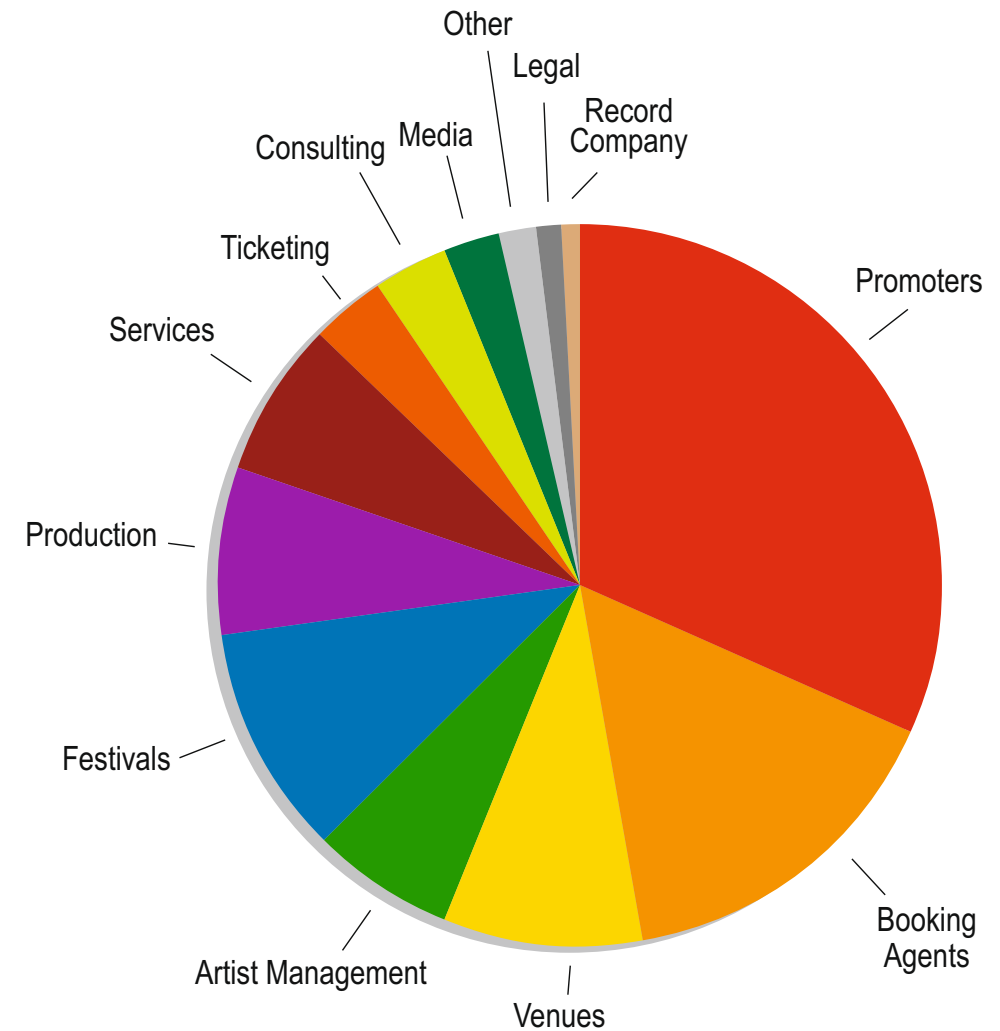
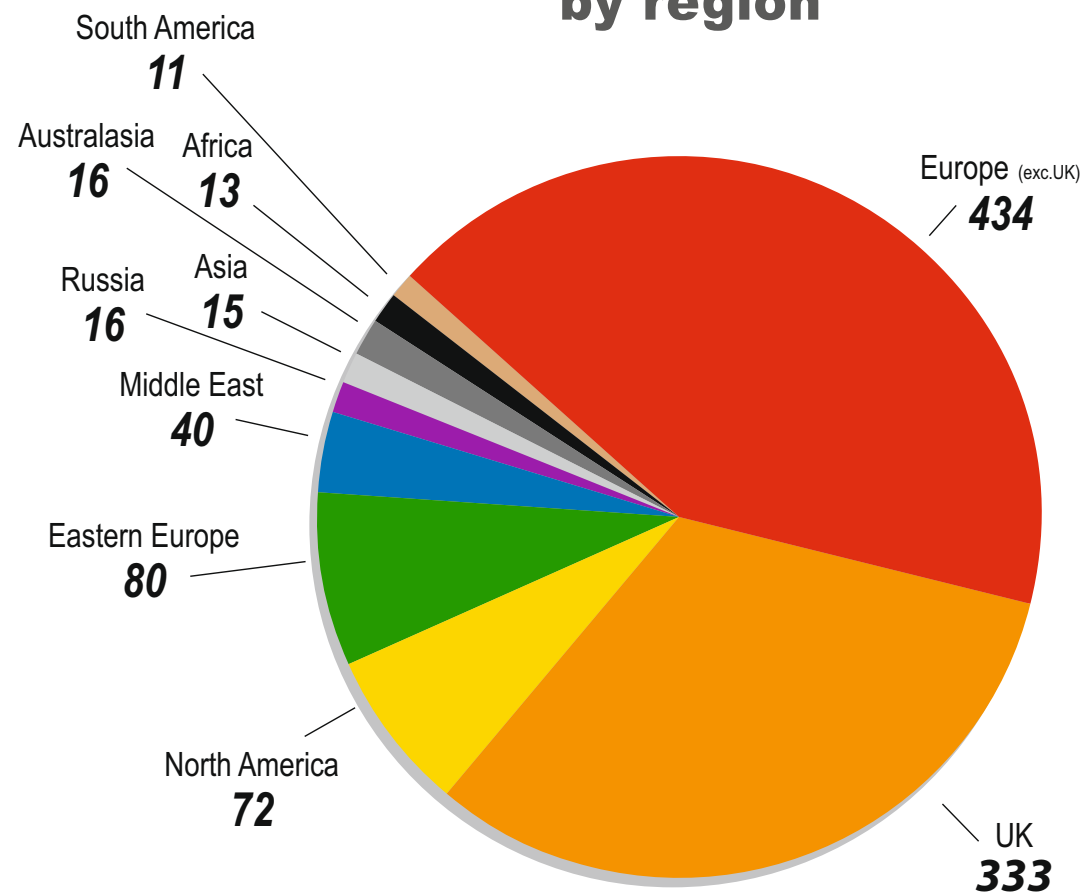
12-month packages

