



IPM

9th ILMC PRODUCTION MEETING

Marketing & Sponsorship

3 March 2016 - Copthorne Tara Hotel, Scarsdale Place, London, W8 5SY, UK

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About the IPM

After selling out in advance for the last few years, the ILMC Production Meeting (IPM) is moving venues this year to allow for natural growth, increased networking opportunities, trade stands and additional presentations.

What began eight years ago as a focused roundtable meeting between invited production professionals now encompasses over 200 of the world's top production managers, sound and lighting engineers, venue personnel, suppliers and promoters' representatives. Delegates attend from as far afield as Australia, Africa and the Middle East.

A daughter event to the main International Live Music Conference, IPM takes place the day before ILMC with a series of dedicated panels (all

with a firm international focus), a networking lunch and closing drinks. Open dialogue from across the production world is actively encouraged, and the vast majority of delegates are present in all of the meetings.

Recent topics have included fatigue, green issues, construction and design management, health & safety, inclement weather, education and international touring.

The philosophy that drives IPM is that there is always room for improvement, for which communication is a key driver. In short, IPM and its delegates want every audience member, artist, rigger, promoter's assistant, etc., to have both a great event, and to get home safely afterwards.

Why sponsor IPM?

If you are a manufacturer or supplier to the touring and festival business, IPM is the perfect event to reach key buyers. The one day, focused event allows your brand to be close to the people that matter with marketing that occurs before, during and after the conference.

- IPM is a specialised and unique conference that only attracts decision makers, be they production managers, tour directors or promoters.
- A range of options – from overall conference sponsorship to lunches and trade stands – allow highly effective marketing within existing budgets.
- We aim to build long-term strategic and solid partnerships. Testament to this is that the majority of our sponsors have supported IPM for many years.
- Tiered sponsor packages offer valuable impact, while single events provide a sharp focus for your company.
- Trade press advertising campaigns feature all partner logos, widening reach beyond the event.

Regular attendees at IPM include: ACC Liverpool, Amsterdam Arena, Beat The Street, Britannia Row Productions, Creative Technology, Doodson Broking Group, Eat To The Beat, EFM Management Ltd, eps holdings, ES Group, espAfrika, European Arenas Association, Flare Audio, Flex Acoustics, Live Nation, LOC7000, Megaforce, Mei Theatrical, Melbourne & Olympic Parks, Melbourne Stadiums, Mojo Barriers, Mojo Concerts, Musikmarkt GmbH, NEC Group, Oranjucce Entertainment, Pieter Smit, Pozitif Live, Premier Aviation, PRG, Redburn Transfer, Robertson Taylor W&P Longreach, SA Roadies Association, Serious Stages, SETP/Holiday on Ice, Stageco, Star Events, The Event Safety Shop, The O2, TPi Magazine, Victor, VPLT, XL Video.

Key Sponsor Opportunities

Headline Sponsors

The IPM has opportunity for two top tier and two second tier sponsors. These packages include promotional elements to give you presence on the build up and around the event itself. As well as this you will be the key sponsor mentioned wherever the IPM brand is placed.

Top Tier includes:

A full page of advertising in the guide plus four delegate passes.

Second Tier includes:

A half page of advertising in the guide plus two delegate passes.

Both packages include logo placement on:

- IPM website top banner
- Cover of conference guides (250)
- Banner branding around conference
- IPM stationery
- IPM email signatures
- IPM eNews publications
- All post-IPM reports
- Registration information printed in IQ Magazine
- All trade press advertising

Top Tier package price: £6,000

Second Tier package price: £3,000

Exhibition Space: £1,250

The IPM has a strictly limited number of exhibition stands. Each stand provides unprecedented exposure to 250-plus delegates. Stands include a table, power supply and adequate space to erect backdrops and displays. All stands are placed in our networking area of the IPM so will get guaranteed eyes during coffee and lunch breaks and in between panels.

