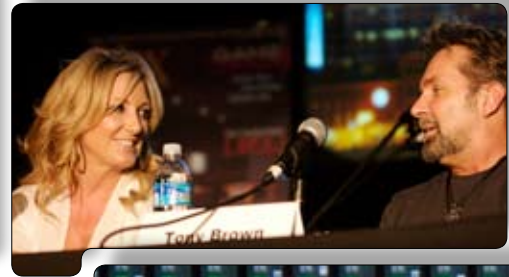


Customers want to get their hands on the latest technology. *Mix* readers also want direct contact with experts, in a setting that allows them to interact face to face. *Mix* Nashville brings the experts and the manufacturers together in a one-of-a-kind forum to help the highly qualified *Mix* audience make informed buying decisions. *Mix* Nashville brings two days of intensive workshops, expert panels and newproduct showcases. Held in the world-class facilities at Soundcheck Nashville, *Mix* Nashville brings top manufacturers, producers, engineers and artists together for an in-depth look at the audio industry.



2010 ATTENDEE DEMOGRAPHICS

Mix Nashville 2010 attracted 550 unique attendees over the course of two days including engineers, producers, musicians and live sound pros. These professionals represent a strong cross section of the audio industry, as well as a highly qualified lead base for event partners.



What do you consider to be your primary musical activity?

Engineer	30%
Producer	23%
Live sound/production professional	11%
Songwriter	19%
Music enthusiast	6%

What is your level of involvement in the recording industry?

Full-time pro	43%
Part-time pro	17%
Aspiring pro	13%
Student	21%
Enthusiast	6%

Where do you do your primary work?

Commercial studio	18%
Private studio	23%
Home-based studio	42%
Live sound venues	14%
Post-production facility	3%