



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

Business Conference and Networking Events

SEPTEMBER 30 - OCTOBER 2, 2024

www.makingvinyl.com

MAKING VINYL EUROPE

HAARLEM, NL



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krause



phil.

WELCOME

Welcome to Making Vinyl Europe Conference, taking place from September 30 - October 2, 2024. This year the conference will return to Haarlem, the Netherlands to celebrate vinyl culture by bringing together world's leading players in manufacturing with all their connected and peripheral businesses. Once more the gathering promises to be an invaluable opportunity to exchange insights into cutting-edge production techniques, market challenges and consumer demands.

Industry titans will unveil their latest innovations aimed at enhancing productivity and output, addressing the ever-changing challenges in a prosperous market and the culture it is set to serve. The vinyl industry remains one of the most vibrant ones by connecting artistic expression with specialized manufacturing techniques which are simultaneously ancient and modern. The resurgence of the format has been one of the most unexpected but also most welcome success-stories of the past years. A whole new generation of consumers has delved into it with love and dedication. There hardly is any other industry connecting passion with specialized and high-end skills as much as the vinyl industry – on both, the manufacturing and the consumer side.





The enduring popularity of vinyl, with 16 consecutive years of double-digit growth, challenges conventional wisdom in the digital era. Despite the considerable expenses, reliance on antiquated methods and equipment, and the intricacies of the production process, which has seen minimal changes over the past 70 years, vinyl continues to captivate audiences worldwide. Disruptions in the supply chain and raw materials during the pandemic while demand grew significantly seem to have overcome. The shortage of manufacturing capacity that has hindered seamless and streamlined growth in the past years has ended. New technologies, new machinery and the demand for more eco-friendly solutions are driving vinyl in 2024 and added more complexity to sustaining this remarkable revival.

The previous editions of Making Vinyl in the US and Europe have shown the value of what bi-annually gatherings can bring to each partner in this industry. The challenges that need to be tackled together rather than individually seem to grow in accelerated manner. Making Vinyl is playing a prominent, if not the most prominent role in 'getting to work together' with already stunning results. Communication and knowledge are key to this industry and the making Vinyl remains on providing the frame for it – unparalleled.

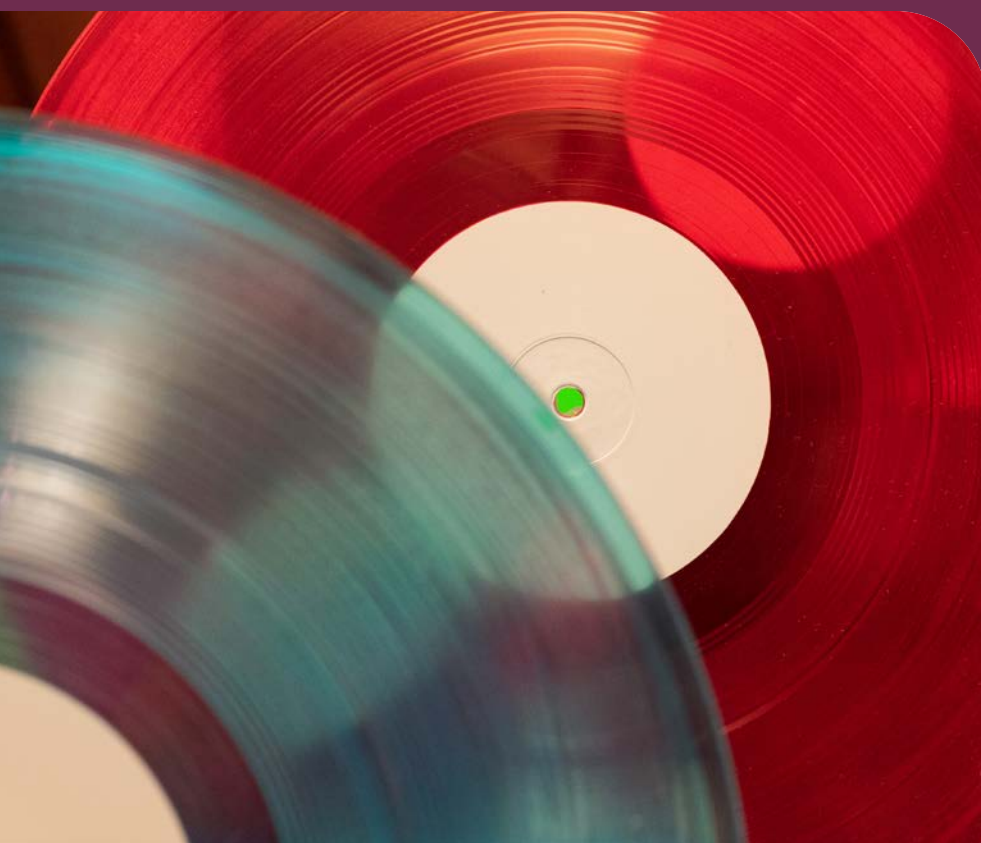
WHAT IS MAKING VINYL?

Making Vinyl is the premier platform dedicated to the global resurgence of vinyl records. This annual conference brings together key players from every facet of the vinyl manufacturing and distribution industry, including record labels, pressing plants, packaging experts, retailers, and enthusiasts. Attendees gather to share insights, exchange ideas, and explore innovations shaping the future of vinyl.

