

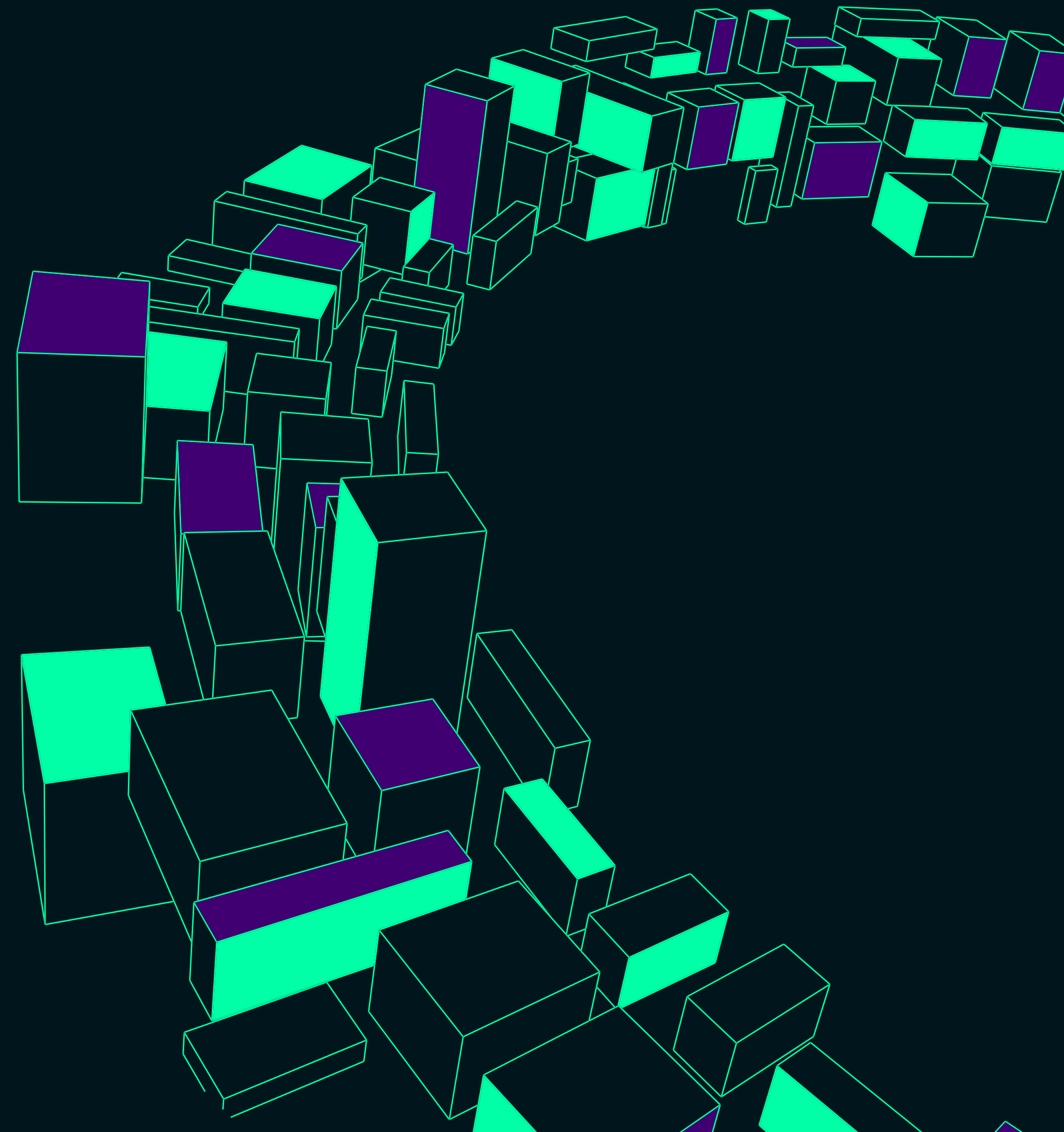


IPMI14

2 MARCH 2021

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A Digital World

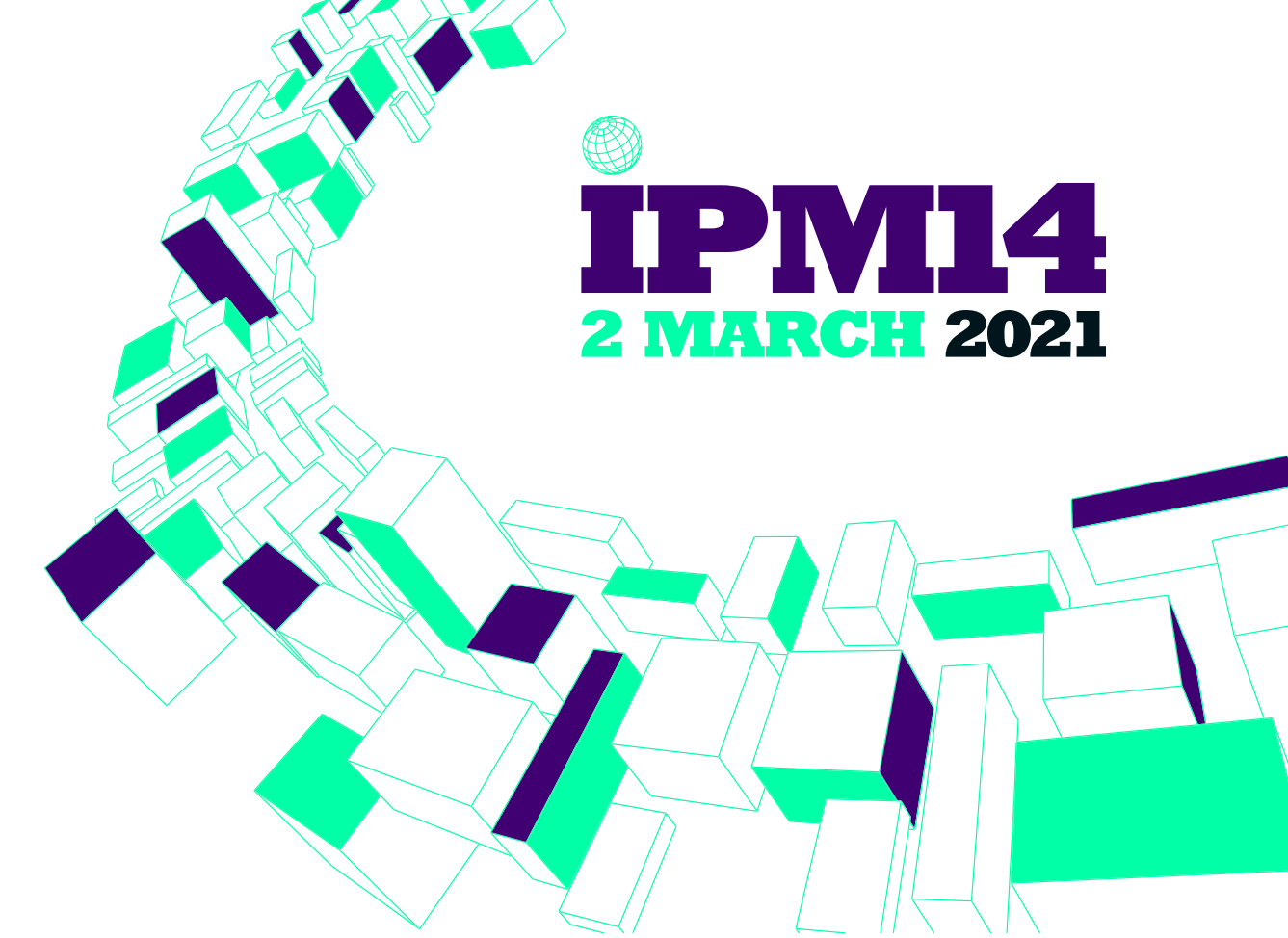
The new face of IPM

The leading global gathering of live music production professionals reboots to a new virtual reality for 2021. With the Covid-19 crisis still preventing most physical events from taking place, IPM 14 will move online for a very special edition.

No longer confined by the physical space of our traditional hotel, IPM 14's virtual edition will feature more delegates, more speakers, and more meetings than ever before. While adopting much of the structure that IPM is renowned for (great networking,, ever-popular conference sessions etc), the 2021 event will go even further, with new features including matched video speed meetings, a digital trade exhibition, 'watch again' conference sessions, and live voting and polling.

The 2021 edition of the conference will also be opened up to the wider international live music community, as we take advantage of our unlimited virtual environment. For the first time in our history, non-members will be invited to attend IPM, pointing to the busiest live music conference ever staged.

And with new specialist tracks that include a round table of the world's leading production managers, the conference continues to be where the global industry unites to discuss, debate and do business.



