



ILMC 34

Partnership Pack

London 26–29 April 2022



CONTENTS



1. About the ILMC
2. A Post Pandemic Conference
3. Hybrid Elements
4. Evolution of ILMC
5. A Year Round Platform
6. Why Sponsor ILMC
7. About The Delegates
8. Key Sponsorship Opportunities
9. Other Sponsor Opportunities
10. Delegates Rate Card
11. Contacts



ABOUT THE ILMC

ILMC in numbers

1,200

REGISTERED
DELEGATES

2,000

DELEGATES ACROSS
THE ILMC WEEK

6,000

ILMC MEMBERS
WORLDWIDE

20% NEW DELEGATES EVERY YEAR

80,000–100,000 PROFESSIONALS
READ IQ EVERY MONTH



Since the ILMC was established in 1989 it has been the leading meeting point for live music professionals in the world.

ILMC attracts professionals from all the main areas of the industry including promoters, managers, booking agents, venues, festivals and ticketing.

ILMC's invitation-only policy ensures a focused and relevant event, and wide attendance by industry leaders.

During the ILMC week, specialist events the ILMC Production Meeting (IPM) and Green Events & Innovations Conference (GEI) welcome separate delegations.

A wide array of on- and off-site events (from poker to our Gala Dinner & Arthur Awards) offer additional networking opportunities.

The ILMC Gala Dinner includes the live music industry's equivalent of the Oscars – the Arthur Awards – at a five-star location.

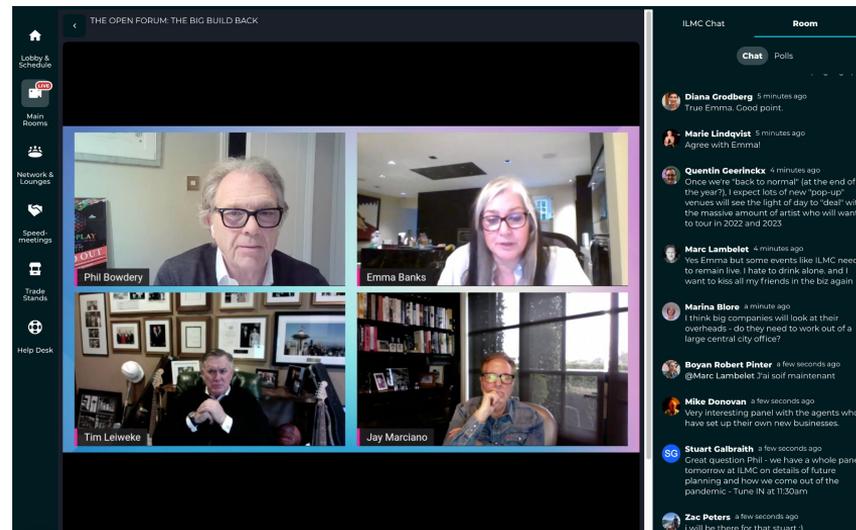
During the Covid-19 Pandemic ILMC was held online, attracting 1,200 delegates over three days of panels and networking events.

A POST PANDEMIC CONFERENCE



After an online-only edition in 2021 the ILMC returns as a physical conference in London, complemented by online elements for delegates who may be unable/or don't wish to travel. All panels and content from ILMC 34 will be available online for 30 days after the event ensuring no delegates miss any of the programme.

With the global touring and festival markets finally re-emerging from the Covid-19 pandemic, ILMC will be the first time the full international community will have come together physically in two years...



EVOLUTION OF ILMC



2021

Due to the Covid Pandemic, ILMC 33 was staged online in a virtual environment. The industry responded very positively resulting with 1,200 delegates attending, 300+ speakers and ILMC's largest conference schedule ever produced.

Our first online Arthur Awards was broadcast live from the Royal Albert Hall London with an industry all star line-up, as the prestigious venue celebrated its 150th anniversary.

2020

The addition of a second hotel, The Baglioni, allowed additional networking space, and conference programming.

The launch of The Venue Summit, a stronger focus on the venue sector with a wider range of panels and events

2019

Launch of the new Futures Forum day to foster the next generation of executive talent. Day launches with gender-balanced speaker line up in year 1.

