

5 REASONS TO BE A PART OF MIX NASHVILLE

1. Get direct, face-to-face interaction with hundreds of highly qualified, professional attendees
2. Make your presence known in the #1 recording market in the nation
3. Get in front of the largest concentration of studio owners in the nation
4. High-level branding and promotion in *Mix* and *mixonline.com*—the industry's leading media brands
5. Sponsorship of one of the highest-profile pro audio events of the year for minimal investment. Past panelists have included: Tony Brown, Lee Ann Womack, Dan Huff, Chuck Ainlay, Vance Powell, Jacquire King, John McBride, Robert Scovill, Buford Jones, George Massenburt and more!

PLATINUM SPONSOR PROMOTIONAL PACKAGE – ☀️ EXCLUSIVE OPPORTUNITY

Promote your company as “the presenter” of the Mix Nashville event and showcase your leadership position in the industry. Gain top of mind exposure, extensive pre and post event branding and all the benefits of hosting a successful event without the effort associated. There simply is no greater way to separate your company/products from the competition than by becoming the exclusive sponsor of this critical industry event.

SPONSOR INCLUSIONS:

Pre-Event:

- Sponsor promoted as the presenter of Mix Nashville in all pre-event promotions (print, online and on-site)
- Sponsor promoted as the presenter of Mix Nashville in all pre-event press releases

On-site:

- Sponsor to deliver Keynote Presentation at the Opening Session (10 to 15 minute presentation)
- Sponsor receives panelist/speaking opportunity on 1 Mix Nashville editorial panel.
- 1 Exhibitor table-top, chairs and power located in pavilion of choice (\$2000 value)
- Sponsor logo prominently displayed on all on-site signage
- Sponsor receives 10 VIP tickets to Opening Night Party and Closing Night Party (total of 20)

Print:

- Full-page 4-color ad in the May issue of *Mix* magazine (30,000+ impressions) – *if you are already an advertiser this offer will extend your 2010 schedule by 1 ad.*
- Sponsor promoted as the presenter of Mix Nashville in 3 issues of *Mix* magazine (April, May, June; 90,000+ impressions)

Online:

- 728x90 exclusive, online banner ad on Mix Nashville portal for 3 months (Guaranteed exposure of 75,000 impressions through the Mix Nashville microsite and run of site impressions on *mixonline.com*)
- 300x250 online banner ad on 6 Mix Nashville Updates e-blasts (36,000+ opt-in names)
- Full-page 4-color ad in the May Digital edition of *Mix* magazine
- Sponsor logo in the Mix Nashville digital Program Guide
- Sponsor promoted as the presenter of Mix Nashville on *mixonline.com* for 9 months (March-Dec 2010)
- Sponsor promoted as the presenter of Mix Nashville in all viral and interactive (Facebook, Twitter, etc) event promotions.

Post-Event:

- Sponsor receives all registered attendee names/demos (excellent lead generation)
- Sponsor granted use of all post-event video of Mix Nashville event for 3 months (June, July & August)

Cost = \$25,000 net

MIX NASHVILLE ATTENDEES WANT YOU

Attendee Testimonials:

“The one-on-one consultation on new hardware and software is great. The product demos were also a huge plus.”

“As shows, tours and manufacturer visits become less frequent, the chance to provide a customer/manufacturer interface becomes more important. A less expensive and open to the public show (as opposed to AES and NAMM) might be one of the best ways to revive our industry in this flagging economy.”

GOLD SPONSOR PROMOTIONAL PACKAGE:

Capture the attention of this influential audience of music and audio professionals and promote your company as a key innovator in the channel. Gold Sponsors receive strong promotional exposure and the ability to highlight critical company/product distinctions.