In order for our sponsors to get maximum benefit from involvement in ILMC, all packages now come with additional marketing elements to use across our various channels throughout the year. Sponsoring ILMC now carries not just high impact benefits at the conference, but long-term exposure over 12 months. Benefits include:

- A one-stop bespoke yearly plan, to compliment your own marketing aims and objectives
- A carefully constructed campaign across our range of products to suit your budget and maximise spend
- Discounts across the board at spending tiers
- Various payment options that make each package affordable
- Efficiency of having one account manager and one annual meeting

See www.ilmc.com for more information and to access full conference reports from previous editions.

Delegate attendance by region



Delegate attendance by sector

About the Delegates

ILMC delegates represent a broad cross section of the international live music industry. In addition to our platinum delegates who have attended every single conference and our gold delegates who have attended at least ten editions of ILMC, about 20% of each delegation comprises of brand new delegates. Meaning the conference retains many of its esteemed figureheads whilst being constantly invigorated by the next generation of business leaders.

Regular ILMC attendees include: *Live Nation (multiple territories), AEG Live (worldwide), Ticketmaster (multiple territories), William Morris Endeavour (US/UK), X-Ray Touring (UK), CAA (US/UK), Aiken Promotions (Ireland), Metropolis Music (UK), CTS Eventim (Germany), Warner Music (worldwide), SMG Europe (UK), Barley Arts Promotion SRL (Italy), Wembley (UK), Mojo Concerts BV (Netherlands), Chugg Entertainment (Australia), Pollstar Magazine (USA), Primary Talent (UK), Karsten Jahnke Konzertdirektion GmbH (Germany), Frontier Touring (Australia), Academy Music Group (UK), FKP Scorpio (Germany), The O2 (UK), United Talent Agency (UK/US), Attack Concerts (Russia).*

Key Sponsor Opportunities



ILMC's main sponsors gain exceptional exposure to all of the industry's key decision makers in over 60 countries. Before, during and after the conference, the positions represent excellent value and are tiered to cater for all budgets.

Platinum: Lead the industry with platinum visibility. ILMC's top sponsor package gives unparalleled advantages.

Gold: Exclusive second-tier sponsorship position guarantees extensive exposure before.

Silver: With guaranteed branding and profile, a key sponsor position offering great value for money.

Associate: Expose your brand and activities with this cost-effective package.

