



**MUSIC BIZ** 2024  
POWERED BY MUSIC BUSINESS ASSOCIATION  
**Nashville | May 13-16**



*sponsorship opportunities*



# Music Biz 2024: The Place To Be!

After last year's gathering of **2,100+ attendees** from **more than 800 companies** across **30 countries**, it's clear that Music Biz is THE PLACE to be if you have a stake in the future of the music business! Whether you're coming to hear expert viewpoints on the latest trends & tech, to seek out new business partnerships, or to celebrate those who are innovating the ways our industry operates, we're confident that a trip to Music Biz 2024 in Nashville will set your company and its employees on the path to success!





# Our Member Community

We know when we work together, our industry, your business and your people will be stronger as a result.

Our annual conference is just four days of the music industry calendar, leaving our community with 361 additional days to ingest and implement all that we learned together at the event. Thanks to the year-round involvement from the 500+ companies in our global member community, we are able to create meaningful change within the industry.



[VIEW FULL MEMBER LIST](#)

[VIEW 2023 ATTENDING COMPANIES](#)



# Who Attends?

The Annual Music Biz Conference hosts

**2,100+**

Industry Power Players

**800+**

Companies

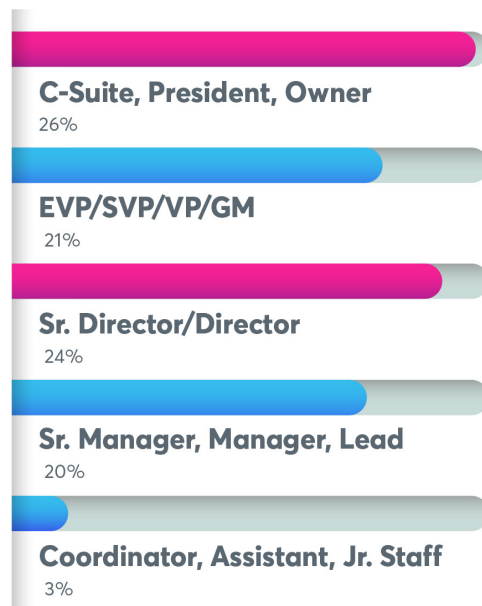
**30+**

Countries

## Industry Power Players

Year after year, the Annual Music Biz Conference is the place where important conversations between high-level music power players lead to industry-advancing deals and innovations

### Attendee Job Titles



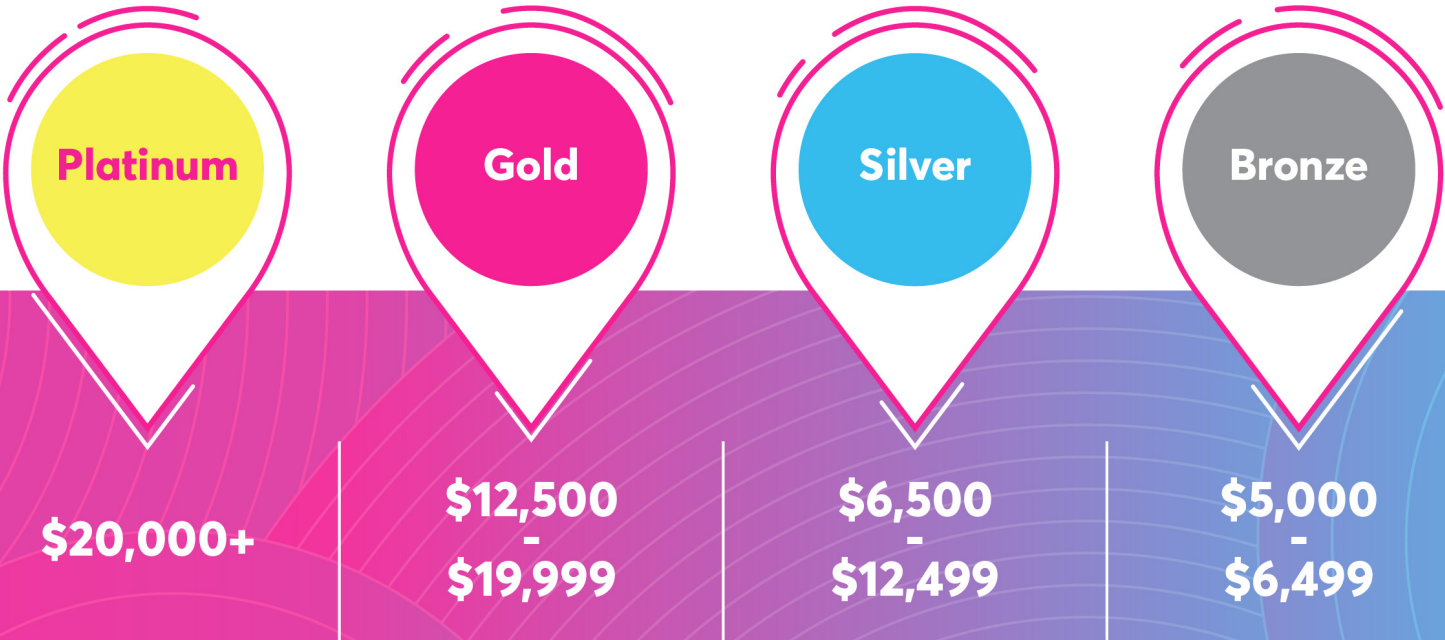
## More Than 30 Countries!

