

SEPTEMBER 24 - 26, 2025

MAKING VINYL EUROPE

HAARLEM, NL

Business Conference
and Networking Events



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phil.

www.makingvinyl.com

WELCOME

Making Vinyl Europe 2025 Embracing Change, Expanding Horizons

After years of continuous growth, the Making Vinyl conferences have firmly established themselves as the essential meeting point for professionals eager to explore the forces shaping our industry – from economic trends to technological innovations.

In 2025, vinyl is no longer a niche product; it stands as a vibrant, driving force in the physical music market. With this evolution comes the responsibility to ensure that Making Vinyl remains the most relevant and forward-thinking gathering for industry players worldwide.





At our 2024 edition, we introduced new formats and placed a stronger emphasis on sustainability, along with the artistic and cultural significance of vinyl – all while continuing to focus on manufacturing and technology. The 2025 edition will build on this foundation, but with an even more open and forward-looking approach.

To truly understand our industry’s future, we must also understand the broader ecosystem – from sales and marketing to the evolving role of physical media in a digital world. This future is shaped by technology, sustainability, and culture, but it also requires bold thinking, fresh perspectives, and a willingness to look beyond the boundaries of our own sector.

Making Vinyl Europe 2025 will therefore open its doors to businesses directly and indirectly connected to the vinyl industry, learning from their experiences, challenges, and innovative solutions. Through a dynamic mix of panel discussions, presentations, and interactive workshops, we aim to create our most creative and forward-thinking event yet – a program designed to honor the importance vinyl has achieved while charting a bold path for its future.

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



“

It was a pleasure to be part of such an engaging event in Haarlem. The energy and enthusiasm from everyone involved truly made it a memorable experience. I share every excitement about future opportunities to collaborate and discuss our shared passion for vinyl.

”

“

It was an amazing few days which filled me with inspiration. What a great bunch of people you brought together. I loved the sense of community. My head is still buzzing from the positive input. Looking forward to more.

”

