



MAKING VINYL EUROPE

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.

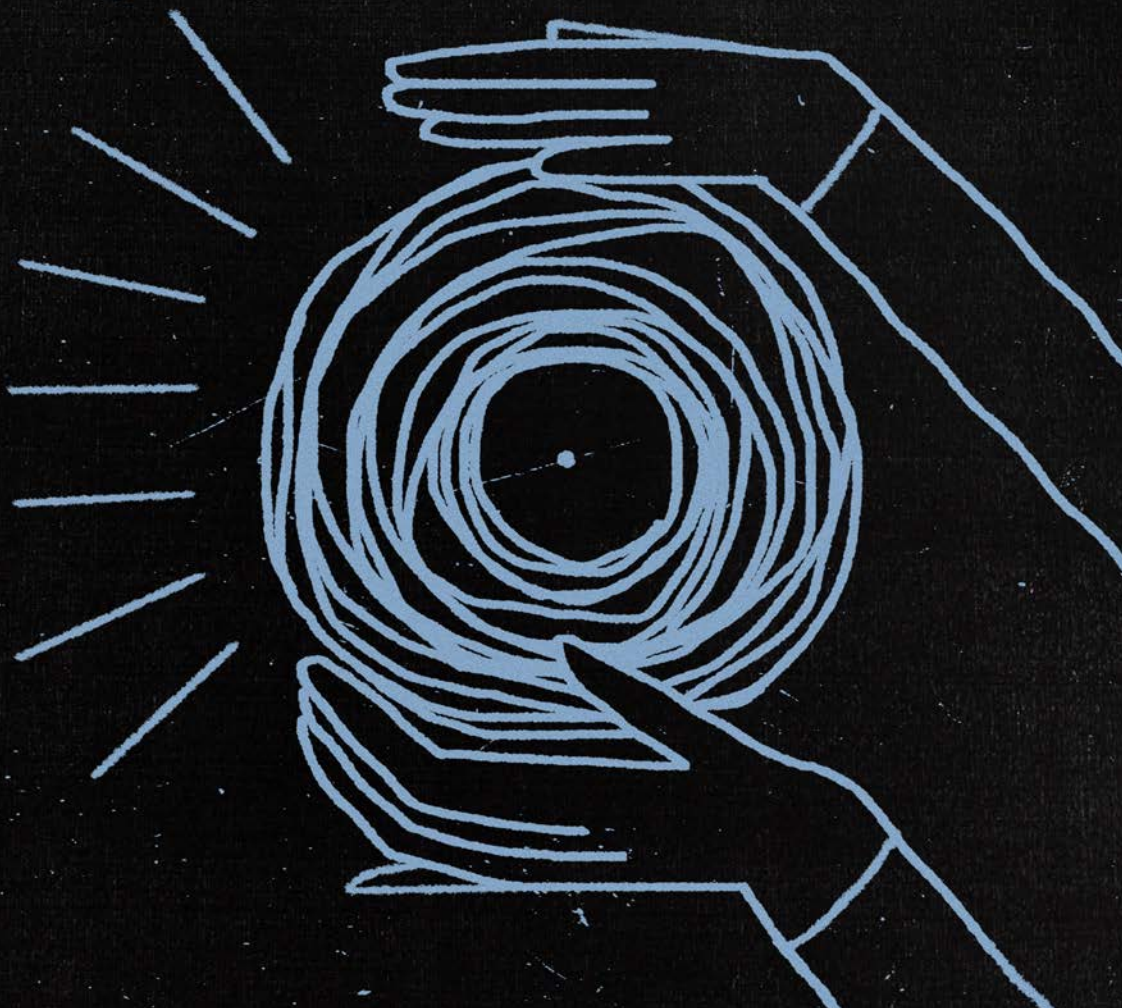
makingvinyl.com #makingvinyl

28-29 SEPTEMBER 2023

+ a two-day record fair on 30 September and 1 October



MAKING VINYL is co-locating with the HAARLEM VINYL FESTIVAL



WELCOME

The world's leading vinyl manufacturers will congregate for Making Vinyl in Haarlem, the Netherlands, on September 28-29, 2023 to trade notes on state-of-the-art production of the format, as new pressing plants are expanding global capacity. Industry leaders will present their latest breakthroughs in improving productivity and output that will alleviate the four-month back orders struggling to keep up with consumer demand.

All aspects of the vinyl comeback will be explored to keep the retail and e-commerce supply chain teeming with new releases and back catalog reissues. Vinyl's current popularity – 15 years of double-digit growth – defies all technological and economic logic in the digital age, given the expense, antiquated equipment and complicated process needed for producing records that have not changed much in 70 years, not to mention recently considerable supply chain and raw materials issues.