About the IPM

2021 sees the 14th Edition of the ILMC Production Meeting (IPM) which began as a focused roundtable meeting between invited production professionals. IPM 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 previously took place the day before ILMC with a series of dedicated panels (all with a firm international focus), 'Production Notes' presentations of innovation in the business, 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. And over the last decade, IPM has been a key global forum pushing for improved standards and increased safety across the business.

This year the conference will be hosted online alongside ILMC. The platform delivers virtual comparisons to all key IPM elements plus, in some cases, a little bit more.

This year we are pleased to announce a round table of some of the top Production Managers from the last 10 years, selected from our IQ "The Gaffer" Features. Due to touring constraints it has been historically very difficult for PMs to attend but with a halt on touring currently, they have made themselves available.

IPM Online

An example of how IPM14 will look

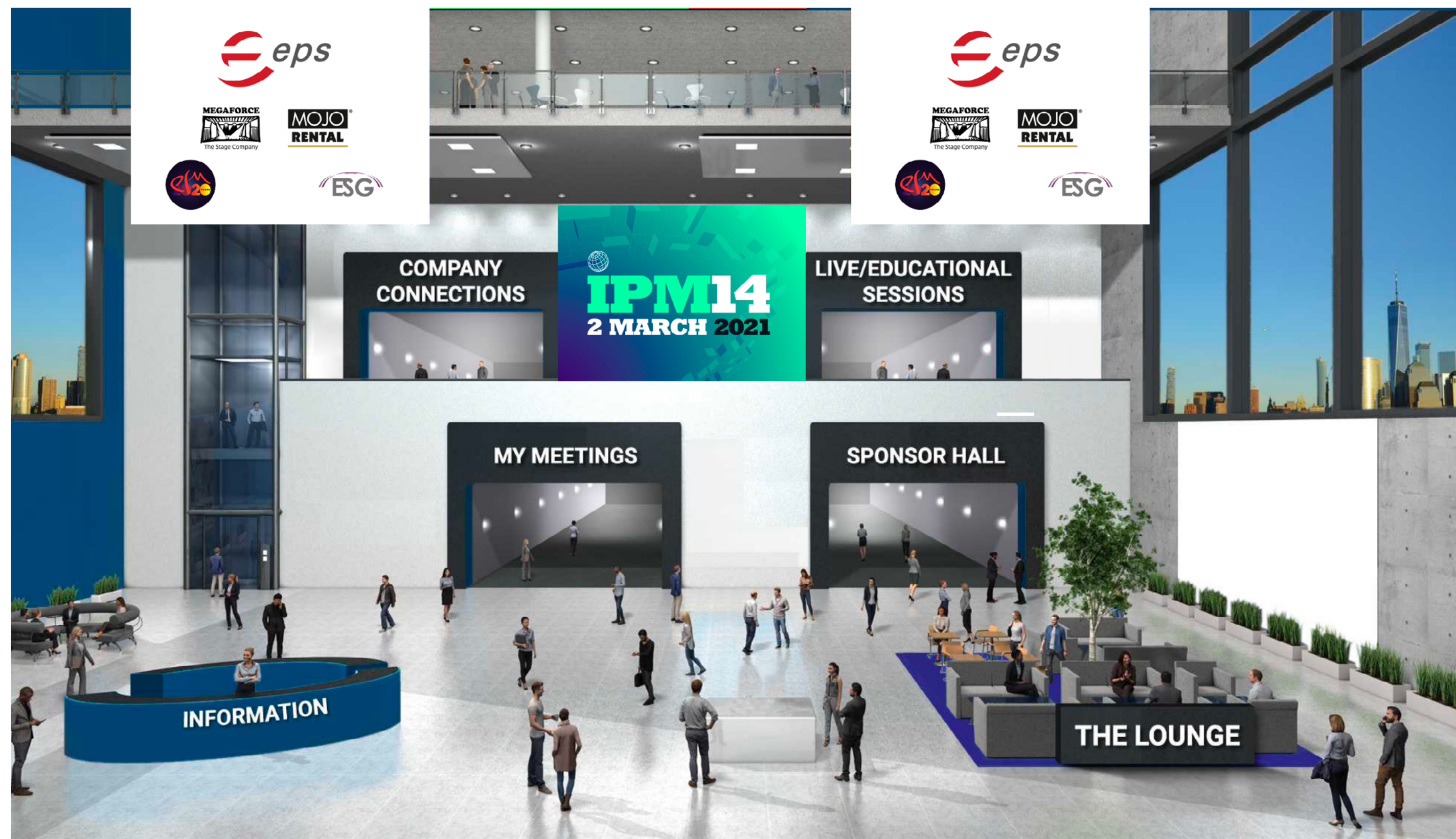


Illustration purposes only

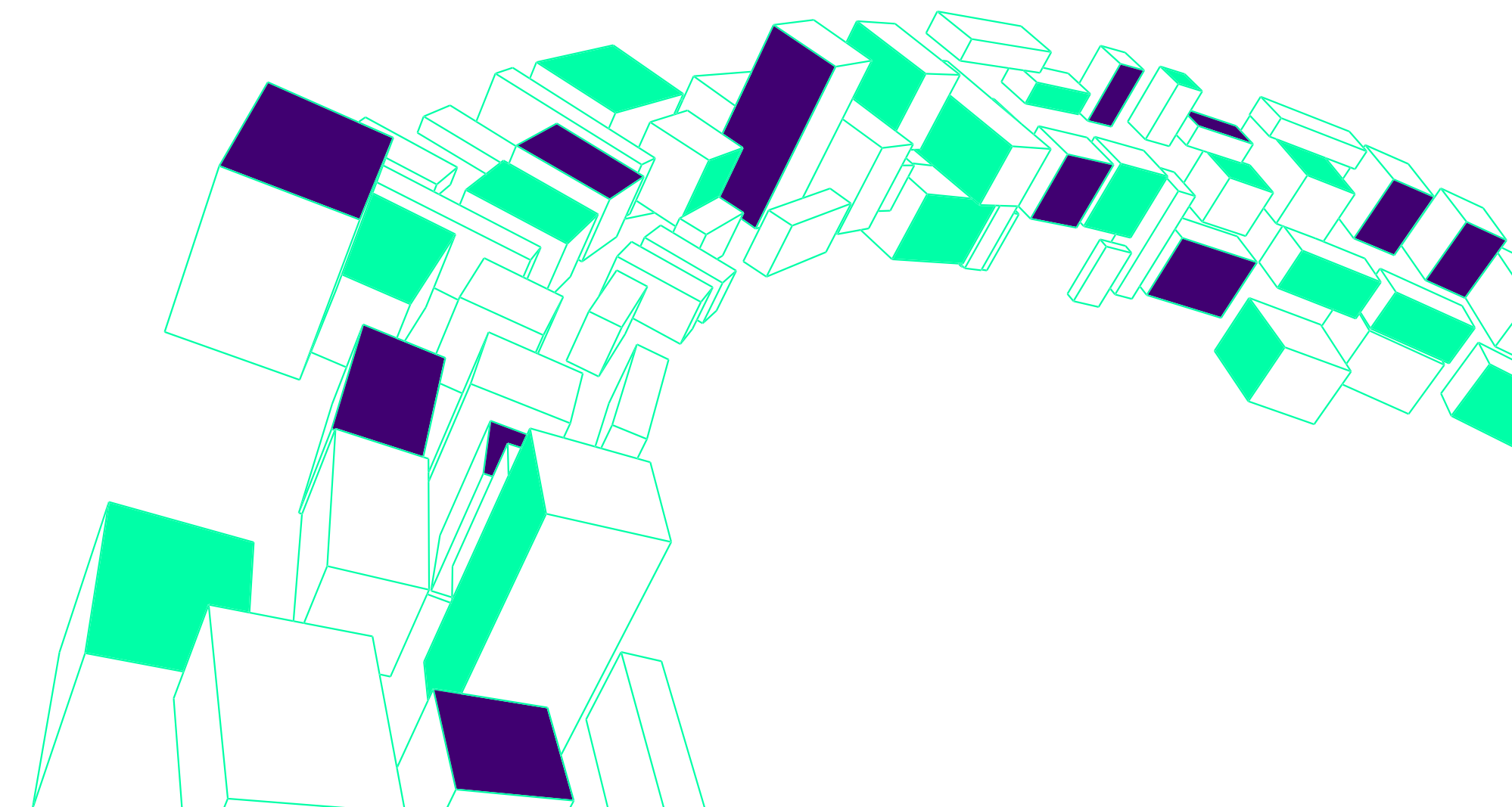
- A virtual event platform – available on mobile (iOS/Android) and desktop
- Live conference sessions and panels
- Live polls and Q&A – allows attendees to participate live
- Face to face networking & matchmaking – one on one and group meetings and lounge areas
- User profiles with calendar, invitation, instant messaging and video call integration
- Virtual exhibition space for partners
- Event activity feed – keep up to date with all the latest news and discussion

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 venue / promoter representatives.
- 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.
- The 2021 event will be in a unique position of inviting more delegates than ever as well as a round table of the top Production Managers in the world



The ILMC Universe

Between ILMC, the International Festival Forum (IFF), the industry's leading trade title IQ Magazine, and many other events and publications, we think we have a unique combination of events and media to promote your brand, business or service.



