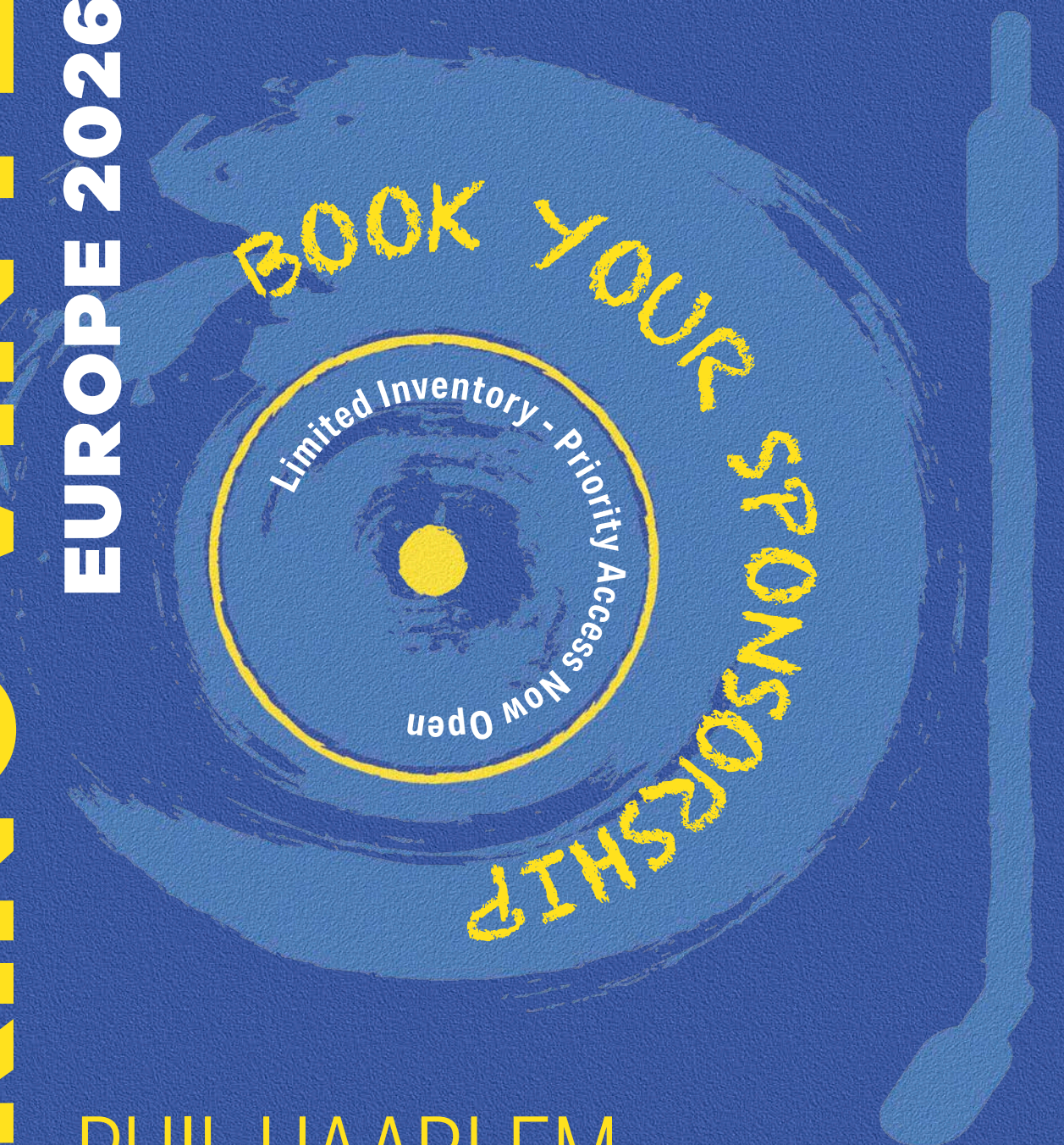


Where the Industry does Business

MAKING VINYL

EUROPE 2026



PHIL HAARLEM

Haarlem, The Netherlands

September 30 - October 2, 2026

www.makingvinyl.com



WELCOME!



