

Billboard TOURING CONFERENCE & AWARDS

NOVEMBER 9-10, 2011
The Roosevelt Hotel, NYC

Stake your claim in the rapidly evolving live entertainment business by sponsoring the concert industry's premier event!

The Billboard Touring Conference features industry-leading programming that informs, educates and provides a forum for promoters, agents, managers, venues, sponsors, marketers, production professionals, merchandisers, digital music executives, ticketing companies and all touring related businesses about the industry's latest opportunities and current challenges.

Touring conference attendees are the elite industry players, including established concert industry executives, up-and-coming entrepreneurs, and influential decision makers. The content and networking at the Billboard Touring Conference is laser-focused on ways to build careers, sell more tickets, create rewarding partnerships, and stay ahead of the curve in this most vital sector of the music business, with participation from artists, executives, tastemakers, those on the front lines, and the visionaries who are moving this industry forward.

In addition to informative keynote interviews, captivating sessions on hot button issues and networking cocktail parties and showcases, Billboard will honor the industry's top artists, venues and professionals of the year at the 8th annual Billboard Touring Awards reception. These awards are based on the Billboard Boxscore chart, recognizing true box office success and industry achievement.

Billboard also gives out its Legend of Live Award to a concert business professional who has made a significant and lasting impact on the touring business as well as its Humanitarian Award that recognizes philanthropic efforts within the touring industry, during this reception. Past Legend of Live Award recipients include: Rolling Stones producer Michael Cohl, Cellar Door Concerts founder Jack Boyle, Sir Elton John, pioneering agent Frank Barsalona, the Allman Brothers Band, Ozzy Osbourne, and Rush. Past Humanitarian Award recipients include: The Dave Matthews Band, Music Rising, Live Earth producer CEO Kevin Wall, Jon Bon Jovi/Philadelphia Soul Foundation, Warped tour founder Kevin Lyman, and Jack Johnson. Other key awards include the Concert Marketing & Promotion Award, and the Eventful Fans' Choice Award.

PAST SPEAKERS INCLUDE:

Marcie Allen, President, MAC Presents
Charles Attal, Partner, C3 Presents
Sarah Baer, Director, Tour Sponsorships, Marketing, 4fini Productions
Will Botwin, President/CEO, Red Light Management
Coran Capshaw, Owner/Manager, Red Light Management
James Chippendale, President, CSI Ent. Insurance
Jon Cohen, Co-Founder, Cornerstone
Marty Diamond, Agent, Paradigm
Liana Farnham, VP, Madison Square Garden Entertainment
Jay Jay French, Founding Member, Twisted Sister
Arthur Fogel, CEO, Chairman, Global Music, Live Nation
Harlan Frey, VP Tour Marketing/Artist Development, Roadrunner Records
Jim Glancy, Partner, Bowery Presents
Paul Gongaware, CO-CEO, AEG Live/Concerts West
Peter Grosslight, Worldwide Head of Music, William Morris Agency
Alex Hodges, Executive VP, Nederlander Concerts

Bert Holman, Manager, Allman Brothers Band
Paul Korzilius, Manager, Bon Jovi Management
Allen Kovac, President, 10th Street Entertainment
Rob Light, Head of Music Division, Creative Artists Agency
Kevin Lyman, President, 4fini Productions
Jay Marciano, President, Madison Square Garden Entertainment
Jonathan Mayers, President, Superfly Presents
Michael McDonald, Manager, Mick Management/ATO Records
Doc McGhee, President, McGhee Entertainment
Drew McGowan, Senior Group Manager, Public Relations & Sponsorships, The Clorox Company
Paul McGuinness, Founder/Manager, Principle Management
Kevin Morrow, President, Live Nation New York
Randy Phillips, CEO, AEG Live
Michael Rapino, CEO, Live Nation Entertainment
Gene Simmons, Founding Member, KISS
Carla Varriale, Partner, Havkins Rosenfeld & Varriale

PAST SPONSORS INCLUDE:

