MUSIC BIZ 2027

POWERED BY MUSIC BUSINESS ASSOCIATION

San Diego | May 17-20

SPONSORSHIP

Opportunities

MUSIC BIZ 2027

POWERED BY MUSIC BUSINESS ASSOCIATION

San Diego | May 17-20

Ride the Waves of

Music Industry Change!

The global music industry is in yet another major era of transformation. 2027 will be defined by how we grapple with the rapid adoption of new AI tech across all business sectors, help artists at all levels sustainably grow successful careers, develop partnerships & solutions to combat all forms of music fraud, and deliver music to consumers across physical & digital formats.

As always, the Annual Music Biz Conference serves as an invaluable forum for industry trendsetters ***like you*** to share insights during our four-day educational program, connect with like-minded business partners to develop tomorrow's solutions today, and celebrate excellence in our business during our Bizzy Awards ceremony. We're beyond excited to bring **Music Biz 2027** to the **Hilton Bayfront in San Diego**, and we hope you'll join the nearly 2,000 global music business professionals set to attend this year's event as we ride the waves of change and shape the future of our industry together!

WHO ATTENDS?

the annual conference hosts

2,000+
Industry Power Players

800+
Companies

30+
Countries

View Who Attends

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:

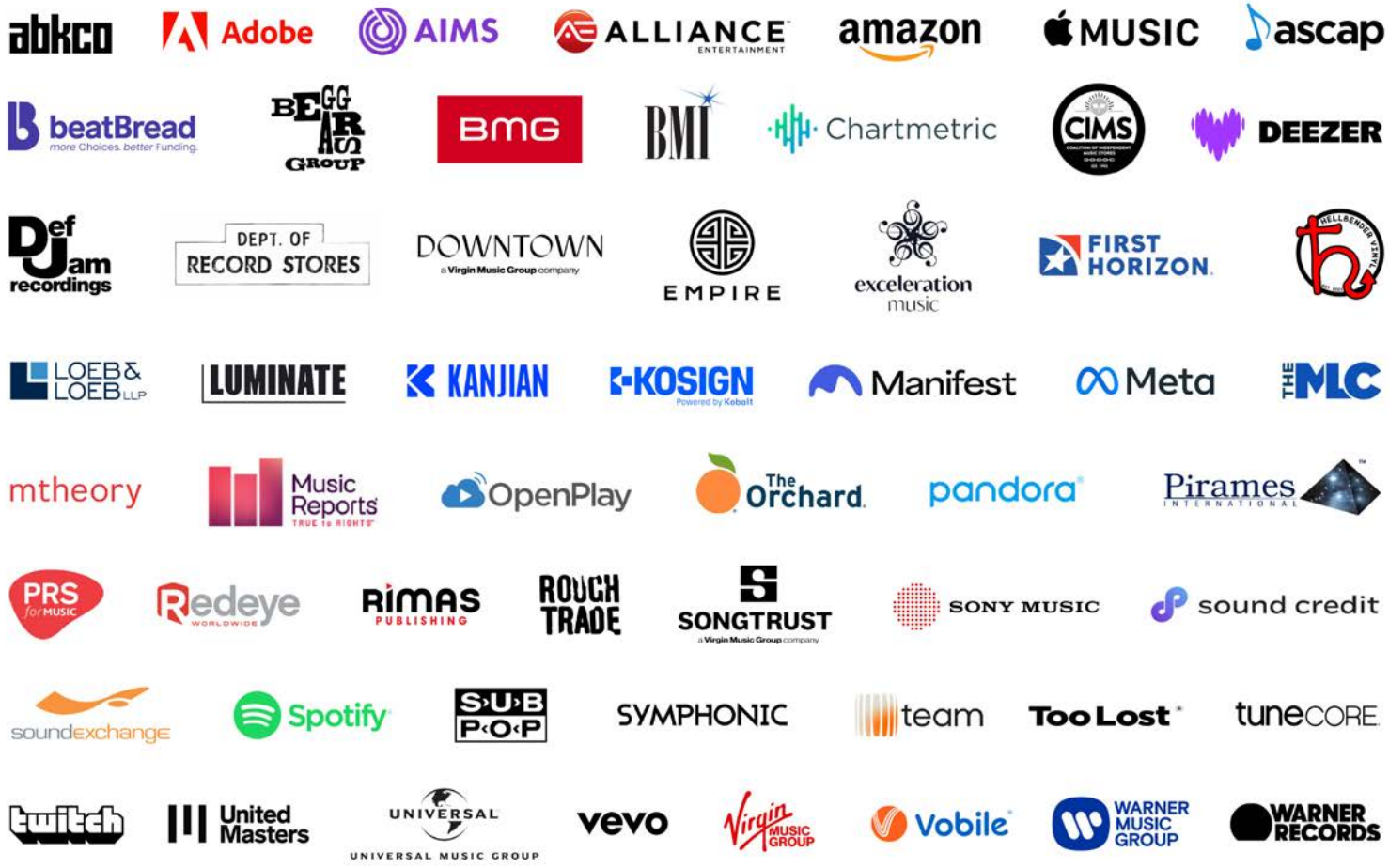
- Argentina
- Australia
- Austria
- Brazil
- Canada
- Chile
- China
- Colombia
- Costa Rica
- Denmark
- Egypt
- Finland
- France
- Germany
- India
- Ireland
- Israel
- Italy
- Mexico
- Netherlands
- Nigeria
- Norway
- Pakistan
- Poland
- Portugal
- Puerto Rico
- Spain
- Sweden
- Switzerland
- United Arab Emirates
- United Kingdom