MAKING VINYL EUROPE 2026

Building Value Beyond Volume

TOGETHER, SHAPING THE FUTURE OF VINYL

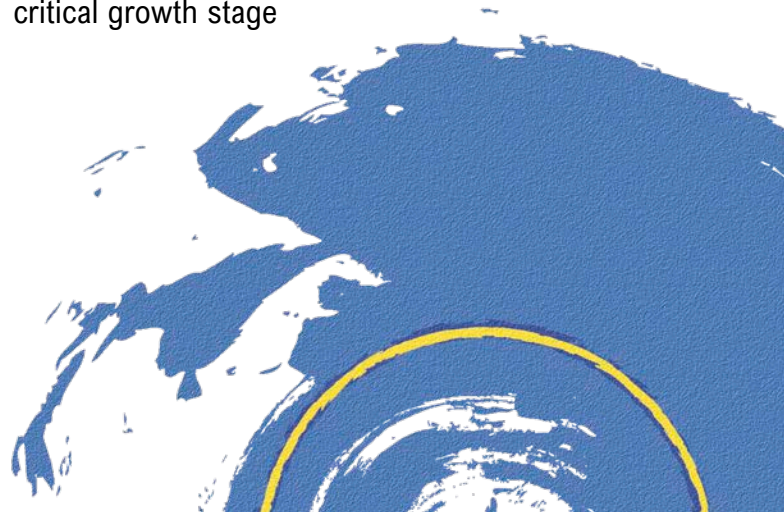
Making Vinyl Europe returns to Haarlem at a pivotal moment for the global vinyl industry.

As the market matures, success is no longer driven by volume alone. The future belongs to companies that create value through innovation, sustainability, supply chain resilience, and stronger industry partnerships. Making Vinyl Europe 2026 is where the future takes shape.

For sponsors, this is more than visibility. It's direct access to the decision-makers shaping the next chapter of the vinyl business.

WHY THIS MATTERS TO YOUR BUSINESS

- Direct access to decision-makers
- Pre-scheduled B2B meetings
- High-intent buyers actively sourcing
- Industry positioning at a critical growth stage



WHY SPONSOR MAKING VINYL EUROPE?

- 400+ highly targeted attendees across the full vinyl ecosystem
- Unmatched B2B environment focused on real business outcomes
- Curated networking + matchmaking designed to drive deals
- Thought leadership positioning in front of industry leaders
- Year-round visibility through Making Vinyl media channels

**This is where suppliers meet buyers.
Where partnerships are formed.
Where the industry moves forward – together.**

LIMITED SPONSORSHIP INVENTORY

To maintain quality and exclusivity, sponsorship opportunities are limited. Many packages sell out early. Position your brand at the center of the global vinyl industry.

BOOK YOUR SPONSORSHIP TODAY!

MAKING VINYL CONNECT

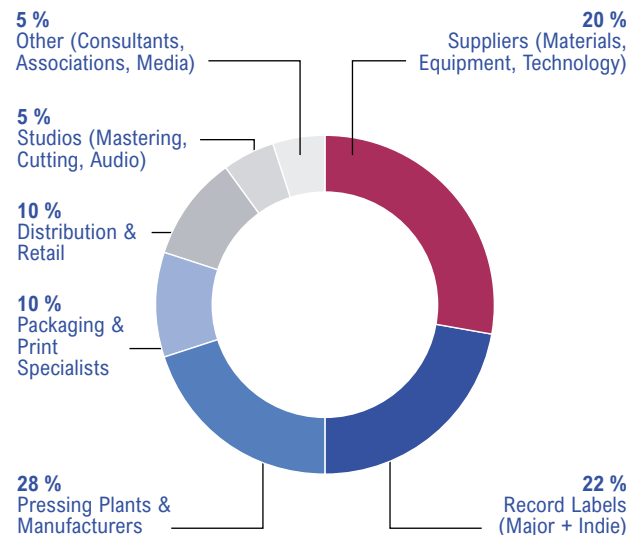
- Pre-scheduled meetings
- Curated matchmaking
- Sponsor priority access

THIS IS WHERE DEALS START!