360 Media
Alltel Arena
AOL Cityguide Tickets
Arena at Harbor Yard
Arena Network
Broomfield Event Center
Blue Star Jets
BOK Center
Brown United
Caps Universal
Cardenas Marketing Network
City of Salem
CMN
Commonwealth Transportation
Cricket Arena
Crown Center
Cube Services
Echo by BenchmarkPortal
Entertainment Graphics
Eventful
Gusman Performing Arts Center
Gydgnet
Hired Power
Honda Center
House of Blues
Insurevents.com
i wireless Center
Jägermeister Musictour
Jazz at Lincoln Center
K&K Insurance
Live Nation
MSG Entertainment
Mozes
Otto Printing
Paciolan
Pioneer Coach
PNC Park
Prevost
Prudential Center
Sears Center
Segal McCambridge
Singer & Mahoney
SOS Express
Stub Hub
The Apex Group
The Wright Insurance Co.
Ticketmaster
Tickets.com
Time Warner Cable Arena
VisionOne
Wells Fargo Theatre/SMG

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SPONSORSHIP OPPORTUNITIES

As a sponsor of the 7th annual Billboard Touring Conference & Awards, your company will gain access to top executives that influence the touring business. Each sponsorship package is designed to build return on your investment while branding your company, creating positive PR and allowing you to interact face-to-face with this powerful audience and your prospective customers. Don't miss your chance to network and do business with the best in the touring industry!

IN ASSOCIATION SPONSOR (2 available) \$18,000 each

As an "In Association" Sponsor, your company's logo will be placed under the Billboard Touring Conference & Awards logo. This sponsorship is designed to give you the second highest visibility with attendees at this powerful industry event.

- Official recognition as an In Association Sponsor online and in print conference ads
- Company logo placed under the event logo with phrase "in association with"
- 1-minute welcome address by a company executive during the conference
- Database of all attendees, post-conference (includes name, title, company & mailing address)
- Half-page page, 4-color ad in publication in Touring '11 special edition of Billboard Magazine (\$6,580 value)
- In Association logo included in all conference and awards reception signs
- Logo attribution on step & repeat photographic backdrop used throughout conference and awards reception
- Opportunity to provide additional branding/signage during the conference (subject to approval by Billboard Events)
- Rights to use conference logo on Sponsor promotional materials
- Inclusion in conference e-mail blasts, identified as an In Association Sponsor (\$4,500 value)
- 7 conference passes for the Billboard Touring Conference & Awards (\$4,025 value)
- Exhibit table (\$5,000 value)
- Logo attribution on conference ads running in Billboard magazine (more than 110,000 readers)
- Logo attribution included on-site conference collateral
- Company description in on-site program materials
- Logo/link on the Touring Conference website
- Insert in conference bag (\$750 value)

AWARDS RECEPTION SPONSOR (Exclusive) \$17,500

Welcome our honored guests to the main event – the 8th annual Billboard Touring Awards reception. As the sponsor of the awards reception, you'll receive special recognition during the program and premium logo attribution throughout the awards venue.

- Official recognition as the Awards Reception presenting host
- Recognition during the Awards Reception by a Billboard Executive
- Logo attribution on Awards Reception signage
- Logo attribution on step & repeat photographic backdrop used at awards reception
- Opportunity to display additional signage and marketing materials throughout the Awards Reception venue (subject to approval by Billboard Events)
- Guest list of 10 to the Awards Reception and the Pre-Awards Reception only
- 7 conference passes for the Billboard Touring Conference & Awards (\$4,025 value)
- Exhibit table (\$5,000 value)
- Logo attribution on conference ads running in Billboard magazine (more than 110,000 readers)
- Logo attribution included on-site conference collateral
- Company description in on-site program materials
- Logo/link on the Touring Conference website
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PRE-AWARDS RECEPTION SPONSOR (2 available) \$15,000 each

Welcome our honored guests in style as they kick off the evening at our pre-awards reception. You'll receive premium logo attribution throughout the pre-awards reception venue.

- Official recognition as host of the Pre-Awards Reception
- Hosted bar courtesy of Billboard Events
- Opportunity to display additional signage and marketing materials throughout the pre-awards reception venue (subject to approval by Billboard Events)
- Text inclusion in conference e-mail blasts, identifying Pre-Awards Reception sponsors (\$4,500 value)
- Guest list of 10 to the Pre-Awards Reception and the Awards Reception only
- 6 conference passes for the Billboard Touring Conference & Awards (\$3,450 value)
- Exhibit table (\$5,000 value)
- Logo attribution on conference ads running in Billboard magazine (more than 110,000 readers)
- Logo attribution included on-sight conference collateral
- Company description in on-site program materials
- Logo/link on the Touring Conference website
- Insert in conference bag (\$750 value)

WELCOME RECEPTION SPONSOR (2 available) \$15,000 each

After cramming your brain full of new information, what better way to end the first day than to relax with a couple of cocktails and network with conference attendees? Your company may also display additional signage during the Welcome Reception.