Annual Packages

Sponsoring IPM now carries not just high-impact benefits during the conference itself, but can include long-term exposure over a period of 12 months. Benefits include:

- A one-stop bespoke yearly plan to complement your own marketing aims and objectives
- A carefully constructed campaign across our range of products to suit your budget and to maximise spend
- Discounts across the board at spending tiers
- Various payment options that make budgeting easier
- The efficiency of having one account manager and one annual meeting

Annual Upgrade

For IPM 14 we are offering all our sponsors the opportunity to upgrade to an annual package.

An annual package consists of the original sponsorship deal plus an IQ Magazine and IQ Index (the weekly live music industry digest) add-on valued at 50% of the original cost of the sponsorship package. (For example, if your sponsorship is purchased for £5,000 - you will receive an IQ Magazine and IQ Index package worth £5,000 but you will only pay £2,500 for it. In other words, your IPM sponsorship and IQ/Index package will cost £7,500 in total but will have a total value of £10,000.)

About the delegates

The IPM Delegates come from our global database and membership list of over 2000 production companies and individuals. We will generally have over 25 countries represented at IPM across a number of sectors including:-

- Staging
- Lighting
- Audio
- Production Design
- Event Management
- Trucking
- Freight
- Travel (visa, private charter)
- Touring Production
- Venues Production / Management
- Festivals Production
- Catering
- Crewing
- Health & Safety
- Infrastructure (fencing / flooring)
- Production Insurance
- Production Accountancy
- Media

Production companies

- EPS
- Megaforce
- Mojo Rental / EVAGO
- EFM Global Logistics
- ES Global Solutions
- TAIT
- O2
- Eat To the Beat
- ASM Global / Rod Laver Arena (Australia)
- Live Nation
- Opus Entretenimento (Brazil)
- StageCo
- PieterSmit Group
- Pop Farm (Russia)
- South African Roadies Association

Headline packages

Industry-leading companies are usually to be found in IPM's headline logo block:



IPM's main sponsors gain exceptional exposure to all of the industry's key decision-makers in over 50 countries. Before, during and after the conference, the positions represent excellent value and are tiered in order to cater for all budgets.

Platinum: Lead the industry with platinum visibility. IPM's top-tier sponsorship position offers unparalleled advantages.

Gold: Exclusive second-tier sponsorship position guarantees extensive exposure.

Silver: With guaranteed branding and profile, a third-tier sponsorship position offers great value for money.

Associate: Expose your brand and activities with this cost-effective fourth-tier sponsorship position.

Headline packages

		Associate	Silver	Gold	Platinum
Cost		£1,250	£2,000	£3,500	£5,000
Availability		4	1	1	1
Pre-Event Marketing	Inclusion in Event Marketing Materials			✓	✓
	Dedicated Attendee Email			✓	✓
	Word Description in Pre-Event Email	100 words	200 words	300 words	400 words
	Landing Page Logo & Link (Top Tier)				✓
	Landing Page Logo & Link (Mid Tier)		✓	✓	
	Landing Page Logo & Link (Lower Tier)	✓			
	Registration Page Logo & Link (Top Tier)				✓
	Registration Page Logo & Link (Mid Tier)		✓	✓	
	Registration Page Logo & Link (Lower Tier)	✓			
	Social Media Promotion (Pre-Event)	✓	✓	✓	✓
	Inclusion in Sponsor List on Socials	✓	✓	✓	✓
Access	Complimentary Tickets	2	4	6	10
	Ticket Discount Code	5%	10%	15%	20%

