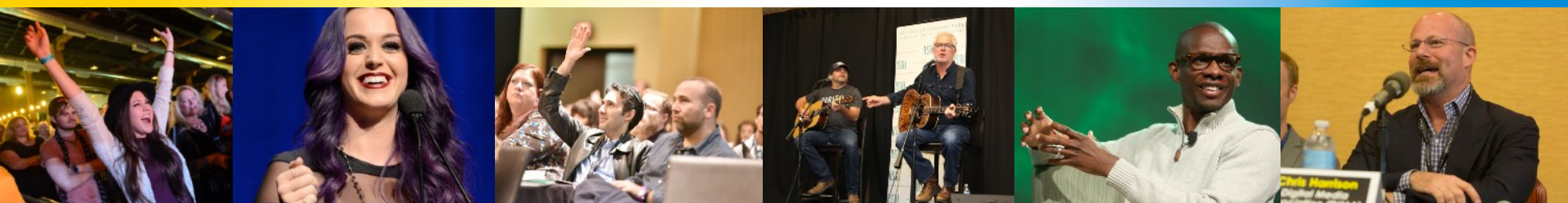




MUSIC BIZ

MAY 14-17
Nashville 2018



About Music Biz

As the **leading music industry membership organization**, Music Biz brings together the commerce, content and creative communities as a collective voice in the industry.

Music Biz:

- provides multiple opportunities for members to gain visibility and connect to business partners;
- opens access to the important data and metrics needed to make smart decisions;
- promotes and advocates on the important issues affecting our industry; and
- offers a myriad of programs to promote professional career development.



MUSIC
BUSINESS
ASSOCIATION

Our Community



Our community of members includes **top decision-makers** from online music retailers, streaming services, brick & mortar retailers, wholesalers, major and independent labels and distributors, internet radio services, aggregators, mobile service and hardware providers, data providers, information technology companies, startups, artists, songwriters, publishers, managers and management companies, educators, students, law firms, and more.

MUSIC BIZ

MAY 14-17
Nashville 2018

The Music Industry's
Premier B2B Event

2000+ VIPs

Impacting Billions of
Music Fans Worldwide



Headquartered at the Omni Hotel –
*a modern expression of
Nashville's distinct character*



Attendee Satisfaction

98%

**Rated The
Conference as
Good – Excellent**

96%

**Agreed It Was
Worth The Time
& Investment**

96%

**Rated Our
Educational Value
As Good – Excellent**

Music Biz 2017 Attendee Survey Results

We all have that same love of music ...

“That sentiment was felt across the board in *the conference’s intellectually energetic atmosphere*. Whether it was Amazon’s Director of Music Ryan Redington predicting voice activation devices similar to their Echo will be the next big wave to increase sales ... or industry executives throwing down guitar licks at a jam session with their heroes, the passion for music exuded throughout the four-day event.

— *American Songwriter Magazine*

Meetings & Networking



“My last 2 experiences with Music Biz have been exceptional. I’m able to get more business accomplished walking to and from my panel than two weeks-worth of phones calls and emails. ”

— John Ozier, ole

Presentations & Panels



“The current agenda is very comprehensive and it’s like literally getting a 4-day master’s degree.”

— Jerry Lembo,
Jerry Lembo Entertainment Group

Artists
Managers & Touring
Songwriters & Publishers
Industry Analysis
Consumer Trends
Metadata
Licensing
Marketing Case Studies
Business Development
Brand Partnerships
Entrepreneurs & Start-ups
Digital Music Service Workshops
DIY Resources
Global Opportunities

“The speakers and panelists shared high level processes, beyond what I feel like is traditionally talked about at conferences.”

— Juliana Lee, Notes For Notes

“The panels were extremely helpful in providing relevant information for both our tech company and my recording business. I learned an incredible amount over the course of the event that has shaped new business tactics and opened our eyes to new horizons.”

— Joshua Suhy, Musicard



2017 Featured Presentation
Troy Carter



Music's Leading Ladies Speak Out
Julie Greenwald with Kelly Clarkson

Live Music Showcases



Music Biz Awards



2017 Breakthrough Artist Awards
Maren Morris & Lukas Graham

A photograph of Reba McEntire speaking at a black podium. She has shoulder-length reddish-brown hair and is wearing a light-colored, patterned cardigan over a dark top. A microphone is positioned in front of her. The background is a blue screen with white text. A semi-transparent blue banner is at the bottom right.

