

The first Mix Nashville attracted 986 unique registrants over the course of two days. Of these, more than 90% are qualified audio- and music-industry professionals, including producers, engineers, live-sound personnel and songwriters. And roughly 75% of responding attendees do their primary audio work in a studio. Mix Nashville attendees—60% of which paid for specialized programming—represent a strong cross-representation of the industry, as well as a highly qualified lead base for event partners.