Significant growth of both GEI and IPM due to shared programming



A YEAR-ROUND PLATFORM

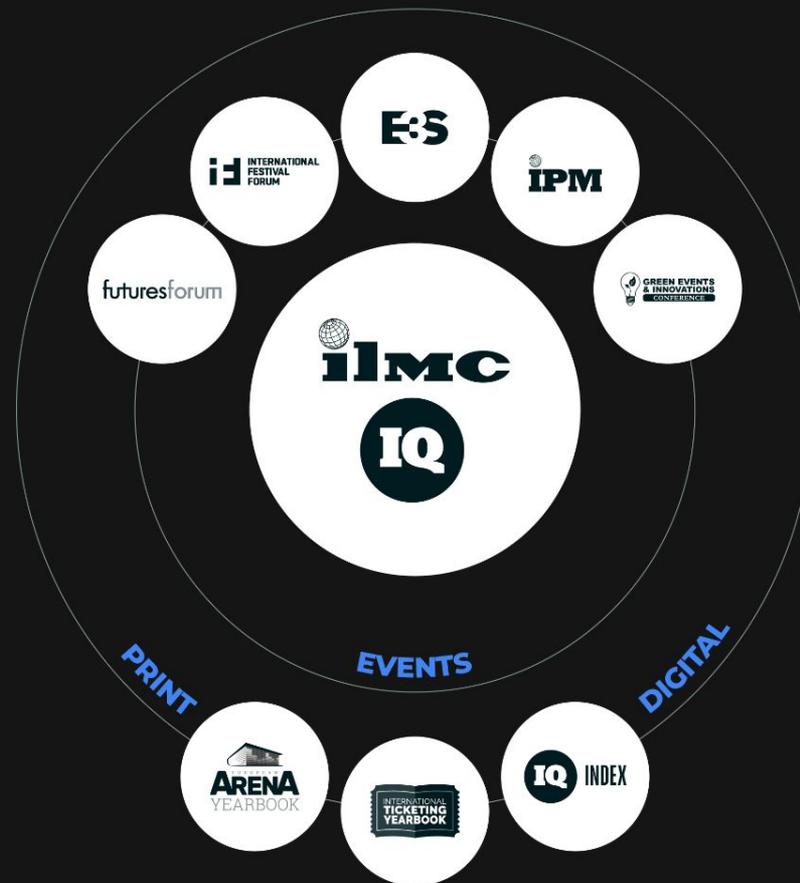


ILMC was first started to promote engagement in the live music industry, and these days our various channels stretch from the conference into the Digital space.

Annual packages

In order for our sponsors to get maximum benefit from involvement in ILMC, all packages now come with additional marketing elements to use across our various channels throughout the year. Sponsoring ILMC now carries not just high impact benefits at the conference, but long-term exposure over 12 months. Benefits can include:

- A one-stop bespoke yearly plan, to compliment your own marketing aims and objectives
- A carefully constructed campaign across our range of products to suit your budget and maximise spend
- Discounts across the board at spending tiers
- Various payment options that make each package affordable
- Efficiency of having one account manager and one annual meeting



WHY SPONSOR ILMC?



If you are involved in the international live music and entertainment business, then the ILMC is the perfect platform to promote your brand or product.

ILMC views all sponsorship activity as a partnership, and we actively work to tailor an individual and effective way of communicating each partner's message.

- ILMC is a unique platform for reaching the contemporary live music sector's global players and key purchasers.
- A range of options – from overall conference sponsorship to lunches and special events – allow highly effective marketing suitable for all different budgets.
- Executive-level professionals and decision-makers make up the majority of delegates.
- ILMC's focus on strategic, long-term relationships allows many creative possibilities.
- All packages include online advertising elements across a range of ILMC platforms, widening exposure beyond ILMC (see page 6)
- Tiered sponsor packages offer valuable impact, while single events provide a sharp focus for your company.
- Trade press advertising campaigns feature all partner logos, widening reach beyond the event.

Many of ILMC's sponsors come back year after year, eager to be associated with the event. But don't just take our word for it.

"ILMC is the most important annual meeting point for the decision makers in our concert and festival business. This is where we make it happen!"

John Reid, Live Nation

"For both Eurosonic Noorderslag and musicXport.nl the ILMC is a perfect placed and timed platform to meet the most relevant international sellers, movers and shakers in one hotel in London, particularly the heart of the agency side of the international live music industry."

Ruud Berends, Networking Music

"Where else do you get to see anybody who is anybody from the global live music industry in just three days? In the lift. In the bar. The who's who can even be found in the loo! If you want to do business in live entertainment it's the only place to be."