2017 Chairman's Award

Reba McEntire

Past Award Winners

Paula Abdul
Adele
Ashford & Simpson
Jackson Browne
Cheap Trick
Melissa Etheridge
Ariana Grande
Buddy Guy
The Doobie Brothers
Halsey (*pictured at right*)
Sam Hunt

Cyndi Lauper
Leiber & Stoller
Annie Lennox
Little Big Town
Martina McBride
Reba McEntire
Nicki Minaj
Katy Perry
Bonnie Raitt
Lionel Richie
Rod Stewart

Dee Snider
Taylor Swift
Meghan Trainor
Jack White
The Who
Brian Wilson

... and so many more!



Promotional Partners

A2IM

ACME Radio

Adarga Entertainment Group

Americana Music Association

Artist Relations

Arts & Business Council of

Greater Nashville

Belmont University

BMI

CD Baby

Connector Entertainment Group

Copyright Society of the South

Country Music Association (CMA)

FLOOD Magazine

Global Songwriters Connection

Gospel Music Association

Hypebot

Label Logic/Your Morning Coffee

LaunchTN

Leadership Music

mi2n

Middle Tennessee State University

Music Biz Besties

Music City Music Council

Music Connection Magazine

Music Industry Forum

MusicStartsHere

Nashville Entrepreneur Center

Nashville Songwriter's

Association International (NSAI)

Nashville Music Tech/

Nashville Music Hackathon

Popoff Nashville

Project Music

SESAC

SOCAN

SOLID

SOURCE

WHO KNEW

Women In Music

Women's Music Business Assoc.

XLIVE

Young Entertainment

Professionals (YEP)

2017 Sponsors

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Big Machine Label Group

BuzzAngle Music

Caroline/Capitol Records/ Capitol

Christian Music Group

CDAS

Country Music Association (CMA)

DataArt

DEG: The Digital Entertainment Group

Digimarc

Gigsalad

Jaxsta

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Nashville Convention
& Visitors Corp.

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Relevnt

SOCAN

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Sony Music Entertainment

SoundExchange

Source3

Spotify

TiVo

Universal Music Group

Universal Music Group Nashville

We Make Tapes & Discs

WEA

YouTube

Sponsor Feedback

“We had a great time running the Jaxsta Lounge. We've had so much positive feedback from attendees. To receive so many thank yous is rewarding in itself. It probably won't surprise you to hear we have already come up with about 10 ideas on how to make our Jaxsta Lounge at Music Biz 2018 even better!”

— Beau Adams, Jaxsta



“Music Biz 2017 provided us the ideal forum for reaching the key influencers in the industry.”

— Marc Finer, DEG: The Digital Entertainment Group

Stream
— THE STUDIO™ —

“This was one of the most impactful sponsorships we’ve ever done. I really appreciate working with the Music Biz staff early on to share our goals and co-crafting a sponsor experience that was perfectly aligned with our goals.”

— Erin Crawford, Nielsen Music



2018 Confirmed Sponsors

As of 11/9/17

Presenting Sponsors

BUZZANGLE MUSIC

CMATM
COUNTRY MUSIC ASSOCIATION



pandora[®] wea

Supporting Sponsors



Nashville
MUSIC CITY

PinnacleTM
FINANCIAL PARTNERS

Engage Our VIP Audience

Presenting

Exclusive sponsorship of a specific event, reception or featured presentation, prime promotion on all collateral & website (year-round), full-page program guide ad, 4 complimentary registrations

\$20,000+

Supporting

Inclusion on all marketing collateral, website promotion (year-round) and activation opportunity at one event or program, ½ page program guide ad, 2 complimentary registrations

\$5,000+

Branding

On-site video monitors
Window Clings
Mirror Clings
Badge Lanyards
Gobos
In-house channels
Room deliveries
Handouts
Custom concepts

Call For Details

Customize Your Sponsorship Package Today!

Contact Us!

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nick.maiale@musicbiz.org

musicbiz2018.com



2017 Humanitarian Award

Paula Abdul (On Red Carpet with Bessie-Moo)