MUSIC BUSINESS ASSOCIATION

OUR MEMBER *community*

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

Our Annual Conference is only four days of the music industry calendar, leaving our community with the rest of the year to ingest and implement all that we learned together at the event. To help facilitate this, Music Biz fosters a membership of 500+ companies worldwide through other events, networking opportunities, and thought leadership content – all aimed at creating meaningful change within our industry.



View Full Member List Here

SPONSORSHIP TIERS

★★★

Diamond

$40,000+

★

Platinum

$20,000 - $39,999

Gold

$12,500 - $19,999

Silver

$6,500 - $12,499

Bronze

$5,000 - $6,499

events

Welcome Bash

Monday, May 17th

Kick off Music Biz 2027 in style at the naturally beautiful San Diego Bayfront by sponsoring the Conference's opening signature networking event! Following an action-packed first day of panels and meetings, attendees can unwind, connect with industry peers, and keep the excitement going with an unforgettable evening of networking in a vibrant waterfront setting.

- Custom signage & audio/video display
- Basic performance AV package
- Opportunity to welcome attendees from the stage
- Beverages provided by Music Biz including beer, wine and a specialty cocktail
- Music Biz 2027 badge quantity to be determined
- Logo on all conference materials
- Custom Music Biz app branding

$50,000

events

DAY 2:
Breakfast & Program

Tuesday, May 18th

SOLD

This breakfast & program serves as a gathering point for attendees at the start of Day 2. As a sponsor, you will have input on the direction of the event's educational program.

- Custom signage & audio/video display
- Custom program participation to include 3-5 minute event welcome, panel speaking slot or opportunity to use backline for performance
- Table for 10 at the Event
- Food & beverages provided by Music Biz
- Logo on all conference materials
- 4 Music Biz 2027 badges
- Custom Music Biz app branding

$20,000

events

DAY 3:
Breakfast & Program

Wednesday, May 19th

This breakfast & program serves as a gathering point for attendees at the start of Day 3. As a sponsor, you will have input on the direction of the event's educational program.

- Custom signage & audio/video display
- Custom program participation to include 3-5 minute event welcome, panel speaking slot or opportunity to use backline for performance
- Table for 10 at the Event
- Food & beverages provided by Music Biz
- Logo on all conference materials
- 4 Music Biz 2027 badges
- Custom Music Biz app branding

$20,000

events

DAY 2:
Cocktail Party

Tuesday, May 18th

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.

