



MAKING VINYL PROSPECTUS

JUNE 7-8, 2023 MINNEAPOLIS

Presented by

THE **ADS** GROUP

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Together, We Are Making Vinyl.

From supply chain issues, demand dynamics, environmental best practices, and street date shuffle to postal paralysis; you're navigating any number of current industry issues. Together we're solving them.

makingvinyl.com #makingvinyl

WELCOME

We anticipate that between 500 and 600 industry professionals will congregate in Minneapolis at the Lowes Minneapolis Hotel on June 7-8, 2023, with enhanced evening events to include live music and exceptional networking.

Marking our sixth year, Making Vinyl Minneapolis will focus on the business aspects of sustaining profitable growth amid rising prices, considerable supply chain issues, and raw materials shortages.

2023 also marks the 75th anniversary of CBS Labs on June 21, 1948, officially unveiling the Long-Playing (LP) record. The conference also coincides with the July 7 birthday of Minneapolis native Prince, who died in 2016. Prince would have been 65 years old. His records – both catalog and vault revelations – continue to be big sellers on vinyl.

All aspects of the vinyl comeback will be explored to keep the retail and e-commerce supply chain teeming with new releases and reissues of previously released material. Vinyl's current popularity – 15 years of double-digit growth – defies all technological and economic logic in the digital age.

Yet given the immense expense of mounting such an operation continues to attract new financial investment, as the undeniable appeal of such a deluxe product shows not signs of slowing down. Find out on June 7-8, 2023 in Minneapolis from the experts who will share their secret formula to success.



Jack White & Ben Blackwell, Making Vinyl Detroit 2017

Over 450 attendees from over 18 different countries flocked to Hollywood for B2B conference dedicated to the rebirth of the global vinyl manufacturing business.

INDUSTRY SEGMENTS

Vinyl Pressing	33%
Record Label	23%
Audio Mastering Cutting & Stamper Service	9%
Packaging Design & Supply	9%
Broker & Distributor	9%
Equipment Manufacturer	5%
Raw Material Supplier	5%
Press	4%
Record Store Owner / Enthusiast	2%
Trade Associations	1%

JOB TITLES

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



Standing Room Only - Making Vinyl Nashville 2022



Darryl McDaniels, Making Vinyl Detroit 2017

TESTIMONIALS



“

First Time Attendee - very well organized; great opportunity to network.

”

“

Very good conference to learn about the vinyl market

Overall awesome event!

”

KEY TAKEAWAYS

(Taken from post-convention attendee survey)

- “Meeting others in the industry”
- “Great to hear experiences from other plants that faced similar challenges”
- “Meeting other vinyl suppliers and production folks was really valuable”
- “Meeting other people involved in our processes like cutting engineers, packaging”
- “Learned a lot at the audiophile panel – wish I had asked more questions”
- “The vinyl industry is alive, well and flourishing”
- “Many like-minded people are doing their part to keep the industry going”
- “This may be only the beginning...”
- “I met a lot of people that I’ve known for years via email and telephone”
- “I met a lot of new (to me) people. Met possible vendors”
- “It was interesting discussing others problem-solving techniques”
- “New presses will help the pressing bottleneck. Yeah!”
- “Vinyl continues to grow, but there is lots to do still”
- “Too many to list!!!! Amazing event!!!”
- “Preserving quality vinyl and developing metrics are more important than ever”
- “The vinyl community is just the best”
- “Great contacts”
- “Positive outlook for vinyl industry in general”
- “The positive and cooperative attitude between competitors”
- “Technical info was instructive”
- “The industry is healthy, working together, and evolving slowly”
- “Stats, sharing concerns and common goals among the key players in the industry”
- “The industry is very vibrant and progressing with new investment from newcomers”
- “Technology is becoming more important”
- “It helped my key employees understand that we are not alone in having the issues we have in manufacturing”
- “I was able to meet with a couple of customers that we hadn’t be able to build project details; after meeting face to face we worked through some concepts that will allow us to move forward into a mutually beneficial relationship”

90%
of attendees would attend again next year

95%
of attendees rated the agenda topics as exceptional, very good or good

98%
of the attendees rated the overall event as exceptional, very good or good

95%
of attendees rated the quality of audience as exceptional, very good or good

A HOT INDUSTRY (\$1 BILLION FIRST TIME SINCE 1986)



VENUE
 Loews Minneapolis Hotel
 601 1st Ave North
 Minneapolis, 55403

Photo Credit: Carley Gauthier



Making Vinyl W Hotel Hollywood 2019

SPONSORSHIP OPPORTUNITIES

DELIVERABLES	TITLE	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Top billing logo placement as "Presented by" sponsor on all materials (Exclusive)	✓					
Conference Welcome Remarks	✓	✓				
Sponsorship of Networking Reception	✓	✓				
Main stage customer case study presentation	✓	✓				
Newsletter promotion of main stage presentation	✓	✓				
Video Commercial Shown In General Session	✓	✓	✓			
Dedicated Email to Registered Attendees	✓	✓	✓			
On Stage Speaking Spotlight (5-min.)	✓	✓	✓			
One Banner Ad in Promotional emails	✓	✓	✓	✓		
Sponsor logo on directional signage	✓	✓	✓	✓	✓	
Sponsor logo in Email Promos, Website and PR	✓	✓	✓	✓	✓	✓
Table Top Exhibit - OR - Company Signage**	✓	✓	✓	✓	✓	✓
1-Year Online Access to the Making Vinyl Members Only Area (Maps, Videos & More)	✓	✓	✓	✓	✓	✓
Company Logo in Conference Program	✓	✓	✓	✓	✓	✓
Conference Program Ad	2 Pages	Full Page	Full Page	Full Page	Half Page	Qtr. Page
Conference Program Ad Placement	Priority 1	Priority 2	Priority 3	Priority 4		
Complimentary Conference Registrations	10	7	5	4	3	2
Number of Sponsorships Available	1	2	6	unlimited	unlimited	unlimited
PRICE	SOLD OUT	\$ 15,000	\$ 10,000	\$ 7,500	\$ 5,000	\$ 3,500