John Langford, AEG Live

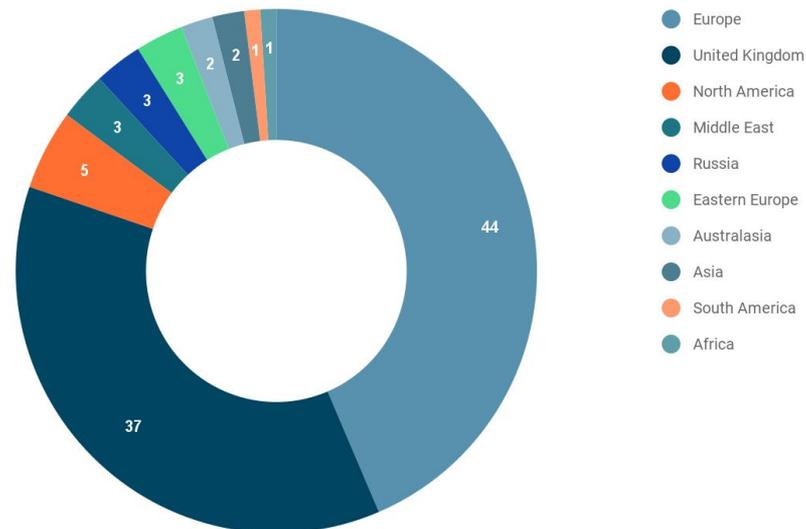
Sponsors of ILMC 32 and 33 included:

Live Nation, Ticketmaster, WME Entertainment, Mojo Barriers, CTS Eventim, Integro Insurance Brokers Ltd, Showsec International Ltd, Feld Entertainment, Harlem Globetrotters, Van Gogh Museum, Semmel Concerts, Megaforce, Flash Entertainment FZ LLC, Universe Collaborative Lifestyle Inc, Paris La Defense Arena, ASM Global, Ambassador Theatre Group, and Ticketcloud.

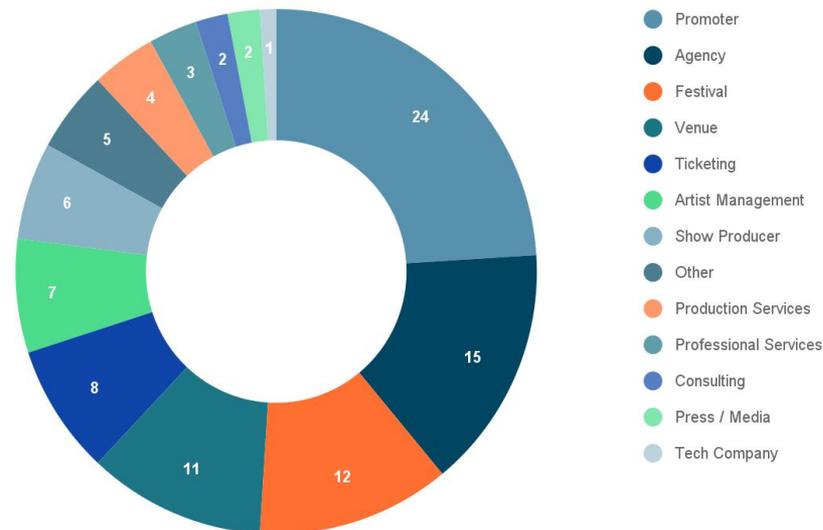
ABOUT THE DELEGATES



Delegates by region



Delegates by sector



ILMC delegates represent a broad cross-section of the international live music industry. In addition to our platinum delegates, who have attended every single edition of ILMC since the event's inception in 1989, and our gold delegates, who have attended at least ten editions, about 20% of each annual delegation comprises brand new delegates, meaning the conference retains many of its esteemed figureheads whilst being constantly invigorated by the next generation of business leaders.

KEY SPONSORSHIP OPPORTUNITIES



ILMC's main sponsors gain exceptional exposure to all of the industry's key decision-makers in over 60 countries. Before, during and after the conference, the positions represent excellent value and are tiered in order to cater for all budgets.

Industry-leading companies are usually to be found in ILMC's headline logo block:



PLATINUM

Lead the industry with platinum visibility. ILMC's top-tier sponsorship position offers unparalleled advantages.

GOLD

Exclusive second-tier sponsorship position guarantees extensive exposure.

SILVER

With guaranteed branding and profile, a third-tier sponsorship position offers great value for money.

ASSOCIATE

Expose your brand and activities with this cost-effective fourth-tier sponsorship position.