- Custom signage & audio/video display
- Beverages provided by Music Biz including beer, wine and a specialty cocktail
- 4 Music Biz 2027 badges
- Logo on all conference materials
- Custom Music Biz app branding

$25,000

events

BIZZY AWARDS: Cocktail Party

Wednesday, May 19th

This Day 3 networking event will serve as the kickoff to our 2027 Bizzy Awards Dinner. Help attendees wind down from their Wednesday schedule and get ready to celebrate our 2027 award recipients by sponsoring this year's cocktail party!

- Custom signage & audio/video display
- Beverages provided by Music Biz including beer, wine and a specialty cocktail
- 4 Music Biz 2027 badges
- Logo on all conference materials
- Custom Music Biz app branding

$25,000

events

Bizzy Awards Dinner

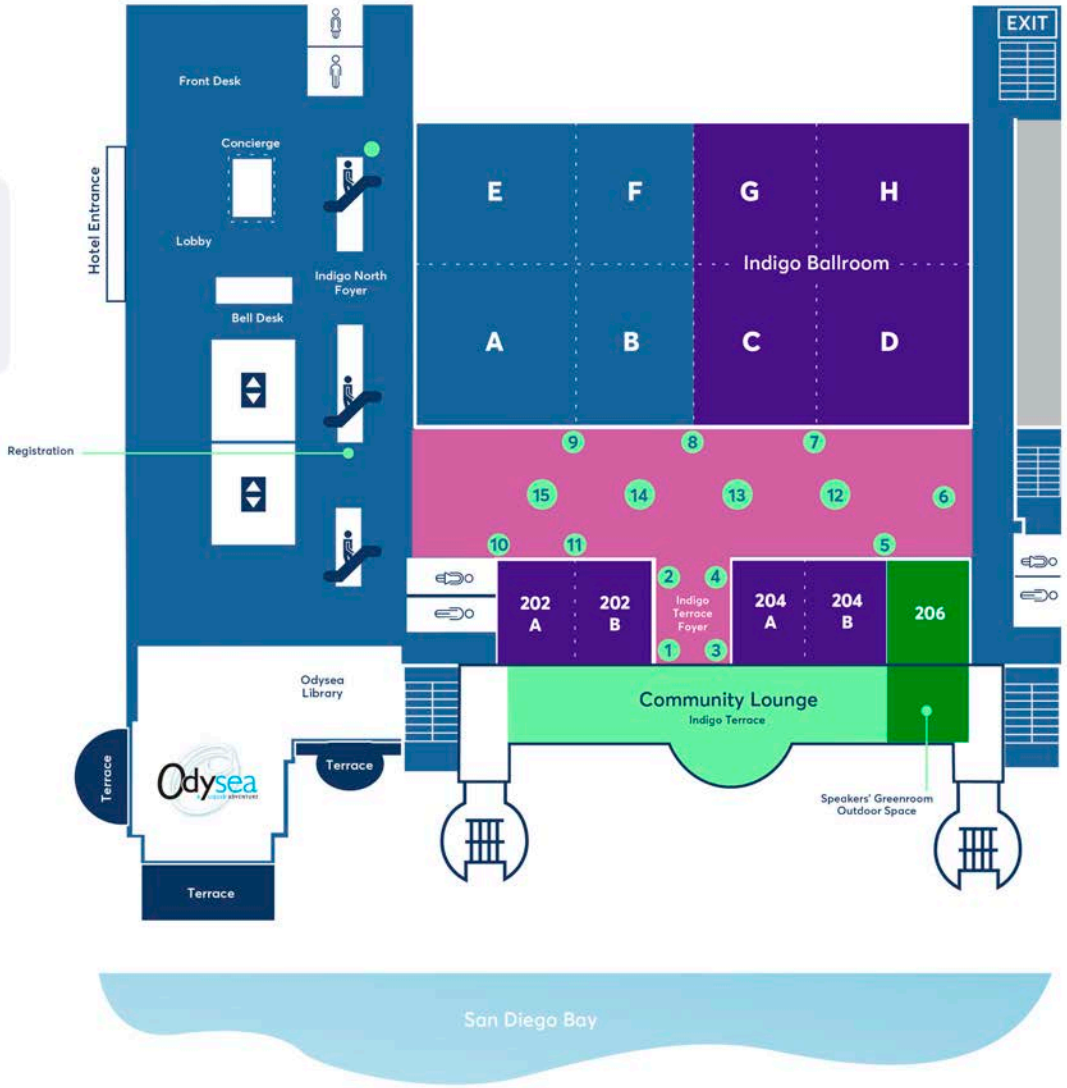
Wednesday, May 19th

Now in its sixth year, the Bizzy Awards Dinner celebrates the executives and companies shaping the future of music commerce and fostering a stronger industry culture. Nominated by peers across the global music business community, honorees are recognized during an unforgettable evening featuring a formal dinner, live performances, and the crowning of this year's winners. It's a night dedicated to celebrating the innovators and changemakers driving our industry forward.

- Custom signage & audio/video display
- Opportunity to use basic performance AV package for performance or Welcome
- Table for 10 at the Event
- Music Biz 2027 badge quantity to be determine