Buffet Lunch Presence: £3,000

The IPM offers a complimentary buffet lunch to all of the delegates across a 1.5 hour networking break. Having a presence in this extremely busy location provides sponsors with exclusive branding and a guaranteed footfall. The sponsors can enjoy bespoke branding, a personal presence and possible drink giveaways. The package includes several elements including advertising and delegates passes. Please enquire for details.

Networking Break Sponsor: £2,500

The IPM has several 30-minute coffee breaks throughout the day and there is an opportunity for one sponsor to have branded presence during them all. Delegates receive free coffee in a targeted network space. Again the package includes several tangible components to give you a wide presence around IPM.

Delegates' Guide Rate Card

The IPM Conference Guide

The IPM guide is given to all of the registered delegates (a target of 250 for 2016) and is reprinted with the report and sent to all 3,000 IQ readers in over 80 countries. It contains reference information and the delegate listing that will keep it useful until the next IPM.

SIZE	PRICE
Back Cover	£1,500
Inside Covers	£1,200
Full Page	£950
Half Page	£700

PRODUCTION SPECIFICATIONS AND FILE FORMATS

Please supply electronic artwork files only, we cannot accept print-outs as final artwork. Full page and cover section adverts should be set up to the trim size provided and allow for 3mm bleed. Please ensure you use high resolution(300dpi)images at all times.

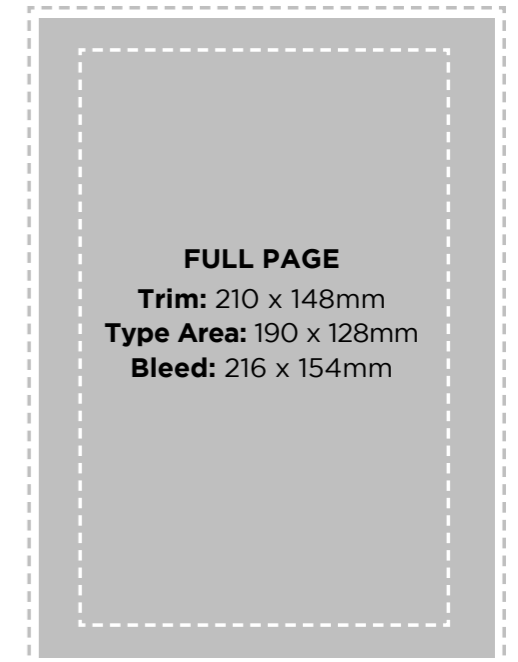
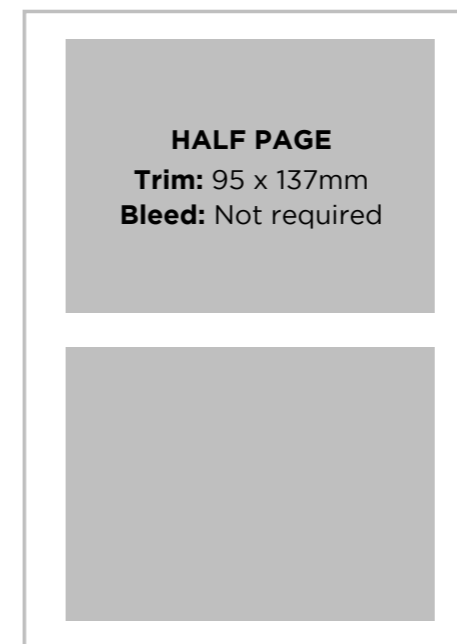
Please supply artwork as either:

- CMYK 300dpi JPEGs saved at maximum quality (12).
- Hi-res PDFs. (Use press-quality settings)

Ensure all fonts are embedded and trim marks and bleed are included.

SUPPLIED PROOFS

All artwork must be accompanied with a colour proof. We will not be held responsible for colour accuracy, positioning or content of digital output if a proof is not provided. All proofs must be supplied at full size and made up to SWOP specifications. Registration, copy and trim marks should be placed outside the print area.





IPM 2016 – Marketing & Sponsorship Opportunities

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