- Official recognition as host of the Welcome Reception
- Hosted bar and hors d'oeuvres, courtesy of Billboard Events
- Opportunity to display additional signage and marketing materials throughout Welcome Reception (subject to approval by Billboard Events)
- Text inclusion in conference e-mail blasts, identifying Welcome Reception sponsors (\$4,500 value)
- Guest list of 10 to the Welcome Reception only
- 6 conference passes for the Billboard Touring Conference & Awards (\$3,450 value)
- Exhibit table (\$5,000 value)
- Logo attribution on conference ads running in Billboard magazine (more than 110,000 readers)
- Logo attribution included on-sight conference collateral
- Company description in on-site program materials
- Logo/link on the Touring Conference website
- Insert in conference bag (\$750 value)

“I found it was tough to get things done that week because the principle people in the business were at the Billboard Touring Conference.”

— Dennis Arfa, President, Artists Group International

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“BACKSTAGE PASS” BADGE SPONSOR (Exclusive) \$9,000

The official conference badge of the Billboard Touring Conference & Awards is the same one used by concert promoters as “backstage” passes. These colorful, oversized badges (approximately 3.5” x 4.5”) provide the opportunity to place a full ad on the back side and capture the attention of everyone attending the event.

- Opportunity to display full ad on back of badges distributed to all speakers, sponsors, press and attendees (see example to the right)
- 3 conference passes for the Billboard Touring Conference & Awards (\$1,725 value)
- Logo attribution on conference ads running in Billboard magazine (more than 110,000 readers)
- Logo attribution included on-site conference collateral
- Company description in on-site program materials
- Logo/link on the Touring Conference website
- Insert in conference bag (\$750 value)

OFFICIAL BREAKFAST SPONSOR (4 available) \$9,000 each

Start the day the right way – with your brand top of mind with our attendees! Welcome everyone to breakfast and have your company’s name and logo prominently displayed in the breakfast area. Your company may also display additional signage of your own.

- Co-host of the breakfast with signage recognizing sponsor (Availability includes the morning of the 1st day, or the morning of the 2nd day of the conference)
- Official recognition as the Breakfast Co-Sponsor online and in the on-site program materials
- Coffee and Continental-style breakfast courtesy of Billboard Events
- Opportunity to display additional company signage throughout breakfast venue (subject to approval by Billboard Events)
- Opportunity to distribute company materials, gifts, giveaways during breakfast
- 3 conference passes for the Billboard Touring Conference & Awards (\$1,725 value)
- Logo attribution on conference ads running in Billboard magazine (more than 110,000 readers)
- Logo attribution included on-site conference collateral
- Company description in on-site program materials
- Logo/link on the Touring Conference website
- Insert in conference bag (\$750 value)

LANYARD SPONSOR (Exclusive) \$9,000

What better way to get recognized than with your company name hanging around the necks of every industry executive attending this popular event?

- Sponsor logo printed on every lanyard distributed to all speakers, sponsors, press and attendees
- 1 conference pass for the Billboard Touring Conference & Awards (\$575 value)
- Sponsor to supply 650 lanyards to Billboard
- Logo attribution on conference ads running in Billboard magazine (more than 110,000 readers)
- Logo attribution included on-site conference collateral
- Company description in on-site program materials
- Logo/link on the Touring Conference website
- Insert in conference bag (\$750 value)

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TEXT-TO-SCREEN SPONSOR (Exclusive) \$8,500

The communication of choice for today's live music fans who can't talk over the roar of the live music experience, text messaging is where it's at! Host the interactive Text-to-Screen Q&A session at the end of select panels and obtain maximum visibility as your branding appears below delegate questions on the main presentation screen.