SPONSOR INCLUSIONS:

Pre-Event:

- Sponsor recognition and exposure in all Mix Nashville pre-event promotions (print, online and on-site)
- Gold Sponsor recognition and exposure in all pre-event press releases

On-site:

- Sponsor receives panelist/speaking opportunity on 1 Mix Nashville editorial panel.
- 1- Exhibitor table-top, chairs and power located in pavilion of choice (\$2000 value)
- Sponsor logo displayed on all on-site signage
- Sponsor receives 5 VIP tickets to Opening Night Party and Closing Night Party (total of 10)

Print:

- Half-page 4-color ad in the May issue of Mix magazine (30,000+ impressions) – *if you are already an advertiser this offer will extend your 2010 schedule by 1 ad.*
- Sponsor recognition and exposure in 2 issues of Mix magazine (April, May, June; 60,000+ impressions)

Online:

- 300x250 exclusive, online banner ad on Mix Nashville portal for 3 months (Guaranteed exposure of 75,000 impressions through the Mix Nashville microsite and run of site impressions on mixonline.com)
- 300x250 online banner ad on 3 Mix Nashville Updates e-blasts (36,000+ opt-in names)
- Full-page 4-color ad in the May Digital edition of Mix magazine (30,000+ impressions)
- Sponsor logo in the Mix Nashville digital Program Guide
- Sponsor recognition and exposure on mixonline.com for 9 months (March-Dec 2010)
- Sponsor recognition and exposure in all viral and interactive (Facebook, Twitter, etc) Mix Nashville event promotions.

Post-Event:

- Sponsor granted use of all post-event video of Mix Nashville event for 3 months (June, July & August)

Cost = \$12,500 net each

“Having the actual equipment and programs used, having those available to look at and play around with, and having people walk you through how to do certain things with them was fantastic.”

“Nashville is THE Music City and has every other music center in the world beat by far. The quantity and quality of studios, musicians, venues, product users, etc... and all right here in a concentrated, comfortable and traveler-friendly location”

SILVER SPONSOR PROMOTIONAL PACKAGE:

Generate the interest of this highly-engaged audience and promote your company's value proposition. Silver Sponsors receive consistent branding exposure and the opportunity to foster critical relationships with Mix Nashville attendees.

SPONSOR INCLUSIONS:

Pre-Event:

- Sponsor recognition and presence in all Mix Nashville pre-event promotions (print, online and on-site)
- Silver Sponsor recognition and presence in all pre-event press releases

On-site:

- 1 Exhibitor table-top, chairs and power located in pavilion of choice (\$2000 value)
- Sponsor logo displayed on all on-site logo
- Sponsor receives 2 VIP tickets to Opening Night Party and Closing Night Party (total of 4)

Print:

- Sponsor recognition and presence in 2 issues of *Mix* magazine (May, June; 30,000+ impressions)