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 %

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

Philharmonie Haarlem
(PHIL Haarlem), the Netherlands



HOMETOWN 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 in EUR	€ 25,000	€ 15,000	€ 10,000	€ 7,500	€ 5,000	€ 3,500

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Conference Program	Double-page spread € 1,600	Outside rear cover € 1,100	Inside rear cover € 1,000	Inside rear cover € 950	Inside run-of-paper € 900
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

2424 Vinyl Pressing	Exceleration Music	New West Records	Stoughton Printing Co.
610 Record Manufacturing	Fidelity Record Pressing	Newport Festivals Foundation	Studio 120
A to Z Media Inc.	Fox Rothschild LLP	Noiseland	Studio 4 Vinyl
AARPP, Ilc.	Furnace Record Pressing	Oceanside Records	Stokyo
ABKCO Music & Records, Inc.	Galactic Wax	Omnian Music Group	Sub Pop
All Media Supply	Gold Shop Label Printing	Omnivore Recordings	Supremex
Alliance Entertainment	Gotta Groove Records, Inc.	One Simple Plan	Symcon Inc USA
American Vinyl Workshop	Green Vinyl Records	optimal media GmbH	Take Out Vinyl
Amped Distribution	GZ Media	Org Music	Takt Direct GmbH
Alphagary	Hand Drawn Pressing	Ortofon	Tangible Formats
Apollon Records	Hand Drawn Records	Outtawax Record Pressing	Taylor
APSP LLC	iam8bit	Partisan Records	Taylor Print Impressions
Association Executives Group	IBA Hartmann	Pearl Jam Ten Club	Taylor Box
(AEG)	Imprint Indie printing	Phenix Alpha	The ADS Group
Asthmatic Kitty Records	Independent Record Pressing	Pitch Beats by Sweden	The House Plant
Audiodrome Vinyl	Inde Earth	Plastchem B.V.	The Orchard
Audio-Technica	Indy Vinyl Pressing, Inc	POLVINYL Sp. z o.o.	The Production Department
Bags Unlimited	Ineos Inovyn	Polysom – Brazil	The Tracking Angle
Bandcamp	Infrasonic	Pour House Pressing	The Vinyl Lab
Beggars Group	Interscope Records	Pressing Business, Inc	The Visual Strategist
Bertus Distribution / Music On Vinyl	Jazz Detective Productions, LLC	Pro-ject & Sumiko Phono Cartridges	Third Man Pressing
Better Noise Music	JLC Audio	Q Prime	Third Man Records
Big Loud	Kindercore	Quabbin Capital	Thirty Tigers
Black Belt Mastering	kdg mediatech GmbH	Quality Record Pressings	Tommy Boy
Black Matter Mastering	Keller and Heckman LLP	Randmuzik	TPC/Neotech
Blue Sprocket Sound	Kevin Da Costa	Rare Form Mastering	TSI Digital Media
BMG	Kevin Park Vinyl Mastering	Record Technology Inc – RTI	Trapeze Music & Entertainment Limited
CAF Italy	Key Production	Reindl Bindery	Unbreakmyheart Records
Cascade Record Pressing	Kings Road Merch	Rhymesayers Entertainment	United Record Pressing
CIBC Capital Markets	LasX Industries	Ritual Press	Universal Music Group
CIMX	Leo Graphics Chicago	Rockabilia	Vantiva
Citizen Vinyl	M.C.S SRL	Ross Ellis Packaging Solutions	Vantiva Supply Chain Solutions
Clamped Down Pressing	Making Vinyl	RPA Record Products	Vinyl Alliance
Classic City Vinyl Works	Materia Music Inc	RPM Records	Vinyl Exclusives
Concord	Max Soulutions Packaging	Scanavo	Vinyl Institute
Copycats Media	MBP Packaging Solutions	Schallplattenfabrik Pallas GmbH	Vinyl Me, Please
Deep Cuts Documentary	Memphis Record Pressing / GZNA	Secretly Group	Vinylkey
DeepGrooves	Merge Records	Sibert UK	Virgin Music Group
Department of Record Stores	Microforum Vinyl	Sideways Inc	Vinyl Technologies Corp.
Digital Matrix Corporation	Milan Records / Sony Music	Softwax Record Pressing	Warner Music -WMX
Disc Makers	Masterworks	Sonic Archives	Welcome to 1979
Dorado Music Packaging	MonoStereo	Sonopress GmbH	Westlake Global Compounds (PVC)
Down In The Valley	Montclair Pressing	Sony Masterworks/Milan	Women in Vinyl
Drummond Vinyl inc	MPO International	Sony Music Entertainment	Woodland Group
Dugdale Ltd	Music Graphics Chicago	Sound Performance USA	World Trade Printing
Electric Fetus	Mystery Room Mastering	Spit + Image	X-Disc (Poland)
Epitaph Records	NAPCO	Squeezer	Zetaohm
Erika Records Inc.	Nashville Record Pressing	Sterling Sound	
Evolution Music Ltd	New Orleans Record Press	Stones Throw Records	



Making Vinyl / Colonial Purchasing

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Contact us to see how you can get involved!

Partnership & Sponsorship
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