- Official recognition as the Text-to-Screen Sponsor
- Text-to-screen technology provided courtesy of Billboard Events
- Logo attribution on main presentation screens during the Q&A sessions
- Text inclusion in conference e-mail blasts, identifying Text-to-Screen Sponsor (\$4,500 value)
- 4 conference passes for the Billboard Touring Conference & Awards (\$2,300 value)
- Exhibit table (\$5,000 value)
- Logo attribution on conference ads running in Billboard magazine (more than 110,000 readers)
- Logo attribution included on-site conference collateral
- Company description in on-site program materials
- Logo/link on the Touring Conference website
- Insert in conference bag (\$750 value)

ROUNDTABLE DISCUSSION SPONSORSHIP (5 available) \$8,000 each (Category Exclusive)

A unique opportunity to interact with our audience in an intimate group setting as your company sponsors a roundtable on a topic of your choice during the conference program. This is a great opportunity to get one-on-one contact with our audience as you provide them with expert insights crucial to their business success.

- Opportunity to present a topic of your choice, with Billboard editorial approval, for a 60 minute intimate roundtable discussion
- Opportunity for a company executive to moderate the Roundtable discussion
- Official recognition as a Roundtable Discussion Sponsor online and in print conference ads
- Opportunity to display additional company signage during the Roundtable (subject to approval by Billboard Events)
- Opportunity to distribute company materials, gifts, giveaways at the end of the discussion period
- Logo attribution on Roundtable signage and on placards placed on the sponsored table
- 3 conference passes for the Billboard Touring Conference & Awards (\$1,725 value)
- Logo attribution on conference ads running in Billboard magazine (more than 110,000 readers)
- Logo attribution included on-site conference collateral
- Company description in on-site program materials
- Logo/link on the Touring Conference website
- Insert in conference bag (\$750 value)

“Touring has been one of the most productive conferences I’ve attended in recent years. Many industry leaders participate on panels. The subjects are important and timely. I plan on going again next year and bringing additional staff from our arena.”

— Jim Goddard, Executive VP/General Manager, HP Pavilion, San Jose, Calif.

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CONFERENCE BAG SPONSOR (Exclusive) \$8,000

Leave a lasting impression on our attendees! Attendees will “tote around” your company’s name and logo throughout the conference, and can even reuse it after the event.

- Opportunity to provide the official conference bag for all speakers, press, sponsors and attendees (approximately 550)
- 3 conference passes for the Billboard Touring Conference & Awards (\$1,725 value)
- Logo attribution on conference ads running in Billboard magazine (more than 110,000 readers)
- Logo attribution included on-sight conference collateral
- Company description in on-site program materials
- Logo/link on the Touring Conference website
- Insert in conference bag (\$750 value)

OFFICIAL CONFERENCE NOTEBOOK & PEN SPONSOR (Exclusive) \$8,000 (plus notebook & pen)

Here’s the opportunity to showcase your company’s logo at each attendee’s seat before the conference begins. These notebooks and pens will be used throughout the event to take notes and capture important contact information.

- Placement of branded notebook and pen at each attendee’s seat at the beginning of the conference
- 3 conference passes for the Billboard Touring Conference & Awards (\$1,647 value)
- Logo attribution on conference ads running in Billboard magazine (more than 110,000 readers)
- Logo attribution included on-sight conference collateral
- Company description in on-site program materials
- Logo/link on the Touring Conference website
- Insert in conference bag (\$750 value)

“JUST JAVA” NETWORKING BREAK SPONSOR (2 available) \$8,000 each

Invigorate our audience with your brand as they enjoy their afternoon coffee pick-me-up. Your company may also display additional signage in the break area.

- Official recognition as the “Just Java” Networking Break Sponsor in the on-site program materials
- Host of 1 networking break with signage recognizing sponsor (availability includes the afternoon of the 1st day, or the afternoon of the 2nd day)
- Coffee courtesy of Billboard
- Opportunity to display additional signage in the break area during the break (subject to approval by Billboard)
- Opportunity to distribute company materials, gifts, giveaways during the sponsored break
- 1 conference pass for the Billboard Touring Conference & Awards (\$575 value)
- Logo attribution on conference ads running in Billboard magazine (more than 110,000 readers)
- Logo attribution included on-sight conference collateral
- Company description in on-site program materials
- Logo/link on the Touring Conference website
- Insert in conference bag (\$750 value)

“If you’re serious about being in live entertainment, it is imperative to attend and participate in this forum.” — Randy Phillips, CEO, AEG Live

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POCKET GUIDE ADVERTISEMENT \$8,000

Place your ad on the back cover of the conference pocket guide given to every attendee to reference during the entire conference.