KEY SPONSORSHIP OPPORTUNITIES



	PLATINUM £53,950 SOLD	GOLD £37,950 SOLD	SILVER £27,950 SOLD	ASSOCIATE £15,250 SOLD
Position on main conference logo block:	Headline position	Second position	Third position	One of four positions
Guarantees exceptional logo placement on:	<ul style="list-style-type: none"> • ILMC 31 website top banner • Delegate passes • Cover of conference guides (1,100) • Banner branding (7ft) around conference • ILMC stationery • ILMC email signatures 		<ul style="list-style-type: none"> • ILMC eNews publications • All post-ILMC reports • Mailing carrier sheets of all pre- and post-editions of IQ Magazine (3,500 per issue) • Registration information printed in IQ Magazine • ILMC easels around conference • All trade press advertising 	
Projection advertising: One of eight companies displayed on 60-inch screens at conference registration area	✓	✓	✓	✓
ILMC delegate places:	8 places (value £4,000)	6 places (£3,000)	4 places (£2,000)	2 places (£1000)
Full-colour, full-page adverts in conference guide:	2 pages (value £4,400)	1 divider page (£2,530)	1 page (£2,200)	1 page (£2,200)
Insert in delegate bag (value £1,000):	✓	✓	✓	✓
Company text in conference guide:	Half page (700 words)	Half page (700 words)	Half page (700 words)	350 words
Tickets to Gala Dinner & Arthur Awards:	6 tickets at 75% discount (value £1170)	4 tickets at 75% discount + 25% discount on a further 4 (£975)	4 tickets (£780)	4 tickets at 50% discount (saving £390)
IQ digital/Index banner advertising:	Package worth £4,500	Package worth £3,550	Package worth £3,000	Package worth £1,500

OTHER SPONSORSHIP OPPORTUNITIES



ILMC Meeting Hub

£6,950

The Lancaster Suite, directly adjacent to the main conference bar, is one of the key networking areas of ILMC. The room serves hot and cold refreshments, and also hosts charging stations for devices. The 'naming rights' of the suite also allows the sponsor to exhibit within the space, or run bespoke activations in the room for the duration of ILMC. The package includes numerous other elements.

Opening Drinks Party

Non Exclusive Sponsorship,
3 packages at £5,500 per package

The moment when friends and colleagues from around the world reunite once more, the Opening Drinks Party is when ILMC kicks off. The party will be across all spaces in the mezzanine of the hotel; the main bar, York and Lancaster Suites. There is an opportunity for three sponsors to share the promotional opportunity at the party which will include the ability to host one of the suites. Packages include promotion before, during and after the event.

Networking Breakfast

£6,050

Following the Tuesday Opening Drinks Party, ILMC's new Networking Breakfast will be the place all delegates catch up on the night before, while those arriving that morning fuel up for a day of meetings. Throughout the Breakfast, the sponsor's brand will be at the centre of this event while benefitting from marketing and advertising before and after the conference.

The Official ILMC App



Promoted in advance of ILMC through enews, IQ and the ILMC website, the conference app is a key tool for delegates to plan their weekend, access event and networking information and make the most of ILMC. This exclusive application will feature "Powered by" branding within the app, a dedicated page, and the potential for running an in-app competition, as well as promotion before, during and after the event.

A COMPLETE BREAKDOWN OF ALL PACKAGES IS AVAILABLE UPON REQUEST.

EACH PACKAGE INCLUDES A SELECTION OF BENEFITS, INCLUDING DIGITAL ADVERTISING THAT OFFER COVERAGE BEFORE, DURING AND AFTER THE CONFERENCE.

OTHER SPONSORSHIP OPPORTUNITIES



Delegates' Bag

£16,250

The ILMC delegates' bag provides your company with the opportunity to showcase your brand not only during the ILMC, but all year round. The delegates' bag is given to each and every delegate the moment they check-in to the conference and can be utilised throughout the year. The bag is a quality, functional accessory ideal for daily use. ILMC bags have been spotted at events across the globe, from Austin to Australia.

Wednesday Night Entertainment Host

£7,950

Wednesday nights at the conference are tailored for maximum fun and networking. Whether it's multiple tables of delegates battling it out in the Poker Tournament within our bespoke Casino, or teams of fellow countrymen and -women head to head for the table football World Cup, it's a busy hub. With branding across the night and a private lounge area for entertaining guests, this is a very visible opportunity. As with all packages this includes marketing elements before and after the event as well.