As a forum for the entire global industry, the Music Biz Conference sees healthy representation from major industry hubs in the U.S., as well as from international entities including:

- Argentina
- Australia
- Austria
- Brazil
- Canada
- China
- Denmark
- Estonia
- Finland
- France
- Germany
- Ghana
- Iceland
- India
- Ireland
- Israel
- Italy
- Jamaica
- Japan
- Mexico
- Netherlands
- Norway
- Poland
- Puerto Rico
- South Korea
- Spain
- Sweden
- Switzerland
- Turks and Caicos
- United Kingdom



# Sponsorship Levels



*type of opportunities*

Events



Activations



Branding



Programming





# Kick-Off Keynote & Welcome Bash

Each year, we explore fresh and exciting offerings to bring value to the conference experience. New in 2024, the conference will feature one A-level keynote speaker interviewed by Music Biz President Portia Sabin, followed by opening night cocktails. This event – taking place Monday, May 13 – will set the stage for the three days of programming and meetings that will follow. Join us as a sponsor of this event to kick-off Music Biz 2024 in style.

**\$50,000**

- Custom signage & audio/video display
- Opportunity to speak at conclusion of keynote and announce start of cocktail party
- Beverages provided by Music Biz
- 6 Badges to Music Biz 2024
- Logo on all conference materials
- Custom Webex sponsor page
- Rotating Webex banner





## Events

# Cocktail Party

*Tuesday, May 14*

What better way to connect with longtime industry friends and new partners alike than networking over a few drinks? Help us wind down from Day 2 by sponsoring this year's cocktail party.

**\$25,000**

- Custom signage & audio/video display
- Beverages provided by Music Biz
- 4 Badges to Music Biz 2024
- Logo on all conference materials
- Custom Webex sponsor page
- Rotating Webex banner





## Events

# Bizzy Awards Dinner

Our prestigious awards ceremony was revamped as the Bizzy Awards in 2022, celebrating those in our membership who have made extraordinary contributions in our industry during the past year. New award categories focus on recognizing companies & executives who work tirelessly to both achieve financial excellence and improve working conditions across the industry worldwide. A formal dinner program with live music rounds out the evening.

**\$25,000 - \$100,000**

- Custom Signage & Audio/Video Display
- Table for 10 at Dinner
- Food & beverage provided by Music Biz
- Logo on all conference materials
- Logo on all Awards Dinner promotions & dinner program
- Custom Webex sponsor page
- Rotating Webex banner





# Bizzy Awards After-Party

Plan an official, off-site after-party to celebrate all the good work that was highlighted during the Bizzy Awards earlier in the evening! Added to the official Music Biz 2024 schedule and billed as the Bizzy Awards After-Party, Music Biz will market the event for you. Sponsor assumes all responsibility in planning, executing, and staffing the event.