	PLATINUM £35,200	GOLD £25,850	SILVER £20,900	ASSOCIATE £10,175
Position on main conference logo block:	Headline position SOLD	Second position	Third position SOLD	One of four positions
Guarantees exceptional logo placement on:	<ul style="list-style-type: none"> ILMC 29 website top banner Delegate passes Cover of conference guides (1,100) Banner branding (7ft) around conference ILMC stationery ILMC email signatures ILMC eNews publications All post-ILMC reports Mailing carrier sheets of all pre- and post-editions of <i>IQ Magazine</i> (3,500 per issue) Registration information printed in <i>IQ Magazine</i> ILMC easels around conference All trade press advertising 			
Projection advertising: • One of eight companies displayed on 60-inch screens at conference registration area	✓	✓	✓	✓
ILMC delegate places:	8 places (value £3,760)	6 places (£2,820)	4 places (£1,880)	2 places (£940)
Full-colour, full-page adverts in conference guide:	2 pages (value £3,600)	1 divider page (£2,000)	1 page (£1,800)	1 page (£1,800)
Insert in delegate bag (value £1,000):	✓	✓	✓	✓
Company text in conference guide:	Half page (700 words)	Half page (700 words)	Half page (700 words)	350 words
Tickets to Gala Dinner & Arthur Awards:	6 tickets (value £780)	4 tickets + 25% discount on a further 4 (£650)	4 tickets (£520)	4 half-price tickets (saving £260)
12-months of IQ digital/Index banner advertising:	Package worth £4,500	Package worth £3,550	Package worth £3,000	Package worth £1,500



Other Sponsor Opportunities

Tech Hub – 4 Trade Stand opportunities – £2,750

Reflecting the ever-increasing influence that technology has on the live music business, the Tech Hub is located on the mezzanine floor of the hotel, dedicated to emerging and cutting-edge innovations. Within this central networking, we are offering four tech companies the opportunity to present their product on a trade stand over the course of the conference. The space includes power, internet and a 'slim' table for set up.

Opening Drinks Party

– Non Exclusive Sponsorship, 3 packages at £4,400 per package

The moment when friends and colleagues from around the world reunite once more, the Opening Drinks Party is when ILMC kicks off. The party will be across all spaces in the mezzanine of the hotel; the main bar, York and Lancaster Suites. There is an opportunity for three sponsors to share the promotional opportunity at the party which will include the ability to host one of the suites. Packages include promotion before, during and after the event.

Networking Breakfast – £6,050

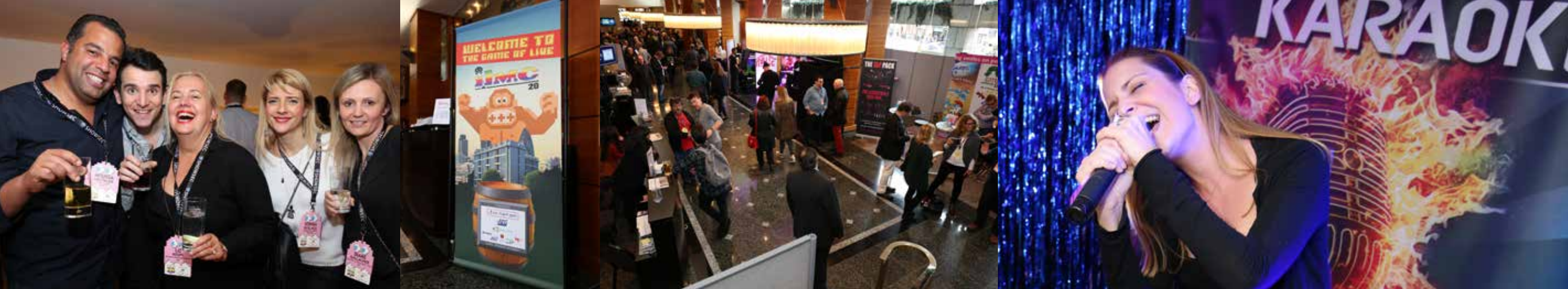
Following the Thursday Opening Drinks Party, ILMC's new Networking Breakfast will be the place all delegates catch up on the night before, while those arriving that morning fuel up for a day of meetings. Throughout the Breakfast, the sponsor's brand will be at the centre of this event while benefitting from marketing and advertising before and after the conference.

The Official ILMC App – £5,500

Promoted in advance of ILMC through enews, IQ and the ILMC website, the conference app is a key tool for delegates to plan their weekend, access event and networking information and make the most of ILMC. This exclusive application will feature "Powered by" branding within the app, a dedicated page, and the potential for running an in-app competition, as well as promotion before, during and after the event.

A COMPLETE BREAKDOWN OF ALL PACKAGES IS AVAILABLE UPON REQUEST.