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Conference Program	Double-page spread \$ 1,600 USD	Outside rear cover \$ 1,100 USD	Inside rear cover \$ 1,000 USD	Inside rear cover \$ 950 USD	Inside run-of-paper \$ 900 USD
Badge Holder/Lanyard; Bag and Pad folio	Additional \$3,500 and materials provided by sponsor. Available to SILVER level and above. Single sponsor only for each.				

**Sponsor provides pop-up sign, promotional sign, video commercial or banner.

Table Top Exhibit Package includes one 6' draped table with 2 chairs, wastebasket, and electricity.

Custom packages available upon request.

PAST ATTENDEES

1021 Creative
A to Z Media
A2IM
Acony Records
Alliance Entertainment
Analog Planet
Ann Arbor Learning Community
Asheville Vinyl Pressing
Aqua Door Records
Bags Unlimited
Beggars Group
Baker & Taylor
Bertelsmann Printing Group
Coral Graphics
Bes Vinyl
Billboard Magazine
Black Circle Radio
Black Lagoon Studios
Broadtime
Burlington Record Plant
Bowers Record Sleeve
BuzzAngle
CAF srl
Carlson Print Group
Caroline Distribution
Cascade Record Pressing
CCPC/BLACKWING
CD Video Manufacturing
CDA Germany GmbH
Clay Pasternack Inc/Amherst
Records
Concord Music
Copicats Media
Coral Graphics
Craft Recordings/Concord
Crosley Brands
Culture Factory France
Culture Factory USA
Cykik
Culture Shock Clothing and
Records
Detroit Free Press
Diggers Factory
Digital Matrix
Digital Music News
Disc Makers
Discogs
Dogstar Vinyl Record Mfg.
Dorado Music Packaging
Doug Coombe Photography
EastSide Sound Company
Echo Designlab
Eleven Seven Label Group
Elysian Masters
Flipbin
Furnace Record Pressing
Glowtronics
Going Underground Records
Gold Rush Vinyl
Gotta Groove Records, Inc
Granulat GmbH
Green Vinyl
Grove Industries
GZ Media, a.s.
Hand Drawn Pressing
Headphone Treats LLC
High Bias Recordings
Hip Latin Music, LLC
iam8bit
Imprint Indie Printing
Independent Record Pressing
Intervention Records
Johnny Nicholas Music
kdg Austria
Key Production
Kindercore
Lacquer Channel Mastering
Legacy Recordings/Sony
Music Entertainment
Leo Graphics Chicago LLC
Light in the Attic
Lion Crest Recording
Instruments
Longplay Panama
Making Vinyl
Marsh Mastering
Masterdisk
MEDIA-TECH Association
Memphis Record Pressing
Merge Records
Mexican Summer | Anthology
Microforum
Midnight Oil
Mobile Fidelity/Music Direct
MPO International
Morello SA
Motown Museum
Nielsen Music
NiPro Records
Ninja Tune
Noiseland Industries
Nonesuch Records
optimal media GmbH
ORG Music
Optical Media Mfg, Inc. & Indy
Vinyl Pressing
Overzealous Records
Paragon Sight & Sound, Inc.
Pheenix Alpha
Pirates Press, Inc.
Plastchem B.V.
Precision Record Pressing
Press - Engadget Magazine
Qrates
QRP/Acoustic Sounds/Analog
Productions
Radio Wasteland Records
Rainbo Records
Rare Form Mastering
Rebeat Innovation GmbH
Record Store Day
Record Store Day - Canada
Record Technology Inc - RTI
Renegade Nation
Resinoplast
Reverb LP
RIAA
Riff Mechanics
Ross Ellis Packaging
RPA
Sabic
Second Line Vinyl
Smashed Plastic
Softwax Record Pressing
Sony Music Entertainment
Sony Music Ent. Canada
Sound Communication
Sound Machine Records
Sound Performance
Sterling Sound
Stoughton Printing Co.
Sundazed
SunPress Vinyl
SupremeX
SMOG Design, Incorporated
Sweet Lime Records
Symcon Group
Take Out Vinyl
TC Transcontinental - Ross
Ellis
Teach Rock
Tecnoplast USA
TEK Productions
The ADS Group
The People's label
The Warden Motif
The MO Amper Sounds
The Orchard Canada
The Sound Garden
TPC Plastics
ThinkIndie Distribution
Third Man Pressing
Toyokasei / RSD Japan
UNC-Chapel Hill
United Record Pressing LLC
Universal Music Enterprises
Unruly Brewing Company
VDC Group
VDC Group USA
Video Service Group
Vinyl Junkies
Vinyl Me, Please
Vinyl Nation Documentary
Vinyl Reviews
Vinyl Record Pressing
Vinyl Technologies
Wabash MPI
Warner Music Group
WaterTower Music
Wayne State University
WDIV Detroit
Wedlake Industries, LLC
Welcome to 1979
Well Made Music LLC
Woodland Entertainment
XM Canada
XO Publicty



Making Vinyl / Colonial Purchasing
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Contact us to see how you can get involved!
Partnership & Sponsorship
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