



VIRTUAL CONFERENCE

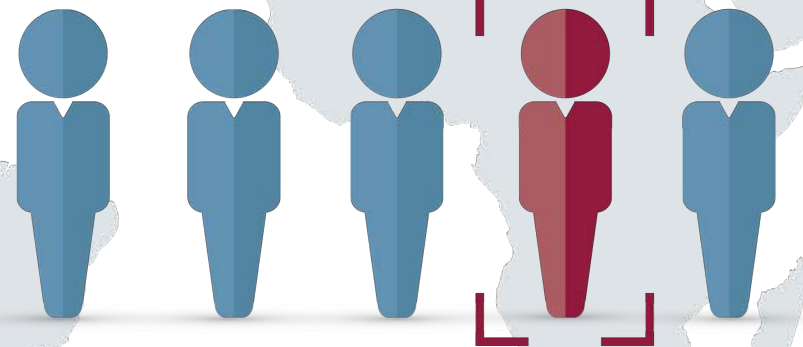
8-9 DECEMBER | [MAKINGVINYL.COM](https://makingvinyl.com) | [#MAKINGVINYL](https://twitter.com/makingvinyl)



A GLOBAL AUDIENCE

Making Vinyl since 2017 galvanized the global rebirth of the record manufacturing industry with 4 in-person events in Detroit, Berlin and Los Angeles.

With COVID-19, we needed to instead go virtual, which is why we're presenting Making Vinyl 2020 entirely digitally.





HOLLYWOOD ATTENDEES

INDUSTRY SEGMENTS

Record Label & Distribution	28%
Vinyl Record Pressing Plant	18%
Packaging Design & Supply	9%
Audio Mastering & Stamping Service	9%
Equipment Manufacturer	5%
Creative Agency	5%
Broker	5%
Pro Audio	5%

JOB TITLES

Executive Management	42%
Production & Distribution	21%
Owner	13%
Sales & Marketing	12%
Business Development	9%
Other	3%

85%

of attendees
would attend
again next year

95%

of attendees
rated the
agenda topics
as exceptional,
very good or
good

98%

of attendees
rated the
overall event
as exceptional,
very good or
good

95%

of attendees
rated the
audience as
exceptional,
very good or
good

Pioneer Dj

Copycats®
HI-FI MEDIA



AtoZmedia



BEGGAR'S GROUP



SONY MUSIC



THE ADS GROUP

Discogs



UNIVERSAL MUSIC GROUP



PHEENIX ALPHA



WARNER MUSIC GROUP

nielsen MUSIC



Coral Graphics



CONCORD

ROSS-ELLIS
PACKAGING SOLUTIONS



GLOW TRONICS



東洋化成株式会社





TESTIMONIALS

MAKING VINYL
Hollywood 2019

MAKING
VINYL
HOLLYWOOD 2019

www.makingvinyl.com

“First Time Attendee
very well organized;
great opportunity to
network”

“Very good conference
to learn about the
vinyl market
Overall awesome event!”

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVEL & PRICE

BENEFITS

PLATINUM
\$7,500

GOLD
\$5,000

SILVER
\$3,500

BRONZE
\$1,500

Pre-Conference Recognition

Recognition on the event website with sponsorship level (including logo, link to website, and 50-word corporate profile)

✓

✓

✓

✓

Recognition in all other pre-event publications with sponsorship level from date of sponsor's commitment (i.e., newsletter, email blasts, etc.)

✓

✓

✓

✓

Pre-conference appreciation email

✓

✓

Special recognition on event website/registration confirmation email

✓

Virtual Exhibitor/Conference Recognition

Custom virtual booth: logo, website link, social media and contact information, marketing materials, and dedicated booth chat

✓

✓

✓

✓

Expanded visibility: attendees can visit booth before the event starts via the app

✓

✓

✓

✓

Embedded informational/marketing video in virtual booth – can be prerecorded or live content

✓

✓

✓

✓

Post-Event Reporting

✓

✓

✓

✓

Rotating ad in lobby

✓

✓

✓

Identified as a featured exhibitor throughout the app

✓

✓

✓

✓

Promotional push notification(s)

2

1

Option to show a 5-minute (max) video (during scheduled break)

✓

✓

Logo included at the beginning of plenary/breakout session presentations

✓

Option to be a panelist or a panel moderator

✓

Embedded informational/marketing video in lobby

✓

Post Conference Recognition

Post-Conference Mailing List

✓

✓

Complimentary registrations

6

4

3

2



ATTENDEE BENEFITS

- Meet the right people: with the help of Matchmaking, 1-to-1 Meetings, and Speed-dating
- Connect with participants before, during and after the event via our conference app
- Get full access to world-class content, best practices, and market intelligence
- Interactive workshops: join the conversation with industry experts
- Virtual exhibition: Meet your next suppliers and discover the latest in vinyl record technology from some of the most influential companies in the world!



CONTACT INFORMATION

Partnerships & Sponsorships

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Conference Program

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