



**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 professionals in the music, digital music and media worlds.

Topics focus 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.

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

**Dates:** August 19 & 20, 2010

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

**Profile of Attendees:** Music, technology and media professionals. Companies slated to attend this year and past attendees include Apple, IODA, Universal Music, IRIS Distribution, Warner/Elektra/Atlantic, Gracenote, Pandora, MOG, RealNetworks, INGrooves, Interscope, Six Degrees Records, Zeitgeist Artist Management, Live365, Gartner, ASCAP, Absolutely Kosher Records, Landmark Digital Services, Rock River Music, CNET, Welk Music Group, Walmart, YouTube, Sony BMG, Passalong Networks, Beggars Group, Google, AEG Live, Matador Records, SonicLiving, JamBase, Yahoo! Music, CD Baby, The Orchard, Fan Asylum, Javient, Suretone Records, Sperry Media, SESAC, Wired, Nederlander Concerts, CNET and many more....

*Jaan Uhelszki interviews  
Alejandro Escovedo at Bandwidth 2007*



### **About Bandwidth 2010:**

We're taking a different approach this year – the past few years, we've gotten tremendous feedback about our library sessions, the intimate groupings that elicit productive conversations. So we're making some changes we're really excited about -- Bandwidth 2010 will feature a series of inclusive, boardroom-sized conversations led by music, technology and digital leaders. That's right - no more large panels. These will be 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**

**\$4,000**

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*

### **Cocktail Party Sponsorship - Kickoff Party**

**\$12,000 for one company or  
\$6,000 each for two co-sponsors**

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

On Thursday, August 19th, we have the kick off party from 5 to 7. Held onsite in the amazing Banking Hall, and fully hosted and catered, the cocktail party will follow the day's sessions and precede the attendee and speaker dinner.

Your sponsorship of the Thursday cocktail party will include:

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

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

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### Cocktail Party Sponsorship – Wrap Up Party

**\$2,000 each x 3 companies  
(Two spots left)**

Immediately at the end of Friday's sessions on August 20th, we'll have more casual 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 Friday night cocktails. Your sponsorship of the Friday 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

*Steve Jang, CMO, Imeem, Richard Gottehrer, Founder, The Orchard, Craig Palmer, President, Gracenote, and Michelle Quinn of the LA Times at Bandwidth 2008*



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## **Dinner for all Speakers and Attendees**

**\$Please discuss**

Thursday evening, we'll be hosting a dinner for all attendees and speakers. Fully catered and hosted, the event will be the social highlight of the conference. Please discuss with us – there are many options for branding here, and sponsorship will include perks like passes, ads, and more.

## **Exhibiting at the Conference**

This year we are approaching onsite visibility differently – 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 Thursday half day only, or Friday for the full day. 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 rooms will be included in the conference schedule/program.

Thursday half day: \$1,500 (includes one pass)

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

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

Two hour block either day: \$700 (option for discounted pass)

## **Breakfast/Break Sponsorship**

### **August 19th**

**\$3,000**

The conference kicks off on the afternoon of August 19th, and we'll have coffee service, assorted beverages and snack items available. Your company will receive signage on the tables, a full page b&w ad, and a pass to the conference.

### **August 20<sup>th</sup>**

**\$3,000**

On the morning of August 20th, we put out coffee and breakfast items. We 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, and a pass to the conference.

### **Lunch on August 20<sup>th</sup>**

**\$5,000**

On August 20<sup>th</sup>, 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, a passes to the conference and an option to run a lunch session.

*The Mobile Panel at Bandwidth 2007 with Tom Constabile/Verizon Wireless, Tim Bucher/Zing, Antony Bruno/Billboard Magazine, Seamus McAteer/M:Metrics and Jessica Stoner Steel/Pandora.*



### Other Sponsorship Opportunities:

**The Badge Lanyards** – Be around everyone's neck. You'll need to supply 170 lanyards in addition to the sponsorship fee of \$600.

### 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.

*Jonathan Poneman of SubPop Records with  
Wired's Nancy Miller*



*"This is the coolest conference I've ever been to." Overheard in hallway at Bandwidth 2007*

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