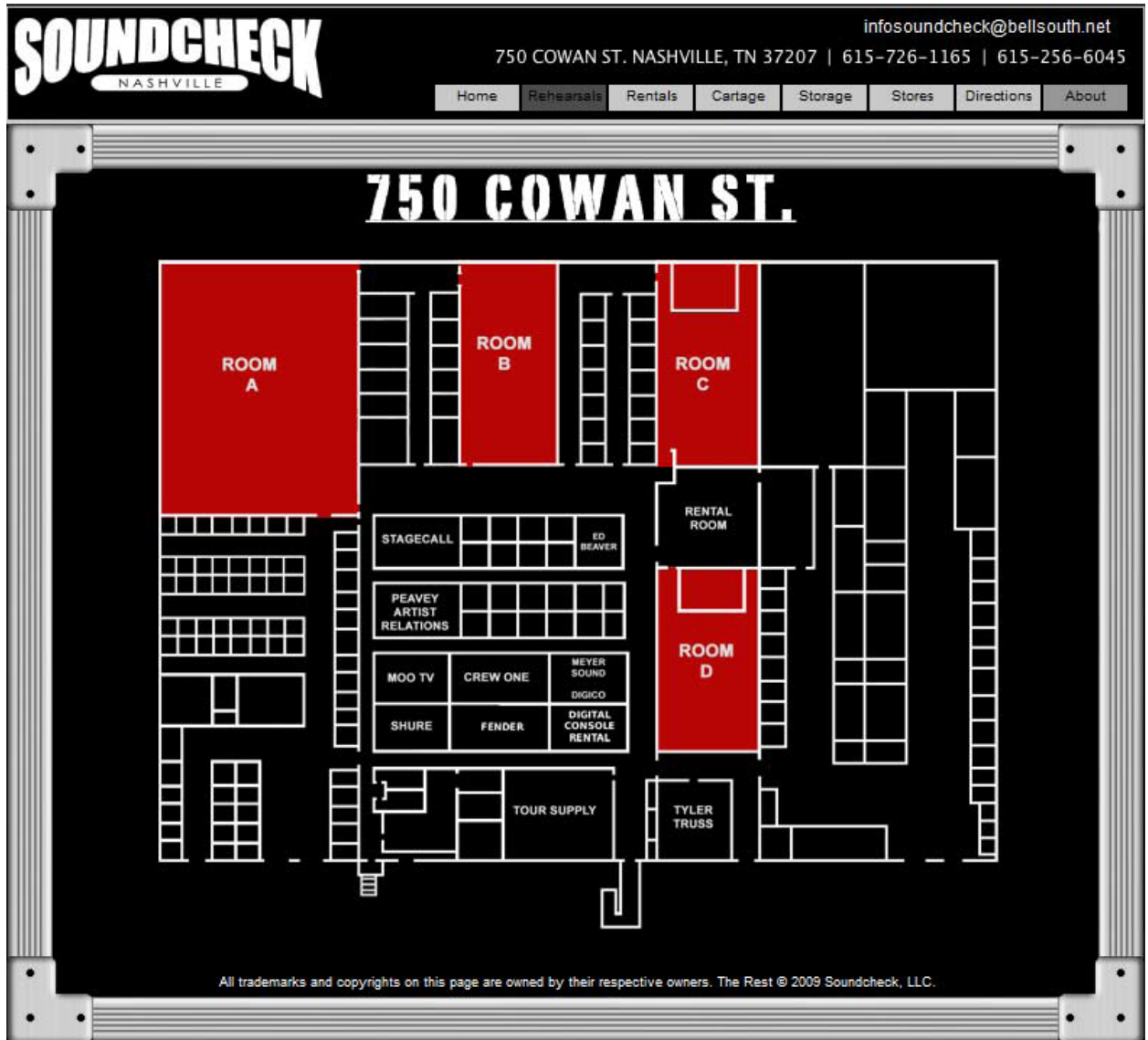
Online:

- 125x125 exclusive, online banner ad on Mix Nashville portal for 3 months (Guaranteed exposure of 75,000 impressions through the Mix Nashville microsite and run of site impressions on mixonline.com)
- 300x250 online banner ad on 3 Mix Nashville Updates e-blasts (36,000+ opt-in names)
- Half-page 4-color ad in the May digital edition of *Mix* magazine (30,000+ impressions)
- Sponsor logo in the Mix Nashville digital Program Guide
- Sponsor recognition and presence on mixonline.com for 9 months (March-Dec 2010)
- Sponsor recognition and exposure in all viral and interactive (Facebook, Twitter, etc) Mix Nashville event promotions.

Post-Event:

- Sponsor granted use of all post-event video of Mix Nashville event for 3 months (June, July & August)

Cost = \$5,500 net each



CONTACTS

Publisher • Shahla Hebets • 510-985-3235 • shahla.hebets@penton.com

Senior Account Executive • Janis Crowley • 510-985-3215 • janis.crowley@penton.com

Eastern Sales Director • Paul Leifer • 908-369-5810 • pleifer@media-sales.net

International/Europe Sales Manager • Richard Woolley • +44 1295 278 407 • richardwoolley@btclick.com