- Logo on all conference materials
- Custom Music Biz app branding

$50,000

Indigo LEVEL



Activations *location map*

View our most updated map of available spaces for the 2027 conference:

Click Here for Space Availability

Click Here for Virtual Tour

activations

3 REMAIN

Spaces 1 - 4

- Logo on all conference materials
- Includes table and chairs as shown in picture in bottom right. Linens are NOT included.
- Includes one complimentary license to CVENT lead generation app to scan badges at activation space.
- Space Dimensions: 18ft W x 10ft D
- 3 Music Biz 2027 badges
- Custom Music Biz app branding

$10,000

activations

Spaces 5 - 6

- Logo on all conference materials
- Includes table and chairs as shown in picture in bottom right. Linens are NOT included.
- Includes one complimentary license to CVENT lead generation app to scan badges at activation space.
- Space #5 Dimensions: 14ft W x 6ft D
- Space #6 Dimensions: 18ft W x 6ft D
- 3 Music Biz 2027 badges
- Custom Music Biz app branding

Activation 5

$12,500

Activation 6

$15,000

activations

2 REMAIN

Spaces 7 - 9

- Logo on all conference materials
- Includes table and chairs as shown in picture in bottom right. Linens are NOT included.
- Includes one complimentary license to CVENT lead generation app to scan badges at activation space.
- Space #7 Dimensions: 14ft W x 6ft D
- Space #8 & #9 Dimensions: 10ft W x 6ft D
- 2 Music Biz 2027 badges
- Custom Music Biz app branding

