



**Bandwidth**  
the music | technology conference

## **Bandwidth Conference Sponsorship Opportunities**

*"A helluva conference... the cost of admission is a small price to pay for unparalleled, intimate access to current and future superstars in the music and technology worlds." New Music Tipsheet*

The Bandwidth Conference ([www.bandwidthconference.com](http://www.bandwidthconference.com)) is an invite-only event for executive level professionals in the music, digital music and media worlds.

The focus is on marketing, fan behavior, trends and future forecasts, and an examination of the ways people discover, purchase, interact with, and are exposed to music. The conference is a must attend for any technology company involved with music, or any music professional interested in the continuing evolution of the industry.

2011 will be the seventh Bandwidth (previous years: 2010, 2009, 2008, 2007, 2006 and 2000).

**Dates:** August 15 & 16, 2011

**Location:** Bently Reserve, San Francisco, CA

### **Profile of Attendees:**

Music, technology and media executives/professionals. Last year's attendees included the Senior VP of New Media for **Warner Bros Records**, the President of CD Baby, the COO of **LimeWire**, the Founder of **Elektra Records**, the VP of Direct to Consumer Marketing for **Concord Music Group**, Director of Digital Marketing for **Hollywood Records**, Senior VP of Sales and Marketing and also the Sr VP and CTO for **Gracenote**, the VP of Product Development for **Universal Music Group Distribution**, the CEO of **IODA**, the CEO of **Brandracket**, the VP of Marketing for **Beggars Group**, VP North America for **7digital**, the VP of Innovation Programs for **HP**, **Walmart Music** Department's buyer, the Owner of **Artist Garage**, Digital Solutions for **Interscope Geffen A&M Records**, the Director of Digital for **In De Goot Entertainment**, Director of New Media for **Bill Silva Entertainment**, SVP of Direct to Consumer for **Sony Music**, the Communications Director for **Twitter**, the VP of **SOCAN**, President of **A2IM**, the CTO and Co-Founder of **Jelli**, the CEO of **SonicLiving**, the Founder and CEO of **TuneUp Media**, the Director of Digital Media for **Welk Music Group**, the Director, Digital Product Development for **Universal Music Group Distribution**, the CEO of **The Orchard**, the Senior VP and General Manager of **Cisco Media Solutions**, the Editor of **New Music Tipsheet**, CEO of **Fanscape**, the President of **NARM** and many others.

*Twitter's Communication Director Matt Graves leads a boardroom session at Bandwidth 2010*



### **About Bandwidth 2011:**

Last year we changed the way we approach Bandwidth, and it was a hit. Once again Bandwidth 2011 will feature a series of inclusive, boardroom-sized conversations led by music, technology and digital leaders. That's right - no large panels. These are discussions where attendees are sitting at the same table with exciting thought leaders and an intimate group of bonafide music and industry professionals. Attendance is invite only, and limited to 150 professionals in the industry.

### **Sponsorship Opportunities:**

We want to work with you to create sponsorship packages that best meet your marketing goals. If you would like to discuss alterations to the packages below, or have us brainstorm with you to create something different, please get in touch with us at 415-823-4540 or [info@bandwidthconference.com](mailto:info@bandwidthconference.com).

#### **Presenting Sponsor**

If you are interested in having the highest level of visibility at the conference, talk to us. We'll create a package using elements of the below options as well as creative options that will help brand your company. Options include prime real estate like the back of the badge, back of the program, logo on all mailings, the web, onsite presence and more. Contact us for details.

#### **\$Discuss With Us**

**For Further Information, contact us at 415-823-4540 or  
[info@bandwidthconference.com](mailto:info@bandwidthconference.com)**

### **Green Room Sponsorship**

**\$3,000**

This is the room where our speakers, a great group of influential music, technology, and media types, will gather prior to their sessions. The room will have beverages and other hospitality items.

Includes:

- One pass to the Bandwidth Conference
- Logo on sponsor page of program/website
- Full page color ad in conference program
- Optional opportunity to give promotional item to speakers
- Signage opportunities in Green Room



*Kurt Wolff/CNET, Jordan Kurland/Zeitgeist Artist Management, Tim Westergren/Pandora and Thomas Dolby at Bandwidth 2006*

### **Kickoff Cocktail Party and Dinner**

**\$15,000 for one company or  
\$7,500 each for two co-sponsors**

Music. Technology. Cocktails. That's our motto, and our attendees love the opportunity to mingle.