Delegates' Bar & Pourage Rights

£11,500
SOLD

The ILMC has exclusive use of the meeting rooms and the mezzanine bar at the Royal Garden Hotel throughout the conference. Unsurprisingly, the bar is the busiest area of the conference and the place where friendships commence and deals are finalised, it sees traffic almost constantly from the moment the conference begins. Previous sponsors have included major alcohol brands as well as international promoters.

Evening Entertainment Sponsor

£7,500

As the night draws closer you can find the majority of our delegates in the Mezzanine bar or in the adjoining York Suite. Thursday night we host the evening's entertainment in partnership with our sponsor. This has seen everything from karaoke to the delegates jamming with instruments we have provided. The evenings are always great fun and truly memorable. Full branding is given to the sponsor along with advertising and marketing leading up to the ILMC.

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OTHER SPONSORSHIP OPPORTUNITIES



Gala Dinner & Arthur Awards

£POA

The ILMC Gala Dinner & Arthur Awards is one of the most prestigious events in the international live music industry calendar. Held at a luxurious 5-star London venue, the themed event attracts over 350 industry VIPs and their esteemed guests, who assemble in plush surroundings to celebrate the success of their contemporaries in a lavish awards ceremony that includes fine dining and entertainment. This coveted sponsorship opportunity includes exclusive branding rights to the event and the chance for one of the sponsor's representatives..

Buffet Lunch Presence

£7,500

The Park Terrace Restaurant is the central location for both Wednesday and Thursday's complimentary buffet lunches. Having a presence in this extremely busy location provides sponsors with exclusive branding and a guaranteed footfall. The sponsors can enjoy bespoke branding, a personal presence and possible drink giveaways.

Registration Area

£7,200

First impressions count, and the registration area is where all delegates must check-in to gain access to the venue, and is also a popular meeting point throughout the weekend. The sponsor enjoys prominent signage behind and around the four registration desks and is one of the most cost effective branding opportunities that the ILMC has to offer.

Door Hangers

£3,850

Be the first and last thing that delegates see for three days! The hotel's standard Do Not Disturb hanger will be replaced with a hanger of your design, and the diligent staff of the Royal Garden Hotel will ensure that your bespoke hanger is present in every room on a daily basis. The price includes printing and distribution costs.

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DELEGATES' GUIDE RATE CARD



The 'Globetrotters Guide' conference guide and directory

Sitting on delegates' desks long after the conference is over, the Globetrotters Guide is not only a guide to accompany the event but also an invaluable directory of key international live music professionals.

SIZE	PRICE
Back Cover	£4,600
Inside Covers	£3,800
Divider	£3,150
Full Page	£2,690
Half Page	£2,150

The ILMC's conference guide includes:

- Itineraries, maps and information.
- A complete list of all attending delegates and their contact information.

PRODUCTION SPECIFICATIONS AND FILE FORMATS

Please supply electronic artwork files only, we cannot accept print-outs as final artwork. Full page and cover section adverts should be set up to the trim size provided and allow for 3mm bleed. Please ensure you use high resolution(300dpi)images at all times.

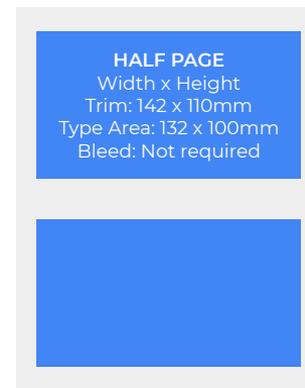
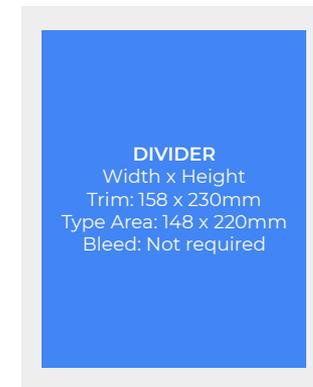
Please supply artwork as either:

- CMYK 300dpi JPEGs saved at maximum quality (12).
- Hi-res PDFs. (Use press-quality settings)

Ensure all fonts are embedded and trim marks and bleed are included.

SUPPLIED PROOFS

All artwork must be accompanied with a colour proof. We will not be held responsible for colour accuracy, positioning or content of digital output if a proof is not provided. All proofs must be supplied at full size and made up to SWOP specifications. Registration, copy and trim marks should be placed outside the print area.



ILMC 34

Partnership Pack

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