- Ad on back cover of the conference pocket guide
- Pocket guide distributed to over 550 conference attendees, press, panelists and speakers
- 1 conference pass for the Billboard Touring Conference & Awards (\$575 value)
- Sponsor to supply artwork (specs to be provided by Billboard)
- Logo attribution on conference ads running in Billboard magazine (more than 110,000 readers)
- Logo attribution included on-sight conference collateral
- Company description in on-site program materials
- Logo/link on the Touring Conference website
- Insert in conference bag (\$750 value)

SESSION SPONSOR (1 per session available) \$6,500 each

As a Session sponsor, you may display two easel signs on stage during the sponsored session, and your logo will be included on the main presentation screen during the session introduction. In addition, your company will be noted as the session sponsor in the official schedule both online and on-site.

- Opportunity to display 2 easel signs on stage during sponsored session
- Recognition as the Session Sponsor online and in the on-site program materials
- 1 conference pass for the Billboard Touring Conference & Awards (\$575 value)
- Logo attribution on conference ads running in Billboard magazine (more than 110,000 readers)
- Logo attribution included on-sight conference collateral
- Company description in on-site program materials
- Logo/link on the Touring Conference website
- Insert in conference bag (\$750 value)

STARBUCKS BREAKFAST CARD SPONSORSHIP \$6,000 (per day/2 available)

Provide a branded Starbucks card for all attendees to enjoy a treat on you. Your company will be branded on the packaging of the card.

- Opportunity to display an easel sign during the morning sessions
- 1 conference pass for the Billboard Touring Conference & Awards (\$575 value)
- Logo attribution on conference ads running in Billboard magazine (more than 110,000 readers)
- Logo attribution included on-sight conference collateral
- Company description in on-site program materials
- Logo/link on the Touring Conference website
- Insert in conference bag (\$750 value)

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OFFICIAL CONFERENCE GIFT SPONSOR (Exclusive) \$5,500

This is the perfect sponsorship for companies marketing products hot with the live music audience and touring producers. Provide a company-branded gift establishing your position at the forefront of the live music industry. Get maximum visibility as your company's gift will be the exclusive gift placed at each delegate seat upon their arrival at the beginning of the day.

- Placement of gift at each delegate seat at the beginning of the event
- 1 conference pass for the Billboard Touring Conference & Awards (\$575 value)
- Logo attribution on conference ads running in Billboard magazine (more than 110,000 readers)
- Logo attribution included on-site conference collateral
- Company description in on-site program materials
- Logo/link on the Touring Conference website
- Insert in conference bag (\$750 value)

EXHIBIT TABLE SPONSORSHIP (Limited Space) \$5,000 each

Get noticed in a high-traffic location! As an exhibitor in our Networking area, you will gain all-day access to attendees and speakers to make important contacts, demo your product, and distribute marketing and sales information.

- 6' display table and 2 chairs located in networking area for both days of the conference during registration hours
- Opportunity to distribute promotional material, media kits, premium items, and/or conduct a raffle
- 1 conference pass for the Billboard Touring Conference & Awards (\$575 value)
- Media package (see page 2)

VIP AWARDS AFTER PARTY (2 available) \$4,000 each (plus cost of cocktails)

Be the center of all the action after the awards show. This intimate gathering allows you to network with the finalists and industry movers and shakers invited to attend. Take advantage of this opportunity to see and be seen.

- Official recognition as co-host of the VIP AWARDS AFTER PARTY on November 10th following the conclusion of the Awards Program
- Official sponsorship recognition on the invite (company logo and sponsorship mention)
- Opportunity to display signage and promotional materials in the suite during the After-Party (subject to venue and Billboard approval)
- Opportunity to distribute company materials, gifts, giveaways during the After-Party
- Billboard will provide a luxury suite at The Roosevelt Hotel
- 2 conference passes for the Billboard Touring Conference & Awards (\$1150 value)
- Media package (see page 2)

CONFERENCE BAG INSERT (Unlimited) \$1,000 each

Make sure the power players at this event walk away with something by which to remember your company.

- Company product, gift or marketing materials (1 item per company) inserted into the official conference bag distributed to all attendees, speakers, sponsors and press

Important note: Some pricing may be subject to change based on menu choices, local costs and availability.