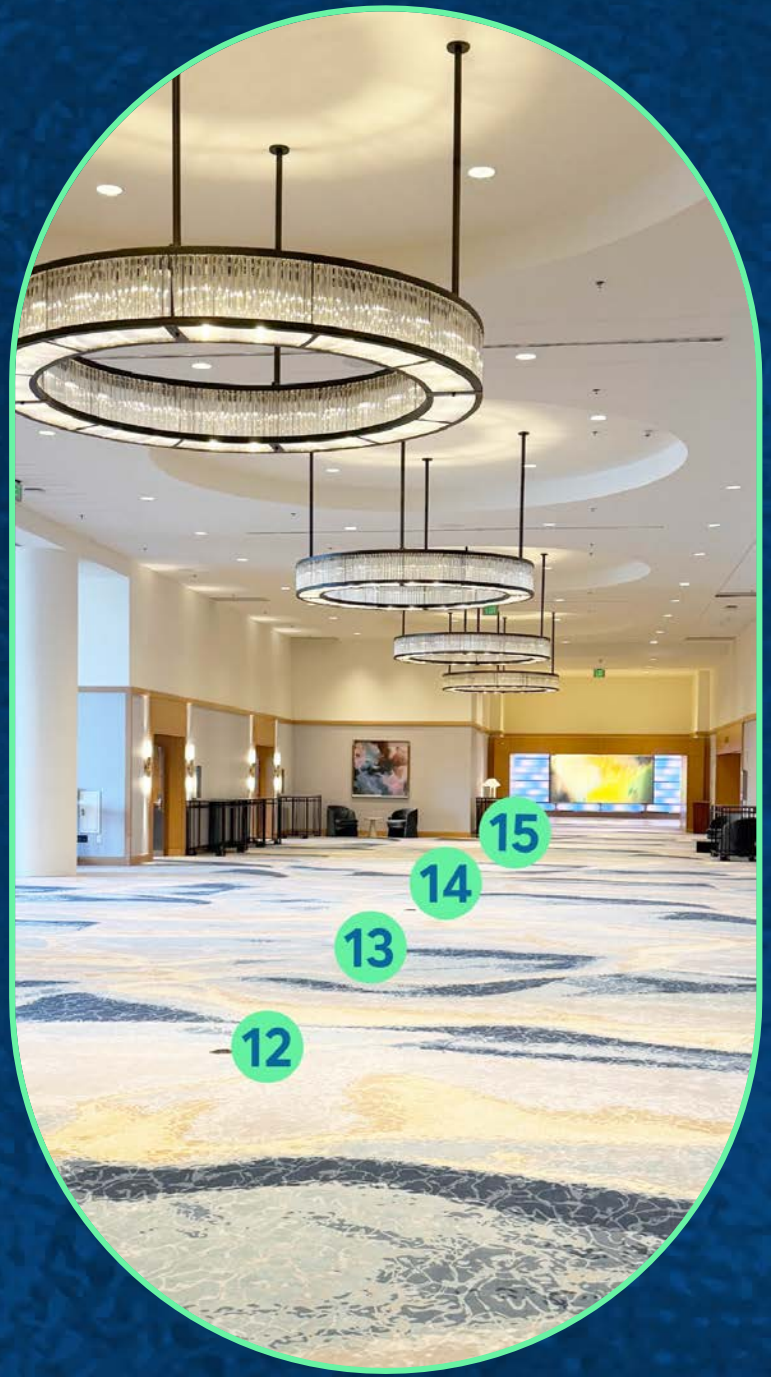
$8,000

activations

Spaces 10 - 11

- Logo on all conference materials
- Includes table and chairs as shown in picture in bottom right. Linens are NOT included.
- Includes one complimentary license to CVENT lead generation app to scan badges at activation space.
- Space #10 Dimensions: 14ft W x 6ft D
- Space #11 Dimensions: 15′ W x 6′ D
- 3 Music Biz 2027 badges
- Custom Music Biz app branding

$10,000



activations

Spaces 12 - 15

- Logo on all conference materials
- Includes 6ft round table and chairs as shown in picture in bottom right. Linens are NOT included.
- Includes one complimentary license to CVENT lead generation app to scan badges at activation space.
- Space Dimensions: 6ft round table with space for 1-2 pop-up banners
- 2 Music Biz 2027 badges
- Custom Music Biz app branding

$7,500

activation

Community Lounge

Includes Terrace Glass Branding!

The Community Lounge is the central hub for networking, meetings, and spontaneous connections. Perched on the stunning second-floor terrace overlooking the San Diego Bay, this open-air oasis will feature comfortable lounge seating, tables, and a relaxed atmosphere perfect for catching up with colleagues, hosting impromptu conversations, or simply taking in the view between sessions.

- Music Biz will provide soft seating.
    - *Additional charges may apply if the Sponsor wants furniture above what is provided. There is opportunity to add food and beverage into this space at an additional cost.*
- Vinyl cling on terrace glass – size to be determined
- Logo on all conference materials
- 4 Music Biz 2027 badges
- Custom Music Biz app branding

$30,000

activation

Speakers' Greenroom

SOLD

- Includes 1 meter board & 1 table inside the room for display or meetings
- Includes outdoor space
- Beverages and snacks for speakers inside room provided by Music Biz
- Custom signage inside room as agreed upon by Music Biz and sponsor
- Logo on all conference materials
- 4 Music Biz 2027 badges
- Custom Music Biz app branding

$20,000

Branding
location map

View our most updated map of available spaces for the 2027 conference:

Click Here for Virtual Tour

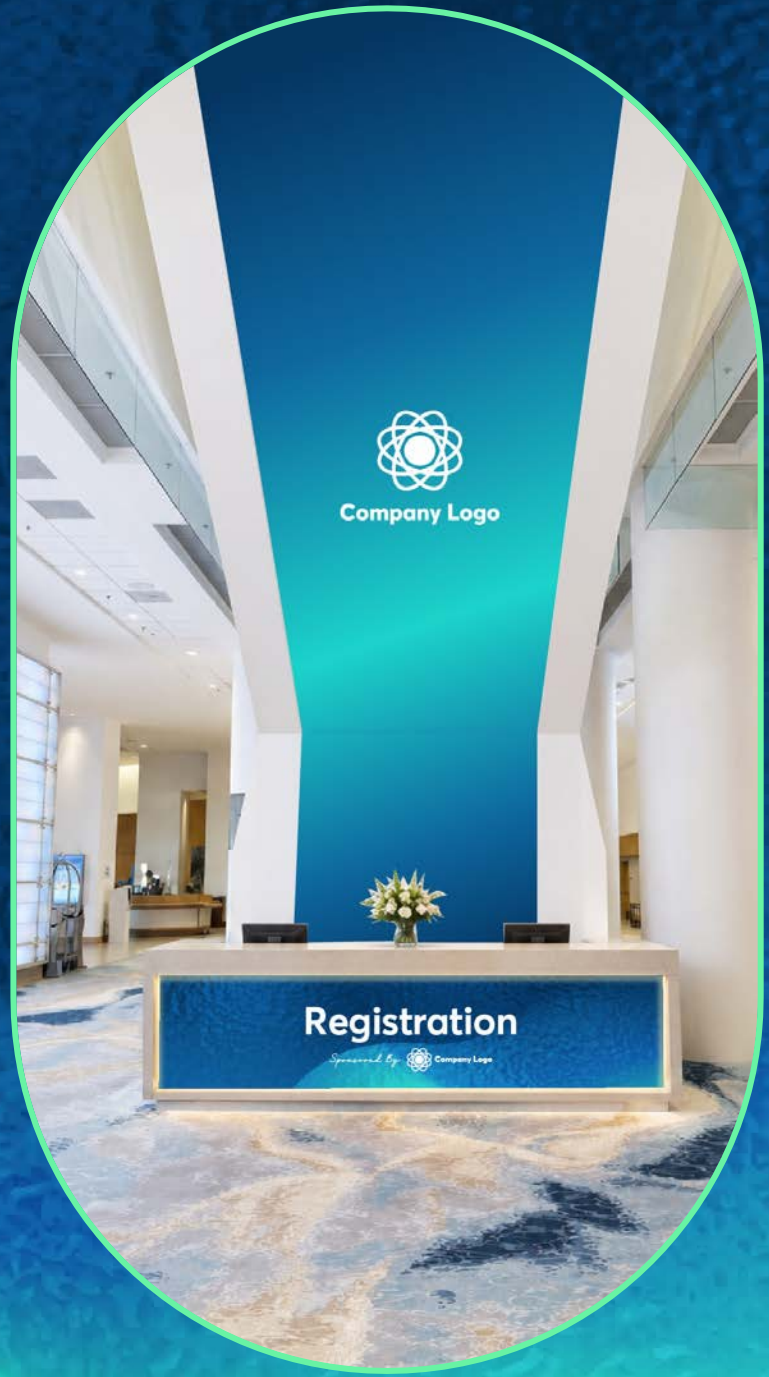
branding

Registration Desk

Includes Wall Branding!