On August 15th, we have the kick off party and dinner at the historic City Club for all attendees and speakers.

Your sponsorship of the Monday cocktail party and dinner will include:

- Two passes to the Bandwidth Conference
- Logo on sponsor page of program/website
- Signage opportunities during cocktail party/dinner
- Full page color ad in program

Note: The cost quoted assumes a pre-determined amount of hosting of food and beverages.



*Attendees at Bandwidth 2011 Dinner*

**For Further Information, contact us at 415-823-4540 or  
info@bandwidthconference.com**

## Cocktail Party Sponsorship 8/16

\$2,500 each x 3 companies

Immediately at the end of Tuesday's sessions, we'll have cocktails on site. Our space offers us an amazing opportunity – sponsoring companies will be able to “host” from within one of the boardrooms surrounding the main party space, giving the companies an opportunity to show new projects or initiatives (full AV capabilities) or simply theme the room.

Three companies will mutually sponsor the Tuesday night cocktails. Your sponsorship of the wrap up cocktail party will include:

- One pass to the Bandwidth Conference
- Logo on sponsor page of program/website
- Signage opportunities during cocktail party
- Full page b&w ad in program

*"Bandwidth without a doubt was the best digital music conference I have participated in. The right people, size, on point panels = collective discussions, new solutions and deal making." – CEO, Headliner.fm*

## Exhibiting at the Conference

We'll have several boardrooms available throughout the event that can be sponsored, and utilized by the exhibiting company for meetings, hosting of beverages/snacks, or as an opportunity to familiarize attendees with your offerings (full AV capabilities).

Three rooms are available. Sponsors can opt for a single day or both days. Let us know if you are interested in a shorter amount of time – one of the rooms will be available in 2 hour blocks. The room will be included in the conference schedule/program.

Full day: \$2,000 (includes one pass)

Both days: \$3,000 (includes two passes)

Two hour block either day: \$700 (no pass, but access during block hours)

*Jeremy Welt, SVP of New Media for Warner Bros. Records chatting with Elektra Founder Jac Holtzman at Bandwidth 2010*



**For Further Information, contact us at 415-823-4540 or  
info@bandwidthconference.com**

**Breakfast/Break Sponsorship****\$2,000 (one per day)**

Each morning we put out coffee and breakfast items, and replenish throughout the day with snacks and beverages. Your company can sponsor the gastric indulgence and receive signage on the tables, a full page b&w ad, logo on the website, and a pass to the conference.

**Lunch on August 16<sup>th</sup>****\$4,000**

We will be supplying box lunches for the attendees that stay on hand to participate in our "Let's Do Lunch" sessions. Your company can sponsor the lunch and receive signage on the tables, a full page b&w ad, two passes to the conference, logo on the website and an option to run a lunch session.

**Speaker Dinner****\$3,000**

On Sunday, August 14<sup>th</sup>, we host an intimate dinner for speakers that have arrived early. Your company can sponsor the dinner and receive signage at the event, a full page b&w ad, logo on the website, and one pass to the conference and the dinner.

**Other Sponsorship Opportunities:**

**The Badge Lanyards** – Be around everyone's neck. You'll need to supply 160 lanyards in addition to the sponsorship fee of \$700.

**Sponsor Attendees** – Talk to us about this option. You can sponsor the attendance of professionals to the conference. We'll work together on an invite list and visibility for the sponsoring company.

**Program Advertising:****COLOR ADVERTISING**

Interior full page color ad - \$750

Premium placement (inside front cover, inside back, back cover) – possible availability (additional fee would apply). Please inquire. 8" w X 10.5"h (no bleed)

**BLACK & WHITE ADVERTISING**

Full page b & w: \$500

8" w X 10.5"h (no bleed)

Half page b & w: \$275

8" w X 5" h (no bleed)

Quarter page b & w: \$150

3.75" w X 5"h (no bleed)

Camera-ready ads only. Ads that are not camera-ready will incur an additional \$50 charge. All images must be 300 dpi minimum. File types: tif, eps, jpg or pdf.

**For Further Information, contact us at 415-823-4540 or  
info@bandwidthconference.com**