Continued over >

		Associate	Silver	Gold	Platinum
Cost		£1,250	£2,000	£3,500	£5,000
Availability		4	1	1	1
On-Site Marketing	Logo & Link on Landing Page Lobby Screen	✓	✓	✓	✓
	Logo & Link Virtual Lobby Welcome Banners (as part of headline block)	✓	✓	✓	✓
	Trade Booth	✓	✓	✓	✓
	Trade Booth Prioritization	Low	Mid	Mid	High
	Trade Booth Sizing	Small	Medium	Medium	Large
	Pre Post Panel Ad Roll Slots(5-10 second ad slot)	10	20	30	40
	Sponsored Chat Messages			[#]	[#]
	Social Media Promotion (During Event)	✓	✓	✓	✓
	Branding on Mainstage feed	✓	✓	✓	✓
	Opportunity to have On-site Moderators				✓
Post-Event Marketing	Word Description in Post-Event Email	100	200	300	400
	Inclusion in Digital Event Bag	✓	✓	✓	✓
	Social Media Promotion (Post-Event)	✓	✓	✓	✓
Post-Event Data	Contact List of Booth Attendees	✓	✓	✓	✓
General	Logo on all email signatures	✓	✓	✓	✓
	Logo included in all enews announcements	✓	✓	✓	✓
	Logo included in post event report in IQ	✓	✓	✓	✓
	Logo included in all trade press adverts	✓	✓	✓	✓

Note: All sponsors of IPM14 will have the option to upgrade to an annual package and boost their brand presence year round. See **page 8** for details.

Other sponsorship packages

Trade Booths

£600–£1,000

Large, Medium or Small

IPM 14 plans to have an extensive supplier trade area offering various products, goods and services. Each stand provides unprecedented exposure to an expected 300+ delegates during the daytime through the unique online platform. Each stand will have its own virtual sign as part of a trade area map which will then lead to your own virtual stand landing page. It is possible to present your services or products in a wide of variety of ways, from videos through digital brochures



Ticketing & Registration Area

Sponsor £1,950

First impressions count, and the ticketing and registration areas are where all delegates check-in before accessing the conference. This sponsor enjoys prominent signage on the landing page of the conference.

This package includes:-

- Your logo and branding on the virtual IPM Registration Desk on the lobby landing page of the conference. This has the option of linking to your website or other assets.
- 2 x conference passes
- 1 x digital delegate bag insert
- 1 x social media post per day
- 5 x ad roll slots

Panel Room Sponsors x 2

£1,500–£2,000

With one main panel room and one breakout rooms, this is your opportunity to have your brand associated with the intellectual debate at the conference. With even more panels planned for IPM 14, there will be plenty of opportunity for exposure.

This package includes:-

- Sponsor's logo displayed outside the panel room of your choice on the virtual conference lobby page
- Your logo on the screen of all panels streaming from that panel room (please note that this will also include other sponsors)
- 1 x digital delegate bag insert
- 1 x social media post per day

Pre-/Post-Panel Screen Advertising (ad rolls)

£500–1,000 per 15 slots

An opportunity to broadcast a 10-15 second advert to all delegates at the key holding points during the conference – directly before a panel starts and directly afterwards.

With up to 8 panels planned, and with 5 slots before and after each panel, there will be around 40 slots available. You can choose between 8 slots pre-panel at £500 or 8 slots post-panel for £1,000

This is the only way of presenting a non-static image of your product or service during the conference. We will work together with you to target the most appropriate panels for your brand, product or service.

Digital Delegate Bag Insert x 10

£200

A week before IPM 14 commences, every delegate will receive a link to an online digital delegate bag containing a host of items such as gifts, brochures, flyers and general information from our delegates. Just like the usual delegate bag but easier to carry.

Lunch Break Networking Lounge Sponsor

£1,495

IPM includes a one-hour interval between morning and afternoon panels in which delegates will be encouraged to visit the Lunch Break Networking Lounge in order to meet and chat, participate in speed meetings, and/or post comments or invite other delegates to network with them.

Sponsors of the Lunch Break Networking Lounge will have their logo displayed both at the entrance to the Virtual Lobby and at various points around the Lounge itself. They will also have a meeting booth within the lounge in which they can present information, brochures and materials etc.

This package also includes:

- 2 x conference passes
- 1 x digital delegate bag insert
- 1 x social media post per day
- 5 x ad roll slots

Chairman Coffee Mugs

£1,500

This is the only opportunity to get truly “physical” during IPM 14, with one exclusive sponsor displaying their branding/logo on panel chairmans’ coffee mugs (that will be used during panels.).

Each Mug will feature a 10 x 8cm sponsor logo. IPM will design and produce the t-shirts – we would just need your logo!

This package also includes:

- 2 x conference passes
- 1 x digital delegate bag insert
- 1 x social media post per day
- 5 x ad roll slots



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Contact Chris

+44 (0)7946 627 255 | marketing@ilmc.com