- Logo on Registration Desk
- Custom branded wall & ceiling cling
- Logo on all conference materials
- 4 Music Biz 2027 badges
- Custom Music Biz app branding

$25,000



branding

Official Badges

- Exclusive branding of badges – sponsor logo on front, sponsor ad on back
- Badges to be manufactured by Music Biz
- Logo on all conference materials
- 4 Music Biz 2027 badges
- Custom Music Biz app branding

$24,000

branding

Lanyards

- Exclusive branding of lanyards
- Lanyards to be manufactured by Music Biz
- Logo on all conference materials
- 3 Music Biz 2027 badges
- Custom Music Biz app branding

$18,000

branding

Room Keys

- Exclusive branding on all hotel keys during event
- Logo on all conference materials
- 3 Music Biz 2027 badges
- Custom Music Biz app branding

$16,500

branding

Volunteer T-Shirts

SOLD

- Exclusive branding on back of volunteer T-Shirts
- Sponsor must provide finished T-Shirt
- Logo on all conference materials
- 3 Music Biz 2027 badges
- Custom Music Biz app branding

$10,000

branding

Charging Stations

- Exclusive branding on Music Biz 2027 charging stations
- 2 Charging Stations that will be located in high traffic areas
- Logo on all conference materials
- 3 Music Biz 2027 badges
- Custom Music Biz app branding

$12,000

branding

Door Hangers

NEW!

- Exclusive branding on all Music Biz contracted sleeping rooms & suite door hangers
- Logo on all conference materials
- 3 Music Biz 2027 badges
- Custom Music Biz app branding

$12,500

branding

Mirror Decals

NEW!

- Exclusive branding on all Music Biz contracted sleeping rooms & suite mirrors
- Decal size not to exceed 5" square
- Logo on all conference materials
- 4 Music Biz 2027 badges
- Custom Music Biz app branding

$20,000

branding

Hotel Wi-Fi

- Custom landing page
- Custom Wi-Fi name and password
- Table cards placed throughout the hotel with Wi-Fi credentials and sponsor logo
- Logo on all conference materials
- 3 Music Biz 2027 badges
- Custom Music Biz app branding

$13,500

branding

Speakers' Water Bottles

- Logo on all water bottles provided to speakers on the programming stages at Music Biz 2027
- Logo on all conference materials
- 2 Music Biz 2027 badges
- Custom Music Biz app branding

$9,000

branding

Schedule Ad

- Custom ad placed in our daily schedule at a glance: 5in x 5in
- Schedule distributed to all attendees at conference registration
- Logo on all conference materials
- 2 Music Biz 2027 badges
- Custom Music Biz app branding

$6,000

branding

Indigo Level Pillars

- Includes full vinyl cling
- Logo on all conference materials
- 2-4 Music Biz 2027 badges
- Custom Music Biz app branding

1 Pillar

$15,000

Both Pillars

$25,000

branding

Aqua Level Pillars

- Includes full vinyl cling
- Logo on all conference materials
- 3 Music Biz 2027 badges
- Custom Music Biz app branding

