



2005 SPONSORSHIP OPPORTUNITIES

R&B and Hip-Hop has never been hotter! Join the party and build your brand through sponsorship of the 6th Annual BILLBOARD/AURN R&B HIP-HOP CONFERENCE & AWARDS!

142 million R&B Hip-Hop units sold, totaling an increased 24% of all US album sales making it the largest genre tracked by Nielsen SoundScan

R&B Hip-Hop albums topped the Billboard 200 Chart 26 weeks in 2004 with 13 different album titles

Artists continue to branch out to all areas of business in retail, fashion, cosmetics & music

- **BUILD YOUR BRAND** •
- **SAMPLE PRODUCT** •
- **EXPAND YOUR CLIENT BASE** •
- **SHOWCASE NEW MUSIC** •
- **GAIN MAXIMUM EXPOSURE** •
- **SPONSORSHIPS FOR EVERY BUDGET** •
- **CUSTOM PACKAGES AVAILABLE** •

FOR MORE INFORMATION CONTACT:

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WWW.BILLBOARDEVENTS.COM

AUGUST 3-5, 2005 • HOTEL INTERCONTINENTAL • ATLANTA

2005 programming HIGHLIGHTS

- Panel sessions covering the industry's current trends, issues and challenges
- Up Close n' Personal superstar interviews with Billboard's R&B Hip-Hop senior writer, Gail Mitchell
- New Artist Showcases where the hottest new acts launch their careers
- The grand finale: The Industry Awards Show based on the Billboard Charts
- Radio coverage in over 12 + key markets, reaching over 25 million listeners on 475 radio stations via American Urban Radio Networks!
- Stay tuned to www.billboardevents.com for more exciting programming highlights.

conference & awards FACTS

- 6th Anniversary of the conference & awards
- Over 700 attendees including artists, A&R reps, artists, managers, filmmakers, Internet companies, DJs, booking agents, concert touring companies, distributors, record label presidents, media executives, press, producers, publishing rights organizations, songwriters, etc.
- Past Up Close n' Personal superstar interviews with Usher, Jermaine Dupri & Mathew Knowles
- The 2004 Billboard R&B Hip-Hop Awards Show was simulcasted via radio on American Urban Radio Networks programming in 12 markets, reaching over 25 million listeners on over 475 radio stations.
- Billboard R&B Hip-Hop Awards Show performers and presenters have included Ginuwine, Sean Paul, Rockwilder, Queen Latifah, Jaheim, Musiq, Grandmaster Flash, The Isley Bros., Usher, Anthony Hamilton, Little Brother, Betty Wright, Kanye West, Novel, Mystic, Nappy Roots and many more!

past SPONSORS

Join an impressive list of supporters and experience first hand the benefits of partnering with the Billboard R&B Hip-Hop Conference & Awards!

- | | | | |
|--------------------|-------------------|--------------------------|--------------------|
| • AEZRA RECORDS | • DKG | • ISLAND DEF JAM | • SESAC |
| • ALLIANCE | • DYNASTY RECORDS | • J RECORDS | • SOBE |
| • ARISTA | • ECKO RED | • KOOL CIGARETTES | • SOFT & BEAUTIFUL |
| • ASCAP | • EMI GOSPEL | • MIDEM | • SMIRNOFF |
| • BMI | • HAAGEN DAZS | • MISTIC FRUIT BEVERAGES | • TWIX |
| • BOGARD MUSIC | • HEINEKEN USA | • NESCAFE, ICE JAVA | • TYLENOL SINUS |
| • DIAMOND DISTRICT | • I.M. RECORDS | • ON POINT ENT. | • WALKING NEWS |
| | | • REMY MARTIN | • PLUS OTHERS! |

2005 SPONSORSHIP OPPORTUNITIES **SNAPSHOT**

BILLBOARD OFFERS THE MUSIC INDUSTRY'S MOST POWERFUL AND EXCITING SPONSORSHIP OPPORTUNITIES...

Join us in the most successful R&B Hip-Hop event of the year! Whether you wish to showcase a new artist, build your brand, sample your product or host an unforgettable party, we have a sponsorship opportunity to fit your budget. Contact us to discuss a customized approach!

AWARDS SHOW AFTER-PARTY:

Host the official party of the 2005 Billboard R&B Hip-Hop Awards show.

NEW ARTIST SHOWCASE:

Unique environment to showcase new artists to all attendees and press. Here's your chance to get discovered!

VIDEO SCREEN:

Feature your top artists' videos in a high traffic area during the conference.

BREAKFAST SPONSORSHIP - 2 DAYS:

Have conference attendees wake up with you on their mind.

PLAN YOUR OWN EVENT:

List your gathering as an official event!

OFFICIAL CONFERENCE T-SHIRT:

Sponsor the official Billboard t-shirt and receive unlimited visibility.

HOTEL ROOM KEYS:

Feature your logo, promote your company or a new album release.

PANEL PERFORMANCES:

Showcase your artist before a panel.

CONFERENCE REGISTRATION BAGS:

700 bags featuring your company logo.