EACH PACKAGE INCLUDES A SELECTION OF BENEFITS , INCLUDING DIGITAL ADVERTISING THAT OFFER COVERAGE BEFORE, DURING AND AFTER THE CONFERENCE.



Other Sponsor Opportunities

Delegates' Bag – £14,300

The ILMC delegates' bag provides your company with the opportunity to showcase your brand not only during the ILMC, but all year round. The delegates' bag is given to each and every delegate the moment they check-in to the conference and can be utilised throughout the year. The bag is a quality, functional accessory ideal for daily use. ILMC bags have been spotted at events across the globe, from Austin to Australia.

Delegates' Bar & Pourage Rights – £9,000

The ILMC has exclusive use of the meeting rooms and the mezzanine bar at the Royal Garden Hotel throughout the conference. Unsurprisingly, the bar is the busiest area of the conference and the place where friendships commence and deals are finalised, it sees traffic almost constantly from the moment the conference begins. Previous sponsors have included major alcohol brands as well as international promoters.

Evening Entertainment Sponsor - £6,600

As the night draws closer you can find the majority of our delegates in the Mezzanine bar or in the adjoining York Suite. Thursday night we host the evening's entertainment in partnership with our sponsor. This has seen everything from karaoke to the delegates jamming with instruments we have provided. The evenings are always great fun and truly memorable. Full branding is given to the sponsor along with advertising and marketing leading up to the ILMC.

Casino and Poker Tourney Sponsor – £4,400

Every year, 40 poker players battle it out to win the much-coveted ILMC poker trophy. Alongside the competition, other distractions such as a fullsize roulette wheel or digital horse racing, not to mention a well stocked bar, keep spectators entertained. As the sponsor, you will have naming rights for the entire casino and branding before, during and after the event.

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Other Sponsor Opportunities

Gala Dinner & Arthur Awards – (POA)

The ILMC Gala Dinner & Arthur Awards is one of the most prestigious events in the international live music industry calendar. Held at a luxurious 5-star London venue, the themed event attracts over 350 industry VIPs and their esteemed guests, who assemble in plush surroundings to celebrate the success of their contemporaries in a lavish awards ceremony that includes fine dining and entertainment. This coveted sponsorship opportunity includes exclusive branding rights to the event and the chance for one of the sponsor's representatives.

Buffet Lunch Presence – £6,600

The Park Terrace Restaurant is the central location for both Wednesday and Thursday's complimentary buffet lunches. Having a presence in this extremely busy location provides sponsors with exclusive branding and a guaranteed footfall. The sponsors can enjoy bespoke branding, a personal presence and possible drink giveaways.

Registration Area – £6,050

First impressions count, and the registration area is where all delegates must check-in to gain access to the venue, and is also a popular meeting point throughout the weekend. The sponsor enjoys prominent signage behind and around the four registration desks and is one of the most cost effective branding opportunities that the ILMC has to offer.

Door Hangers – £3,850

Be the first and last thing that delegates see for three days! The hotel's standard Do Not Disturb hanger will be replaced with a hanger of your design, and the diligent staff of the Royal Garden Hotel will ensure that your bespoke hanger is present in every room on a daily basis. The price includes printing and distribution costs.

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Other Sponsor Opportunities

Exhibition Space – £2,750 - £6,600

The ILMC has a strictly limited number of exhibition stands. Each stand provides unprecedented exposure to over 1,000 delegates during the daytime. Each stand includes a table, power supply and adequate space to erect backdrops and displays. There are only two spaces available: directly in front of the registration area, where all delegates must pass to check in; and in the pre-conference area on the lower ground floor, close to the lower ground floor bar and the main conference rooms.

Staff T-Shirts – £3,850

This is your opportunity to have your company logo on every staff members' t-shirt throughout the conference. From the registration desk assistants to the mic runners in the conference rooms, over 30 staff members will be dressed in matching souvenir t-shirts bearing both your logo and the ILMC logo.

Delegate Bag Inserts – £1,000-£1,500

Guarantee that your promotional widget, brochure, CD, or anything else that you can think of, will get into the hands of every ILMC delegate. From an A5 flyer to a branded cap, memory sticks too.

ILMC Website Advertising – £4000

The ILMC website has four fixed positions available that run from the launch of the annual themed website in October 2016 throughout the year. Each position is in a fixed, prominent position.

Branded Room Keys – SOLD

Your company's logo and marketing will appear on both sides of the room key, which will be used throughout the weekend, by over 400 live music industry VIPs. **SOLD** Branded room keys are a guaranteed method of getting your company seen by decision makers from across the globe.