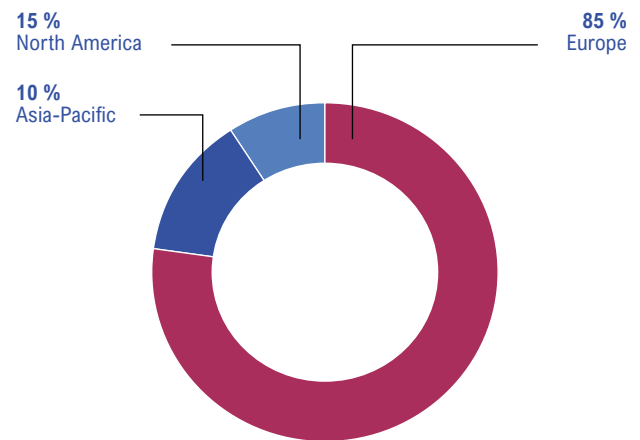
WHO YOU'LL MEET

A truly international audience, anchored in Europe's most active vinyl markets

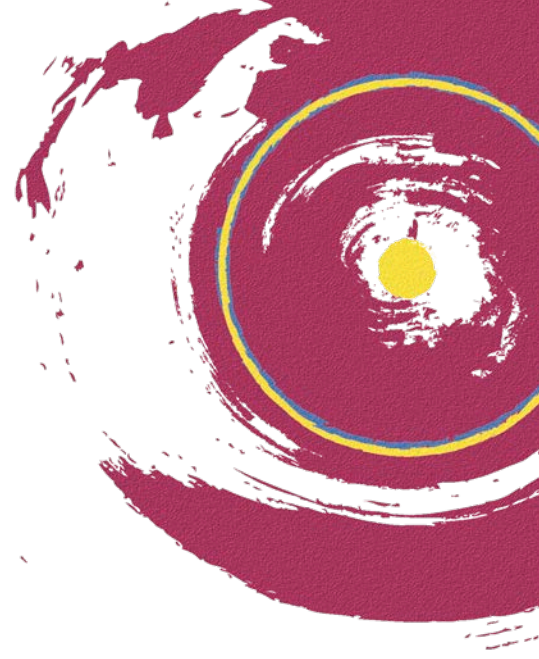
Who You'll do Business with (Estimated 2026)



Geographic Reach



WHAT MAKES THIS EVENT DIFFERENT?



A Balanced Experience

Making Vinyl Europe blends:

- High-level conference sessions
- Technical deep dives (Making Vinyl Labs)
- Vinyl packaging & design sessions
- Careers in Vinyl – tailored for students and creators
- Structured B2B matchmaking sessions
- Open networking

This hybrid format ensures maximum engagement – and maximum sponsor exposure.



WHAT SPONSORS SAY

“Making Vinyl delivers the highest concentration of real decision-makers in the industry. Every conversation leads somewhere.”

Senior Executive, Global Supplier

“This is not just a conference – it’s where we build relationships that drive our business forward.”

CEO, Pressing Plant

“The quality of attendees and the focus on real industry challenges make this a must-attend– and must-sponsor event.”

Director, International Label Group





YEAR-ROUND VISIBILITY: MAKING VINYL MAGAZINE

Event vs. Magazine

Event

- 3 days
- In-person
- Conversations

Magazine

- Months of exposure
- Physical distribution
- Ongoing visibility

Why the Magazine matters

- “Lives on desks, not inboxes.”
- “Referenced, shared, and kept.”
- “Seen by teams, not just attendees.”

DISTRIBUTION

- Handed out at events
- Mailed to industry leaders
- Global physical reach

WHY HAARLEM?