Making Vinyl features a dynamic lineup of industry experts, thought leaders, and innovators who provide valuable perspectives on topics ranging from production techniques and technology advancements to market trends and consumer behavior. Through engaging panels, workshops, and networking opportunities, Making Vinyl offers unparalleled access to the latest developments and best practices driving the vinyl renaissance.

Since its inception, Making Vinyl has served as a catalyst for collaboration and growth within the vinyl community, fostering connections that drive innovation and propel the industry forward. Whether you're a seasoned professional or a newcomer to the vinyl market, Making Vinyl is the essential gathering for anyone passionate about the enduring appeal of vinyl records.





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	✓	✓				
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	Half 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	€ 17,000	€ 11,000	€ 9,000	€ 8,000	€ 6,000	€ 4,000

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Conference Program	Double-page spread € 1,800	Outside rear cover € 1,300	Inside rear cover € 1,100	Inside rear cover € 950	Inside run-of-paper € 900
Meet & Greet Sponsor	€ 3,500				
Badge Holder/Lanyard	Additional € 3,500 and materials provided by sponsor				
Online Video Sponsor	€ 1,800 placement of video commercial (< 30 s) in five video presentations (2 keynotes, 3 panels) € 900 logo placement in all video presentations (beginning and ending)				
Bag and Pad folio	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

A to Z Media
 Abbey Road Institute
 AMG DISK
 Artone Studio
 Arvato
 Audio-Technica
 Belgium Vinyl Pressing Plant
 Bertelsmann SE
 Bertus
 BMG
 BPI (British Recorded Music Industry) Ltd
 CAF Italy
 CDI Ltd.
 CD-Museum
 Citizen Vinyl / Vinylkey
 comcast
 Curve Pusher
 Deepgrooves Vinyl Pressing Plant BV
 Digi Press
 Digital Matrix
 Discogs
 DMS Disk Media Service GmbH
 Dunk ! Pressing
 dunk!pressing
 duophonic GmbH
 Elsässer
 ERA/ Record Store Day
 ESNS
 European SCM Services GmbH
 FINA Música S.A.S
 Flight13 Duplication/Bieber
 Galvanics
 Four Manufacturing Services GmbH
 FUGA
 Furnace Record Pressing

Futuresource Consulting
 Gearbox Records Ltd
 Good Time Records
 GoodToGo GmbH
 Green Lakes Pressing
 Green Vinyl Records
 Groove Press
 GZ Media
 Haarlem Vinyl Festival
 Hand Drawn Pressing
 Hand Drawn Records
 handle with care manufacturing
 Helsingin Levypuristamo Oy
 i4 casting
 IFPI
 Imprimatur Varade Vinili
 INEOS Compounds
 intakt!
 Jigsaw Music Group (Brighton, UK)
 kdg mediatech GmbH
 Keller and Heckman LLP
 Kevin Da Costa
 Key Production
 Love The Message
 M-TECH
 M.C.S SRL
 MAD VINYL MUSIC
 Making Vinyl
 Mangrøv
 María Triana Mastering
 MEDIA INDUSTRY
 Merchstore
 MINT Magazin
 MINT magazine contributor
 MPO International
 msm-studios GmbH & Co. KG
 Music Matters Mastering

Music on Vinyl B.V.
 NAPCO, INC.
 NEWBILT machinery GmbH
 NVER
 OBJECTS Manufacturing
 Oberspree GmbH
 Ophon Music Furniture
 Optical Media Services B.V.
 optimal media GmbH
 Optimum Mastering
 Passion For Vinyl
 PCW GmbH
 Pheenix Alpha AB
 Physical Music Products
 Pladenn
 Plastchem B.V.
 Pozzoli SpA
 Press Gang Records
 Press On Vinyl
 R.A.N.D.-MUZIK
 Record Industry
 Record Store Day Germany
 Record Store Day Netherlands
 Recording the Masters
 Republic of Music
 RTM
 Scanavo
 Schallplattenfabrik Pallas GmbH
 Schallplatten Schneid Technik GmbH
 Schnittstelle – Mastering & Vinylschnitt e.K.
 Seabass Vinyl
 Season of Mist
 SELKNAM PRESSING
 Sera Manyetik Bant A.S.
 SF Distribution
 Sonopress GmbH

Sony Music Entertainment
 Denmark A/S
 Soul Disco
 Southbound Distribution
 Spinroad Vinyl
 Stamper Discs
 Studio Krause
 T-Time Vinyl Plant
 Takt sp. z o.o.
 TEK Productions
 The ADS Group
 The Sharp Notes
 The Tracking Angle
 The Vinyl District
 The Vinyl Factory
 The Vinyl Lab
 Topac GmbH – Part of Bertelsmann Printing Group
 Toyokasei
 Tullis Russell Coaters Ltd
 Universal Music
 Universal Music Germany
 Vantiva
 Vantiva SCS Poland
 Vinyl Alliance
 Vinyl de Paris
 Vinyl Press UK
 vinylkey
 Visions
 Warner Music Group
 Warner Music Intl. Services
 Westlake
 whest audio ltd
 WMX
 XDiSC S.A.
 Zenith Records



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