**\$7,500**

- Event listed on Official Music Biz 2024 schedule with no events planned against it
- 3 Badges to Music Biz 2024
- Logo on all conference materials
- Custom Webex sponsor page





## Events

# Music Biz Brunch

*Tuesday, May 14*

**\$30,000**

**SOLD**

- Custom Signage & Audio/Video Display
- Custom program participation
- Table for 10 at the Brunch
- Food & beverage provided by Music Biz
- Logo on all conference materials
- Custom Webex sponsor page
- Rotating Webex banner





# Activations

## Music Biz 2024 Floor Map



View our most updated map of available spaces for the 2024 conference:

*For Space Availability*

CLICK HERE

*For A Virtual Tour of the Hotel*

CLICK HERE



## Activations

# Speakers' Greenroom

Our speakers are known for being the cream of the crop and that's why we give them a special place to grab some snacks, meet with their panel, or sit for a quiet moment to prepare to take the stage. Get in front of the conference's brightest by branding our Speakers' Greenroom.

**\$25,000**

- Exclusive *"Powered by"* naming rights to official Speakers' Greenroom
- 2 vertical pull-up banners with logo outside of room
- 1 custom vinyl wall banner within room
- Snacks & refreshments for speakers
- Logo on all conference materials
- 6 badges to Music Biz 2024
- Custom Webex sponsor page
- Rotating Webex banner
- Custom ad in final email to all conference speakers





## Activations

# Community Hub

The Community Hub will be bustling with attendees throughout the duration of the conference. Put your branding on the Hub and be there to welcome attendees and tell them more about your company.

**\$15,000**

- Custom activation
- Exclusive rights to activation space branding
- 4 Badges to Music Biz 2024
- Logo on all conference materials
- Custom Webex's sponsor page
- Rotating Webex banner







## Activations

# Symphony Pre-Function Lounge

Give attendees a place to take a break between programming. Whether it's sitting with a new partner to talk business, plugging in to check email, or meeting a group of old friends before lunch, make the Official Conference Lounge a destination for all Music Biz 2024 attendees. Brand the space as you desire to give conference-goers a peek into what your business is all about.

**\$17,500**

- Branding of two columns within the space
- Opportunity to add additional branding to the space
- 4 Badges to Music Biz 2024
- Logo on all conference materials
- Custom Webex sponsor page
- Rotating Webex banner



## Activations

# Spaces 16 & 17

16: Symphony Pre-Function Corner Windows

**\$12,500**

17: Symphony Pre-Function Window Wall with Privacy

**\$12,500**



### All Above Spaces Include:

- Exclusive rights to activation space branding
- 3 Badges to Music Biz 2024
- Logo on all conference materials
- Custom Webex sponsor page
- Rotating Webex banner





## Activations

# Spaces 1 - 3

### 1: Experiential Marketing Welcome Display

**\$20,000**

### 2: Activation + Meeting Area

**\$15,000**

### 3: "The Nook"

**\$12,500**

**SOLD**

### All Above Spaces Include:

- Exclusive rights to activation space branding
- 3 Badges to Music Biz 2024
- Logo on all conference materials
- Custom Webex sponsor page
- Rotating Webex banner





## Activations

# Spaces 4, 12 - 14

### 4: Corner Activation

\$10,000



### 13 + 14: Grand Pre-Function Activation

\$10,000

### All Above Spaces Include:

- Exclusive rights to activation space branding
- 3 Badges to Music Biz 2024
- Logo on all conference materials
- Custom Webex sponsor page

### 12: Grand Pre-Function Activation

\$15,000



### Space Includes:

- Exclusive rights to activation space branding
- 3 Badges to Music Biz 2024
- Logo on all conference materials
- Custom Webex sponsor page
- Rotating Webex banner



## Activations

# Spaces 5 - 11

Griffin Pre-Function North

**\$7,500**

*8' x 8' space with 6' table and two chairs provided. Sponsor is encouraged to build a custom activation but must be within 8' x 8' space*

### All Above Spaces Include:

- Exclusive rights to activation space branding
- 2 Badges to Music Biz 2024
- Logo on all conference materials
- Custom Webex sponsor page





## Branding

# Registration Area + Lobby Bar

### Registration Area + Window Branding

**\$18,000**



- Exclusive rights to activation space branding
- 4 Badges to Music Biz 2024
- Logo on all conference materials
- Custom Webex sponsor page
- Rotating Webex banner

### Lobby Bar

**\$10,000**



- Exclusive rights to activation space branding
- 3 Badges to Music Biz 2024
- Logo on all conference materials
- Custom Webex sponsor page