Located just outside Amsterdam, Haarlem offers:

- Easy access for international travelers
- A vibrant cultural backdrop
- Close integration with the broader European music ecosystem

It's the ideal setting for meaningful business and connection.

JOB TITLES & SENIORITY

- CEOs / Founders / Owners
- Managing Directors
- Heads of Manufacturing & Operations
- Procurement & Supply Chain Leaders
- Product & Innovation Directors
- Sustainability Leads
- Label Executives & A&R
- Technical Engineers & Specialists

75 %+ of attendees are decision-makers or direct influencers.

BRAND EXPOSURE OPPORTUNITIES

- Stage branding & speaking opportunities
- Directional signage throughout the venue
- Program & digital listings
- Networking event sponsorships
- On-site activations & product showcases
- Direct engagement with attendees



WHAT YOU GET

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 & PR	•	•	•	•	•	•
Table top exhibit - OR - company signage**	•	•	•	•	•	•
Company logo in conference program	•	•	•	•	•	•
Making Vinyl Magazine Advertisement	2 PAGES	FULL PAGE	FULL PAGE	HALF PAGE	HALF PAGE	QTR. PAGE
Making Vinyl Magazine Ad Placement	Priority 1	Priority 2	Priority 3	Priority 4	Priority 5	Priority 6
Complimentary conference registrations	10	7	5	4	3	2
Number of sponsorships available	1	2	6	unlimited	unlimited	unlimited
PRICE IN EUR	€ 17,500	€ 11,500	€ 9,500	€ 8,500	€ 6,500	€ 4,500

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Conference program	Double-page spread € 2,100	Outside rear cover € 1,500	Inside rear cover € 1,400	Double-page spread € 1,150	Inside run-of-paper € 1,100
Meet & Greet sponsor	€ 4,000				
Badge holder/lanyard	Additional € 4,000 and materials provided by sponsor				
Online video sponsor	€ 2,000 placement of video commercial (< 30 s) in five video presentations (2 keynotes, 3 panels) € 1,100 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.

TRUSTED BY THE GLOBAL VINYL INDUSTRY

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

Gearbox Records
Good Time Records
GoodToGo
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
Keller and Heckman
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-studiosMusic Matters
Mastering

Music on Vinyl
NAPCO
NEWBILT machinery
NVER
OBJECTS Manufacturing
Oberspre
Ophon Music Furniture
Optical Media Services
optimal media
Optimum Mastering
Passion For Vinyl
PCW
Pheenix Alpha
Physical Music Products
Pladenn
Plastchem
Pozzoli
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
Schallplatten Schneid Technik
Schnittstelle – Mastering & Vinylschnitt
Seabass Vinyl
Season of Mist
SELKNAM PRESSING
Sera Manyetik Bant
SF DistributionSonopress
Sony Music Entertainment

Denmark
Soul Disco
Southbound Distribution
Spinroad Vinyl
Stamper Discs
Studio Krause
T-Time Vinyl Plant
Takt
TEK Productions
The ADS Group
The Sharp Notes
The Tracking Angle
The Vinyl District
The Vinyl Factory
The Vinyl Lab
Topac
Toyokasei
Tullis Russell Coaters
Universal Music
Universal Music Germany
Vantiva
Vantiva SCS Poland
Vinyl Alliance
Vinyl de Paris
Vinyl Press UK
vinylkey
Visions
Warner Music Group
Westlake
whest audio
WMX
XDISC
Zenith Records



www.makingvinyl.com

Making Vinyl

3956 Town Center Blvd, Suite 176
Orlando, FL 32837, USA
Bryan Ekus
Tel. +1 407-733-1901
bryan@makingvinyl.com

Contact us to see how you can get involved!

Partnership & Sponsorship
Studio Krause GmbH & Co KG
Scharnhorststr. 7, 38104 Braunschweig, Germany
Andrej Krause, Tel. +49 172 8332225
andrej@studiokrause.eu