



**Come join the editors of *Mix* for two full days of music and recording master classes, product demos and songwriting sessions.**

It's Nashville on Nashville as we look inside Music City through a series of panels focusing on everything from cutting a demo and producing in Nashville studios to recording live shows and developing new distribution models. Plus, two days of songwriting and performance!

Get your gear in the hands of Nashville's finest.

[mixonline.com/ms/nashville](http://mixonline.com/ms/nashville)

**Master Classes. Hands-On Demos. Panels. Exclusive Exhibition Area.**

**Mix Nashville: It's all about the music.**  
**Contact your *Mix* sales representative for more information.**

## May 18-20, 2009 • Soundcheck Nashville

### PLATINUM SPONSORSHIP OPPORTUNITIES:

#### Platinum Sponsor Promotional Package:

- Top-level branding on Mix Nashville national print advertising in two issues of *Mix & EM* (May, June).
- Top-level branding on Mix Nashville Portal, hosted on [www.mixonline.com/ms/nashville](http://www.mixonline.com/ms/nashville) (March 09 -December 09).
- Top-level branding on all Mix Nashville promotions (print, online, on site).
- 728x90 banner to rotate with other Platinum sponsors on Mix Nashville Portal (3 months).
- 468x60 banner on all six Mix Nashville Update e-mail blasts (45k+ opt-in names).
- Full-page ad in Mix Nashville Program Guide.
- Top-level logo prominent in Mix Nashville Program Guide.
- Top-level logo prominent on all on-site Mix Nashville signage.
- Top-level branding in all Mix Nashville viral, interactive, MySpace & imeem pages, flyers/posters and event promotions.
- Mention in two Penton pre-event press releases.
- Receive all registered attendee names/demos (lead generation).
- Sponsor master class hosted on *Mix TV* (captured, edited and produced by *Mix*).
- *Mix* to promote all Mix Nashville video content via print/online/newsletters for 3 months post-event.

#### Platinum Sponsor On-Site Package:

##### May 18 Opening Night Studio Party

- Opening-night party at a top Nashville studio. Hosted by *Mix* and Mix Nashville Platinum Sponsors.
- Platinum Sponsors receive 10 VIP tickets.
- Branding/signage at the party.

##### May 19 and 20 Soundcheck Nashville

- Noon to 6 p.m. daily at Soundcheck Nashville, the nation's largest full-production rehearsal facility.
- Platinum Sponsor-hosted dedicated rehearsal space: <http://soundchecknashville.com/main/rehearsals.php>.
- Platinum Sponsor dedicated spaces all have complete Meyer P.A. systems and setups.
- Room capacity: 200 theater-style/350 standing. Power, tables, chairs included.
- Additional stage, A/V and furniture rental options available.

##### May 20 Closing Night Party

- Mix Nashville closing party at 8 p.m. at Soundcheck Nashville, co-sponsored by Platinum Sponsors and the AES Nashville Chapter and Golf Tourney silent auction.
- Platinum Sponsor will receive 10 VIP tickets.

**Cost: \$25,000 net each**

### GOLD SPONSORSHIP OPPORTUNITIES:

#### Gold Sponsor Promotional Package:

- Prominent branding on Mix Nashville national print advertising in two issues of *Mix* and *EM* (May, June).
- Prominent branding on all Mix Nashville promotions (print, online, on site).
- Prominent branding on Mix Nashville Portal, hosted on [www.mixonline.com](http://www.mixonline.com) (March 09–Dec 09).
- 300x250 banner to rotate with other Gold Sponsors on Mix Nashville Portal (3 months).
- 468x60 banner on three (of six) Mix Nashville Update e-mail blasts (45k opt-in names).
- Full-page, four-color ad in *Mix* May issue. (If you're already an advertiser in *Mix*'s May issue, this offer will extend your 2009 schedule by one ad.)
- Full-page, four-color ad in the *Mix* May Digital Edition.
- Full-page ad in Mix Nashville Program Guide.
- Prominent logo placement in Mix Nashville Program Guide.
- Prominent logo placement on all on-site *Mix* signage.
- Prominent branding in all Mix Nashville viral, interactive, MySpace & imeem pages, flyers/posters and event promotions.
- Gold Sponsor mention in two pre-event Penton Media press releases.
- Sponsor to receive all registered attendee names/demos (lead generation).
- Gold sponsor master class from Mix Nashville will be hosted on *Mix TV*.

### **Gold Sponsor On-Site Package:**

#### **May 18 Opening Night Studio Party**

- Opening-night party at top Nashville studio. Hosted by *Mix* and Mix Nashville Platinum Sponsors.
- Gold sponsors receive 4 VIP tickets.

#### **May 19 & 20 Soundcheck Nashville**

- Noon to 6 p.m. daily at Soundcheck Nashville, the nation's largest full-production rehearsal facility.
- Gold Sponsor-hosted exhibition space: <http://soundchecknashville.com/main/rehearsals.php>.
- Gold Sponsor dedicated rehearsal spaces are 500 to 1,000 sq feet each.
- Power, tables, chairs included.
- Additional stage, A/V and furniture rental options available.

#### **May 20 Closing Night Party**

- Mix Nashville closing party at 8 p.m. at Soundcheck Nashville, co-sponsored by Platinum Sponsors and the AES Nashville Chapter and Golf Tourney silent auction.
- Platinum Sponsor will receive 4 VIP tickets.

**Cost: \$12,500 net each**

### **SILVER SPONSORSHIP OPPORTUNITIES:**

#### **Silver Sponsor Promotional Package:**

- Branding on Mix Nashville national print advertising in two issues of *Mix* and *EM* (May, June).
- Branding on all Mix Nashville promotions (print, online, onsite).
- Branding on Mix Nashville Portal, hosted on [www.mixonline.com](http://www.mixonline.com) (March 09–Dec 09).
- 125x125 banner to rotate with other Silver Sponsors on Mix Nashville Portal (3 months).
- 468x60 banner on one (of six) Mix Nashville Update e-mail blasts (45k opt-in names).
- Half-page, four-color ad in *Mix* May issue. (If you're already an advertiser in *Mix's* May issue, this offer will extend your 2008 schedule by one ad.)
- Half-page, four-color ad in the *Mix* May Digital Edition.
- Half-page ad in Mix Nashville Program Guide.
- Logo placement prominent in Mix Nashville Program Guide.
- Logo placement on all on-site *Mix* signage.
- Branding in all Mix Nashville viral, interactive, MySpace & iMeem pages, flyers/posters and event promotions.
- Silver Sponsor mention in two Penton Media press releases.
- Silver Sponsor master-class videos from Mix Nashville will be hosted on *Mix* TV.

#### **Silver Sponsor On-Site Package:**

#### **May 18 Opening Night Studio Party**

- Opening-night party at top Nashville studio, hosted by *Mix* and Mix Nashville Platinum Sponsors.
- Silver sponsors will receive 2 VIP tickets.

#### **May 19 & 20 Soundcheck Nashville**

- Noon to 6 p.m. daily at Soundcheck Nashville, the nation's largest full-production rehearsal facility.
- Silver Sponsor tabletop will be in highly trafficked area.
- 6-foot table; power, tables, chairs included.

#### **May 20 Closing Night Party**

- Mix Nashville closing party at 8 p.m. at Soundcheck Nashville, co-sponsored by Platinum Sponsors and the AES Nashville Chapter and Golf Tourney silent auction.
- Silver Sponsor will receive 2 VIP tickets.

**Cost: \$5,500 net each**

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Attendees will include Nashville studio owners, recording & live sound pros, music business individuals and songwriters.

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.