## Branding

# Escalator Branding

**\$20,000**

- Exclusive sponsor of escalator branding including:
  - 1 floor banner + 24 wall posters
- 4 Badges to Music Biz 2024
- Logo on all conference materials
- Custom Webex sponsor page
- Rotating Webex banner





## Branding

# Rotating Door + Room Keys

### Revolving Entry Doors

**\$7,500**

*per side*

**SOLD**

- Exclusive branding on hotel entry  
- 1st activation conference attendees see
- 2-4 Badges to Music Biz 2024
- Logo on all conference materials
- Custom Webex sponsor page
- Rotating Webex banner

### Room Keys

**\$12,500**

**SOLD**

- Exclusive branding on all hotel keys during event
- 3 Badges to Music Biz 2024
- Logo on all conference materials
- Custom Webex sponsor page
- Rotating Webex banner



## Branding

# T-Shirts, Badges + Lanyards

### Volunteer T-Shirts

**\$7,500**

**SOLD**

- Exclusive branding on back of volunteer t-shirts
- Sponsor must provide finished T-shirt
- 2 Badges to Music Biz 2024
- Logo on all conference materials
- Custom Webex Sponsor Page

### Badges

**\$20,000**

**SOLD**

- Exclusive branding of badges or lanyard. Badges to be manufactured by Music Biz. Lanyards to be provided by the Sponsor.
- 4 Badges to Music Biz 2024
- Logo on all conference materials
- Custom Webex sponsor page
- Rotating Webex banner

### Lanyards

**\$15,000**

**SOLD**





## Branding

# Rotunda Banner + Stage Water Bottles

### Rotunda Banner

**\$8,500**

**SOLD**

- 2 Badges to Music Biz 2024
- Logo on all conference materials
- Logo on Webex Sponsor Page

### Water Bottles

**\$7,500**

- Branded water bottles to be provided by Sponsor
- 2 Badges to Music Biz 2024
- Logo on all conference materials
- Logo on Webex Sponsor Page





# Conversations That Matter

## Price Dependent on Event

- Logo on all conference materials
- Badges to Music Biz 2024
- Logo on all event materials as either "Presenting Sponsor" or "Supporting Sponsor"
- Speaking or Emcee Opportunity at Sponsored Event
- Custom Webex sponsor page

## Events Available May Include:

- #NEXTGEN\_NOW **SOLD**
- AI & Music **SOLD**
- Music Fraud **SOLD**
- Music In Games
- Indie Label Summit
- Live & Touring **SOLD**
- Let's Talk Physical
- Metadata Summit **SOLD**
- I WANT MY MONEY **SOLD**
- Neighboring Rights
- Unlocking New Revenue Streams For Publishers **SOLD**
- Music Biz Roadshow **SOLD**
- Sync It **SOLD**
- + MORE



*custom activation*

# Tailor-Made Solutions

**Feel free to reach out to our sponsorship team to discuss a custom activation solution that meets your company's particular needs while maximizing your brand's exposure at the 2024 conference!**

To activate your sponsorship today, contact one of our Music Biz staff members:

**Sonya Askew**

*Memberships & Academic  
Partnerships Director*

**[sonya.askew@musicbiz.org](mailto:sonya.askew@musicbiz.org)**

**Nicole Hennessey**

*VP & Director of  
Communications*

**[nicole.hennessey@musicbiz.org](mailto:nicole.hennessey@musicbiz.org)**

**Aaron Tochini**

*Chief of Staff &  
Director of Events*

**[aaron.tochini@musicbiz.org](mailto:aaron.tochini@musicbiz.org)**

# *meeting options*

## Need a Private Space?

### Meeting Rooms

Have your own private space in the second-floor conference area. Meeting rooms can be secured for the four-day event for \$3,999. You can set up the room to fit your needs and invite any attendees to your space. For meeting room availability, please contact:

**Aaron Tochini**

[aaron.tochini@musicbiz.org](mailto:aaron.tochini@musicbiz.org)

**Jessicca Garcia**

[jessicca.garcia@musicbiz.org](mailto:jessicca.garcia@musicbiz.org)

### Hotel Suites

Many hotel suites are equipped with meeting space. Close off the sleeping room and the living room area can hold up to 8 individuals for a small, private meeting. For suite availability & pricing, please contact:

**Jessicca Garcia**

[jessicca.garcia@musicbiz.org](mailto:jessicca.garcia@musicbiz.org)