



IPM 10

LONDON 7 MARCH 2017

Marketing & Sponsorship

7 March 2017 - Royal Garden Hotel, Kensington, W8 4PT, London, UK

About the IPM	Page 2	Key Sponsor Opportunities.....	Page 5
New for 2017	Page 3	The IPM Conference Guide	Page 6
Why Sponsor IPM?	Page 4	Contact	Page 7



About the IPM

2017 SEES THE TENTH ANNIVERSARY of the ILMC Production Meeting (IPM) which began as a focused roundtable meeting between invited production professionals. IPM now encompasses over 200 of the world's top production managers, sound and lighting engineers, venue personnel, suppliers and promoters' representatives. Delegates attend from as far afield as Australia, Africa and the Middle East.

A daughter event to the main International Live Music Conference, IPM takes place the day before ILMC with a series of dedicated panels (all with a firm international focus), 'Production Notes' presentations of innovation in the business, a networking lunch and closing drinks. Open dialogue

from across the production world is actively encouraged, and the vast majority of delegates are present in all of the meetings.

Recent topics have included fatigue, green issues, construction and design management, health & safety, inclement weather, education and international touring.

The philosophy that drives IPM is that there is always room for improvement, for which communication is a key driver. And over the last decade, IPM has been a key global forum pushing for improved standards and increased safety across the business.



New for 2017

IPM 2017 WILL SEE THE CONFERENCE return to ILMC's spiritual home – the Royal Garden Hotel – but with some significant changes introduced for its tenth anniversary edition.

IPM 2017 will take place across the whole event space (lower ground floor) of the hotel, with larger conference rooms for both its main panels and the Production Notes format of innovative ideas and solutions. In addition, IPM will run alongside the Green Events & Innovations Conference in 2017, sharing key networking breaks and lunch.

By combining 250 IPM delegates with 150 GEI delegates in one larger networking space, trade stand holders and other sponsors will benefit from substantially increased marketing opportunities and audience. Meanwhile, through collaborative content, both of these vital business sectors can impart and exchange information and knowledge.



Why sponsor IPM?

If you are a manufacturer or supplier to the touring and festival business, IPM is the perfect event to reach key buyers. The one day, focused event allows your brand to be close to the people that matter with marketing that occurs before, during and after the conference.

- IPM is a specialised and unique conference that only attracts decision makers, be they production managers, tour directors or promoters.
- A range of options – from overall conference sponsorship to lunches and trade stands – allow highly effective marketing within existing budgets.

- We aim to build long-term strategic and solid partnerships. Testament to this is that the majority of our sponsors have supported IPM for many years.
- 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.

Regular attendees at IPM include: ACC Liverpool, Amsterdam Arena, Beat The Street, Britannia Row Productions, Creative Technology, Doodson Broking Group, Eat To The Beat, EFM Management Ltd, eps holdings, ES Group, espAfrika, European Arenas Association, Flare Audio, Flex Acoustics, Live Nation, LOC7000, Megaforce, Mei Theatrical, Melbourne & Olympic Parks, Melbourne Stadiums, Mojo Barriers, Mojo Concerts, Musikmarkt GmbH, NEC Group, Oranjucce Entertainment, Pieter Smit, Pozitif Live, Premier Aviation, PRG, Redburn Transfer, Robertson Taylor W&P Longreach, SA Roadies Association, Serious Stages, SETP/Holiday on Ice, Stageco, Star Events, The Event Safety Shop, The O2, TPi Magazine, Victor, VPLT, XL Video.

Key Sponsor Opportunities

Headline Sponsors

The IPM has opportunity for two top tier and two second tier sponsors. These packages include promotional elements to give you presence on the build up and around the event itself. As well as this you will be the key sponsor mentioned wherever the IPM brand is placed.

Top Tier includes:

Inside Cover of advertising in the guide plus four delegate passes.

Second Tier includes:

Full page of advertising in the guide plus two delegate passes.

Third Tier includes:

Half page of advertising in the guide plus one delegate passes.

All packages include logo placement on:

- IPM website top banner
- Cover of conference guides (250)
- Banner branding around conference
- IPM stationery
- IPM email signatures
- IPM eNews publications
- All post-IPM reports
- Registration information printed in IQ Magazine
- All trade press advertising

Top Tier package price: **£6,000**

Second Tier package price: **£4,000**

Associate Tier package price: **£2,500**

Exhibition Space: *£1,200*

Within the combined networking and lunch space, the IPM has a limited number of exhibition stands. Each stand provides unprecedented exposure to 400 delegates. Stands include a table, power supply and adequate space to erect backdrops and displays.

Buffet Lunch Presence: *£2,000*

The IPM and GEI offer a complimentary buffet lunch to all delegates across a 1.5 hour networking break. Having a presence in this extremely busy location provides sponsors with exclusive branding and guaranteed

footfall of 400 delegates. The sponsors (one IPM sponsor, and one GEI sponsor) can enjoy bespoke branding, a personal presence and possible drink giveaways. The package includes several elements including advertising and delegates passes. Please enquire for details.

Networking Break Sponsor: *£2,000*

The IPM has several 30-minute coffee breaks throughout the day and there is an opportunity for production sponsor and one GEI related sponsor to have branded presence during them all. Again the package includes several tangible components to give you a wide presence around IPM.

The IPM Conference Guide

The IPM Conference Guide

The IPM guide is given to all of the registered delegates (a target of 250 for 2017) and is reprinted with the report and sent to all 3,000 IQ readers in over 80 countries. It contains reference information and the delegate listing that will keep it useful until the next IPM.

SIZE	PRICE
Back Cover	£1,500
Inside Covers	£1,200
Full Page	£950
Half Page	£700

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 2mm bleed. Please ensure you use high-resolution (300dpi) images at all times.

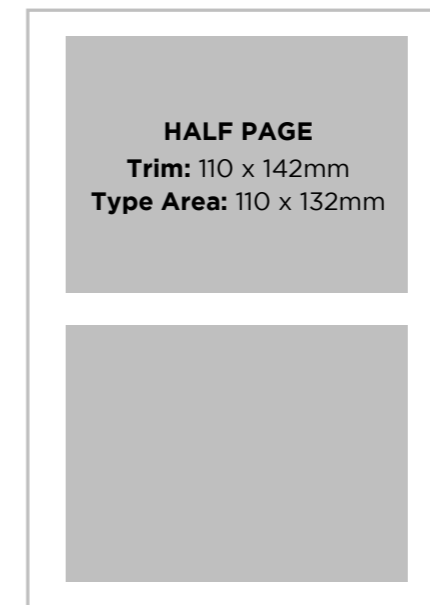
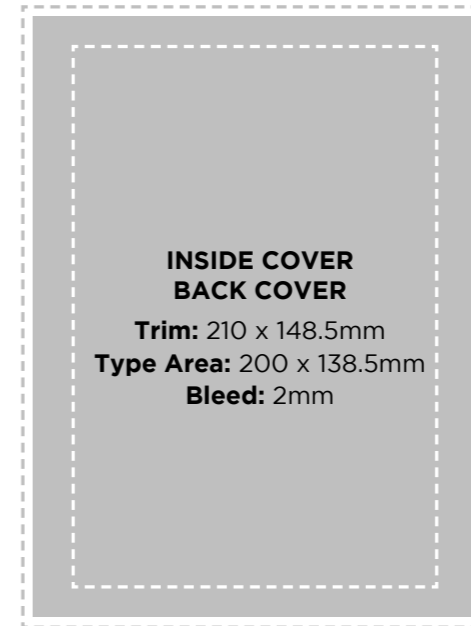
Please supply artwork as either:

- 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.





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