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

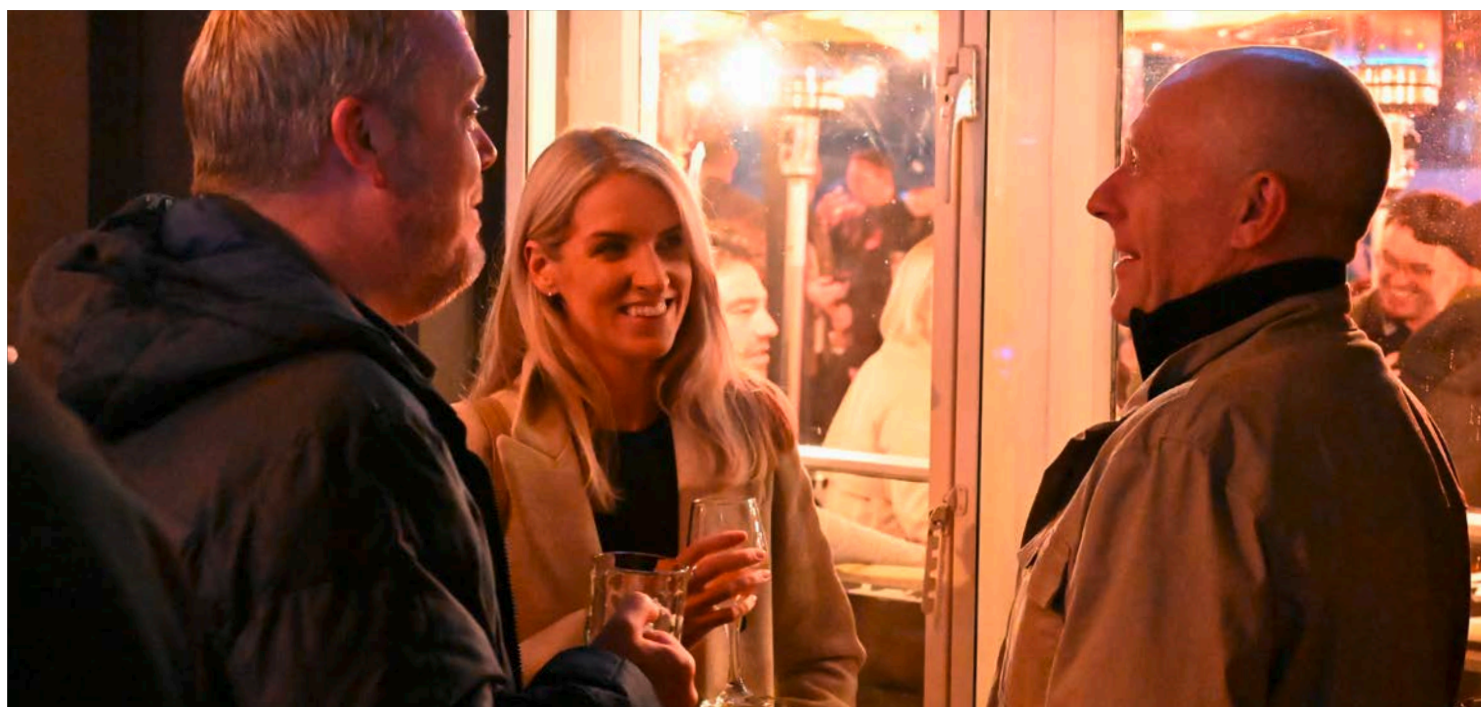
95 %

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

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

VENUE

PHIL Haarlem, The Netherlands



SPONSORSHIP OPPORTUNITIES

DELIVERABLES	TITANIUM	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	Futuresource Consulting	Music on Vinyl B.V.	Sony Music Entertainment
Abbey Road Institute	Gearbox Records Ltd	NAPCO, INC.	Denmark A/S
AMG DISK	Good Time Records	NEWBILT machinery GmbH	Soul Disco
Artone Studio	GoodToGo GmbH	NVER	Southbound Distribution
Arvato	Green Lakes Pressing	OBJECTS Manufacturing	Spinroad Vinyl
Audio-Technica	Green Vinyl Records	Oberspree GmbH	Stamper Discs
Belgium Vinyl Pressing Plant	Groove Press	Ophon Music Furniture	Studio Krause
Bertelsmann SE	GZ Media	Optical Media Services B.V.	T-Time Vinyl Plant
Bertus	Haarlem Vinyl Festival	optimal media GmbH	Takt sp. z o.o.
BMG	Hand Drawn Pressing	Optimum Mastering	TEK Productions
BPI (British Recorded Music Industry) Ltd	Hand Drawn Records	Passion For Vinyl	The ADS Group
CAF Italy	handle with care manufacturing	PCW GmbH	The Sharp Notes
CDI Ltd.	Helsingin Levypuristamo Oy	Phenix Alpha AB	The Tracking Angle
CD-Museum	i4 casting	Physical Music Products	The Vinyl District
Citizen Vinyl / Vinylkey	IFPI	Pladenn	The Vinyl Factory
comcast	Imprimatur Varade Vinili	Plastchem B.V.	The Vinyl Lab
Curve Pusher	INEOS Compounds	Pozzoli SpA	Topac GmbH – Part of
Deepgrooves Vinyl Pressing Plant BV	intakt!	Press Gang Records	Bertelsmann Printing Group
Digi Press	Jigsaw Music Group (Brighton, UK)	Press On Vinyl	Toyokasei
Digital Matrix	kdg mediatech GmbH	R.A.N.D.-MUZIK	Tullis Russell Coaters Ltd
Discogs	Keller and Heckman LLP	Record Industry	Universal Music
DMS Disk Media Service GmbH	Kevin Da Costa	Record Store Day Germany	Universal Music Germany
Dunk ! Pressing	Key Production	Record Store Day Netherlands	Vantiva
dunk!pressing	Love The Message	Recording the Masters	Vantiva SCS Poland
duophonic GmbH	M-TECH	Republic of Music	Vinyl Alliance
Elsässer	M.C.S SRL	RTM	Vinyl de Paris
ERA/ Record Store Day	MAD VINYL MUSIC	Scanavo	Vinyl Press UK
ESNS	Making Vinyl	Schallplattenfabrik Pallas GmbH	vinylkey
European SCM Services GmbH	Mangruv	Schallplatten Schneid Technik GmbH	Visions
FINA Música S.A.S	María Triana Mastering	Schnittstelle – Mastering & Vinylschnitt e.K.	Warner Music Group
Flight13 Duplication/Bieber	MEDIA INDUSTRY	Seabass Vinyl	Warner Music Intl. Services
Galvanics	Merchstore	Season of Mist	Westlake
Four Manufacturing Services GmbH	MINT Magazin	SELKNAM PRESSING	whest audio ltd
FUGA	MINT magazine contributor	Sera Manyetik Bant A.S.	WMX
Furnace Record Pressing	MPO International	SF Distribution	XDISC S.A.
	msm-studios GmbH & Co. KG	Sonopress GmbH	Zenith Records
	Music Matters Mastering		



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Contact us to see how you can get involved!

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