1 Pillar

$10,000

Both Pillars

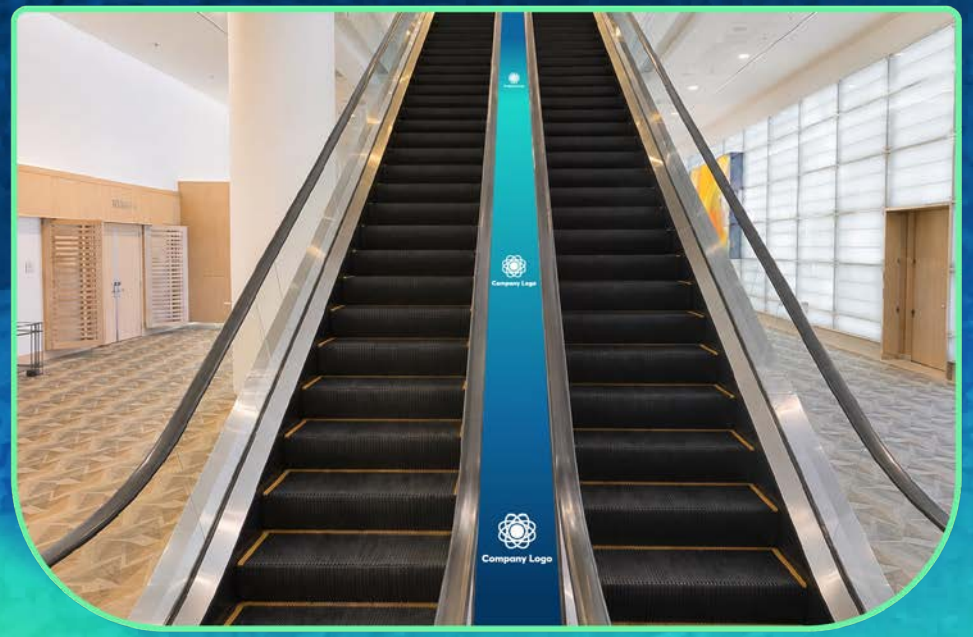
$17,500

branding

Escalator Area

- Includes full column vinyl cling, vinyl cling on middle of escalator and (2) 2ft x 2ft vinyl floor clings at the bottom of escalator
- Logo on all conference materials
- 3 Music Biz 2027 badges
- Custom Music Biz app branding

$18,500



branding

Lobby Elevators

- Includes vinyl clings
- Logo on all conference materials
- 2 Music Biz 2027 badges
- Custom Music Biz app branding

$12,000

branding

LED Wall Panels

- (1) large vinyl panel: 14ft x 12.1ft
- (8) smaller rectangle vinyl panels: 6ft x 3ft
- Logo on all conference materials
- 4 Music Biz 2027 badges
- Custom Music Biz app branding

$30,000

branding

Pool Floor Decal

- Includes 1 floor decal at the bottom of the hotel pool *(which can be seen from sleeping rooms, programs, community lounge & pool!)*
- Logo on all conference materials
- 4 Music Biz 2027 badges
- Custom Music Biz app branding

$22,500

programming

Conversations That Matter

Approximately 90% of the Music Biz Annual Conference program is crowdsourced, with panel and presentation submissions due in December. Following an extensive review process, the final agenda is unveiled in early February. Each year's program features returning tracks such as Music & Money, Let's Talk Physical, and Trust & Safety. During the review process, new themes often emerge — underscoring the importance of Music Biz as a platform to spotlight timely issues and foster meaningful dialogue across the industry. These emerging topics frequently evolve into new program tracks. By sponsoring one of these themed tracks, you have the opportunity to play a part in shaping the forward-looking conversations that will guide the future of the music industry.

- Speaking or emcee opportunity at sponsored event
- Logo on all event materials as either "Presenting Sponsor" or "Supporting Sponsor"
- Logo on all conference materials
- 3 Music Biz 2027 badges
- Custom Music Biz app branding

$12,000

Per Program Track

MUSIC BIZ
ROADSHOW

programming

Music Biz Roadshow

Held in conjunction with Music Biz 2027, the Roadshow draws local artists, managers, and songwriters for a day of panels, fireside chats, and more. With the goal of connecting our members with local artists & businesses, this is our opportunity to educate growing music communities and facilitate long-term relationships.

- Logo on all Roadshow promotional materials
- Logo on all conference materials as a Music Biz 2027 Sponsor
- Participation in Roadshow programming
- 2-3 Music Biz 2027 badges
- Custom Music Biz app branding

Presenting Sponsor	Supporting Sponsor
$15,000	$7,500

custom opportunities

Tailor-Made For You

Feel free to reach out to our sponsorship team to discuss a custom solution that meets your company's particular needs while maximizing your brand's exposure at the 2027 Conference!

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

Sonya Askew
Memberships & Academic Partnerships Director

sonya.askew@musicbiz.org

Nicole Hennessey
VP & Director of Communications

nicole.hennessey@musicbiz.org

meeting options

Need a Private Space?

Meeting Rooms

Meeting rooms can be reserved for between $4,400-$6,800. You can set up the room to fit your needs and invite any attendees to your space.

Hotel Suites

Many hotel suites are equipped with meeting spaces. Close off the sleeping area, and the living room area can hold between 8-10 individuals for a private meeting. These suites can be reserved for between $1,499-$1,699/night.

For meeting room and suite availability, please contact:

Jessicca Garcia

jessicca.garcia@musicbiz.org