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Delegates' Guide Rate Card

The 'Globetrotters Guide' conference guide and directory

Sitting on delegates' desks long after the conference is over, the Globetrotters Guide is not only a guide to accompany the event but also an invaluable directory of key international live music professionals.

SIZE	PRICE
Back Cover	£3,850
Inside Covers	£3,300
Divider	£2,530
Full Page	£2,200
Half Page	£1,650

The ILMC's conference guide includes:

- Itineraries, maps and information.
- A complete list of all attending delegates and their contact information.

PRODUCTION SPECIFICATIONS AND FILE FORMATS

Please supply electronic artwork files only, we cannot accept print-outs as final artwork. Full page and cover section adverts should be set up to the trim size provided and allow for 3mm bleed. Please ensure you use high resolution(300dpi)images at all times.

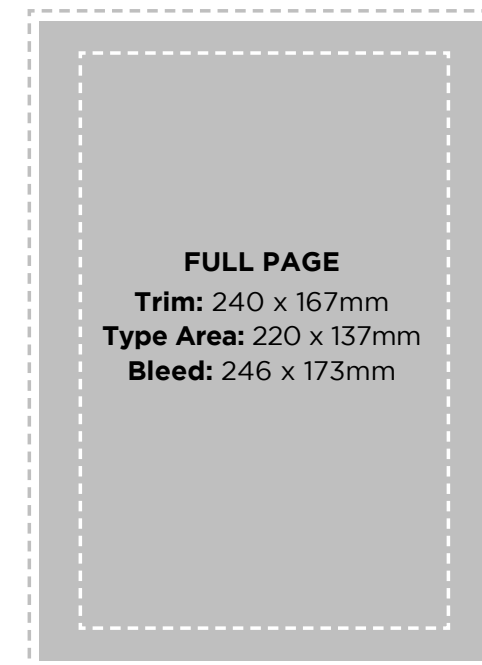
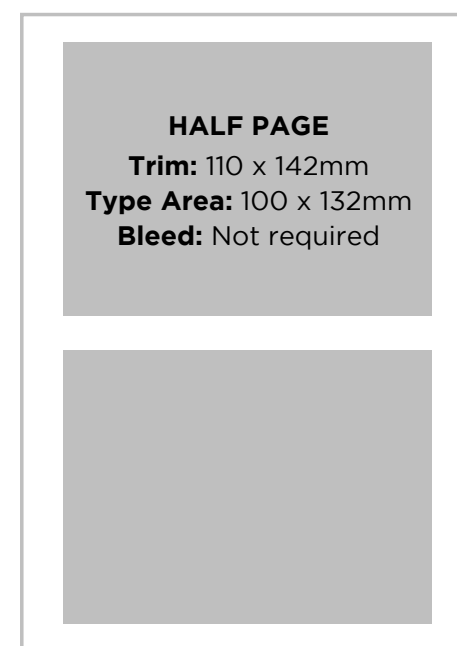
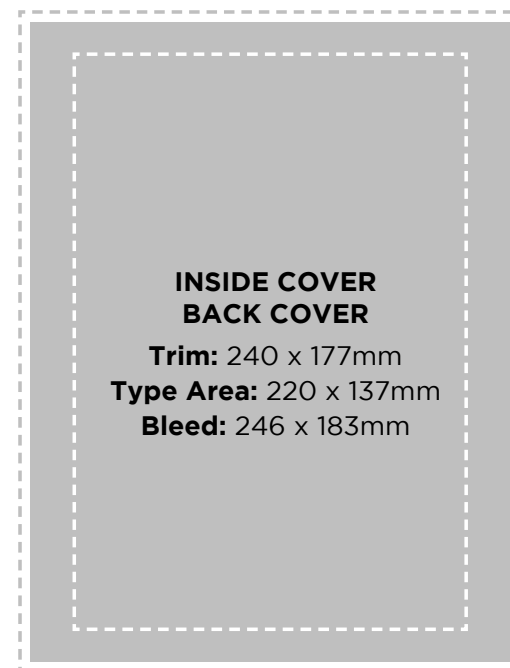
Please supply artwork as either:

- CMYK 300dpi JPEGs saved at maximum quality (12).
- Hi-res PDFs. (Use press-quality settings)

Ensure all fonts are embedded and trim marks and bleed are included.

SUPPLIED PROOFS

All artwork must be accompanied with a colour proof. We will not be held responsible for colour accuracy, positioning or content of digital output if a proof is not provided. All proofs must be supplied at full size and made up to SWOP specifications. Registration, copy and trim marks should be placed outside the print area.





ILMC 29 – Marketing & Sponsorship Opportunities

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