BADGES:

Feature your logo or graphic design on the back of the conference badges.

SCHEDULE OF EVENTS/POCKETGUIDE:

Promote your company or artist with an ad in the official event guide.

HAPPY HOUR:

Host a happy hour and promote a new album release or conduct an artist meet 'n greet.

DISPLAY TABLE:

High traffic area dedicated to display your product and services.

HOTEL ROOM DROP:

Hand deliver your product to attendees' rooms.

SIGNAGE DISPLAY:

Awareness, Visibility, Simple.

LANYARDS:

Supply conference attendee lanyards with your company's logo all over it!

REGISTRATION BAG INSERT:

Distribute 700 music or product samples to all attendees.

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2005 SPONSORSHIP OPPORTUNITIES

AWARDS SHOW

Host the official after-party of the 2005 Billboard R&B Hip-Hop Awards Show.

Benefits include:

- Exclusive sponsor of the Awards Show
- Venue space and bar included
- Signage and promotional opportunities at the show
- Twenty-five (25) tickets to the Awards Show
- Ten (10) conference registrations (includes Awards Show ticket)
- One (1) registration bag insert (700 units distributed to all attendees)
- Significant exposure in the following conference materials (sponsorship mention in):
 - Full page/4C conference ads in *Billboard*
 - Billboardevents.com website with a link to your site
 - Conference pocketguide distributed to over 700 attendees

Sponsorship fee: \$50,000

HAPPY HOUR SHOWCASE

Showcase your artist during a one (1) hour HAPPY HOUR.

Benefits include:

- One (1) hour open bar
- Signage and promotional opportunities (to be approved by Billboard)
- Two (2) conference registrations (includes Awards Show ticket)
- One (1) registration bag insert (700 units distributed to all attendees)
- Significant exposure in the following conference materials (sponsorship mention in):
 - Full page/4C conference ads in *Billboard*
 - Billboardevents.com website with a link to your site
 - Conference pocketguide distributed to over 700 attendees

Sponsorship fee: \$10,000 includes production costs

CONFERENCE REGISTRATION BAGS* 700 bags featuring your company logo.

Benefits include:

- Your 4-Color logo featured on the official Conference Registration Bag
- 700 bags distributed to all conference attendees and press filled with promotional materials
- 25 bags for your use by your company
- Two (2) conference registrations (includes Awards Show ticket)
- One (1) registration bag insert (700 units distributed to all attendees)
- Significant exposure in the following conference materials (sponsorship mention in):
 - Full page/4C conference ads in *Billboard*
 - Billboardevents.com website with a link to your site
 - Conference pocketguide distributed to over 700 attendees

*Please note bag includes the Official Billboard R&B Hip-Hop Conference & Awards logo.

Sponsorship fee: \$10,000

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VIDEO SCREEN

Feature your hot videos during the 3-day conference. EXCLUSIVE SPONSORSHIP

Benefits include:

- Plasma screen positioned in a high-traffic conference area
- Signage displayed around screen (to be approved by Billboard and hotel)
- Two(2) conference registrations (includes Awards Show ticket)
- One (1) registration bag insert (700 units distributed to all attendees)
- Significant exposure in the following conference materials (sponsorship mention in):
 - Full page/4C conference ads in *Billboard*
 - Billboardevents.com website with a link to your site
 - Conference pocketguide distributed to over 700 attendees

Sponsorship fee: \$10,000

BREAKFAST SPONSORSHIP - 2 DAYS

Have all conference attendees & press wake up with you on their mind!

Benefits include:

- Exclusive sponsor of the conference breakfast
- 2-day continental breakfast
- Signage and promotional opportunities during breakfast
- Opportunity to distribute promotional materials
- One (1) conference registration (includes Awards Show ticket)
- One (1) registration bag insert (700 units distributed to all attendees)
- Significant exposure in the following conference materials (sponsorship mention in):
 - ♦ Full page/4C conference ads in *Billboard*
 - ♦ Billboardevents.com website with a link to your site
 - ♦ Conference pocketguide distributed to over 700 attendees

Sponsorship fee: \$8,500

OFFICIAL CONFERENCE T-SHIRT

Sponsor the official Billboard t-shirt and receive unlimited visibility. T-shirt inserted into all 700 registration bags and worn by all volunteers.

Benefits include:

- 4-C logo featured on the back of the tee
- 700 tees distributed to all attendees and press
- One (1) conference registration (includes Awards Show ticket)
- One (1) registration bag insert (700 units distributed to all attendees)
- Significant exposure in the following conference materials (sponsorship mention in):
 - ♦ Full page/4C conference ads in *Billboard*
 - ♦ Billboardevents.com website with a link to your site
 - ♦ Conference pocketguide distributed to over 700 attendees

Sponsorship fee: \$7,500 plus supply logo

HOTEL ROOM KEYS

Feature your logo or promote a new album release on the back of the electronic hotel room keys.

Benefits include:

- 4C logo or design printed on one side of the Hotel Room Keys
- One (1) conference registration (includes Awards Show ticket)
- One (1) registration bag insert (700 units distributed to all attendees)
- Significant exposure in the following conference materials (sponsorship mention in):
 - ♦ Full page/4C conference ads in *Billboard*
 - ♦ Billboardevents.com website with a link to your site
 - ♦ Conference pocketguide distributed to over 700 attendees

Sponsorship fee: \$7,500 plus supply artwork

BADGES

Feature your logo or graphic design on the back of the conference badges worn by all attendees.

Benefits include:

- 4 X 3 area to place your 4-C logo or graphic
- One (1) conference registration (includes Awards Show ticket)
- One (1) registration bag insert (700 units distributed to all conference attendees)
- Significant exposure in the following conference materials (sponsorship mention in):
 - ◆ Full page/4C conference ads in *Billboard*
 - ◆ Billboardevents.com website with a link to your site
 - ◆ Conference pocketguide distributed to over 700 attendees

Sponsorship fee: \$7,500 plus supply artwork

CONFERENCE SCHEDULE OF EVENTS/POCKETGUIDE AD

Promote your company or artist by featuring an ad in the official pocketguide distributed to all attendees.

Benefits include:

- One (1) 2-Color ad in pocketguide
- One (1) conference registration (includes Awards Show ticket)
- One (1) registration bag insert (700 units distributed to all attendees)
- Significant exposure in the following conference materials (sponsorship mention in):
 - ◆ Full page/4C conference ads in *Billboard*
 - ◆ Billboardevents.com website with a link to your site
 - ◆ Conference pocketguide distributed to over 700 attendees

Sponsorship fee: \$7,500 plus artwork

PANEL PERFORMANCES

Showcase your artist before panel (2 songs per artist).

Benefits include:

- Exclusive sponsor of the panel
- Opportunity to distribute promotional materials at the end of the panel
- Two (2) easel signs positioned in high visible area
- One (1) registration bag insert (700 units distributed to all attendees)
- Significant exposure in the following conference materials (sponsorship mention in):
 - ◆ Full page/4C conference ads in *Billboard*
 - ◆ Billboardevents.com website with a link to your site
 - ◆ Conference pocketguide distributed to over 700 attendees

Sponsorship fee: \$5,000 plus production

HOTEL ROOM DROP-OVER 500 ROOMS!

Hand deliver your product or special gift to all conference attendees staying at the host hotel.

Benefits include:

- Significant exposure in the following conference materials (sponsorship mention in):
 - ◆ Full page/4C conference ads in *Billboard*
 - ◆ Billboardevents.com website with a link to your site
 - ◆ Conference pocketguide distributed to over 700 attendees

One (1) registration bag insert (700 units distributed to all attendees)

Sponsorship fee: \$4,000 plus samples

DISPLAY TABLE/PRODUCT SAMPLING

Table top dedicated to display your product and services.

Benefits include:

- 6ft. skirted draped table
- One (1) registration bag insert (700 units distributed to all attendees)
- Significant exposure in the following conference materials (sponsorship mention in):
 - ♦ Full page/4C conference ads in *Billboard*
 - ♦ Billboardevents.com website with a link to your site
 - ♦ Conference pocketguide distributed to over 700 attendees

Sponsorship fee: \$3,500 plus individual exhibitor costs

LANYARDS

Supply conference attendees lanyards with your company's logo all over it!

Benefits include:

- Significant exposure in the following conference materials (sponsorship mention in):
 - ♦ Full page/4C conference ads in *Billboard*
 - ♦ Billboardevents.com website with a link to your site
 - ♦ Conference pocketguide distributed to over 700 attendees

One (1) registration bag insert (700 units distributed to all attendees)

Sponsorship fee: \$3,500 plus supply 1,000 lanyards

SIGNAGE DISPLAY

Awareness, Visibility, Recognition. Display signage in a high-traffic area at the Conference.

Benefits include:

- One (1) signage (to be discussed) displayed near the registration area
- One (1) registration bag insert (700 units distributed to all attendees)
- Significant exposure in the following conference materials (sponsorship mention in):
 - ♦ Full page/4C conference ads in *Billboard*
 - ♦ Billboardevents.com website with a link to your site
 - ♦ Conference pocketguide distributed to over 700 attendees

Sponsorship fee: \$3,000

REGISTRATION BAG INSERT

Distribute 700 samples to all attendees.

Sponsorship fee: \$750 plus supply 700 samples.

PLAN YOUR OWN EVENT

List your gathering as an official Billboard R&B Hip-Hop Conference event.

Benefits include:

- Significant exposure in the following conference materials (sponsorship mention in):
 - ♦ Full page/4C conference ads in *Billboard*
 - ♦ Billboardevents.com website with a link to your site
 - ♦ Conference pocketguide distributed to over 700 attendees

One (1) registration bag insert (700 units distributed to all Seminar attendees)

Sponsorship fee: FEE UPON REQUEST

NEW ARTIST SHOWCASE

**Exciting opportunity for any up and coming artist!
Perform live in front of a captive audience
of conference attendees**

Call 646.654.4698 for more information on how to submit an artist for consideration.