

# Billboard 6TH ANNUAL TOURING CONFERENCE & AWARDS

**NOVEMBER 4-5, 2009  
THE ROOSEVELT HOTEL, NYC**

**Raise your profile in the live entertainment business by sponsoring the premier concert industry event!**

The Billboard Touring Conference features unique 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.

In addition to informative keynote interviews, captivating sessions on hot button issues and networking cocktail parties, Billboard will honor the industry's top artists, venues and professionals of the year at the 6th 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, and the Allman Brothers Band. Past Humanitarian Award recipients include: The Dave Matthews Band, Music Rising, Live Earth producer CEO Kevin Wall, and Jon Bon Jovi/Philadelphia Soul Foundation.

**Gain MAXIMUM exposure by participating in the touring industry's "must attend" event!**

## **PAST SPEAKERS INCLUDE:**

Marcie Allen Cardwell, President, MAC Presents  
Dennis Arfa, President, AGI  
Joe Armenia, VP of Promotions, MTV  
Charles Attal, Partner, C3 Presents  
Jake Berry, Owner, Fader Higher/Premier Event Management  
Charlie Brusco, President, Alliance Artists Ltd.  
James Chippendale, President, CSI Ent. Insurance  
Bill Chipps, Editor, IEG Sponsorship Report  
Bruce Eskowitz, President, Global Venues, Live Nation  
Liana Farnham, VP/Artist Development, Sony Music  
Jay Jay French, Founding Member, Twisted Sister  
Arthur Fogel, CEO, TNA International  
Harlan Frey, VP Tour Marketing/Artist Development, Roadrunner Records  
Marc Geiger, EVP/Contemporary Music Head, William Morris Agency  
David Goldberg, Executive VP, Sales & Marketing, Ticketmaster  
Paul Gongaware, co-President, Concerts West  
Peter Grosslight, Worldwide Head of Music, William Morris Agency

Alex Hodges, Executive VP, House of Blues Concerts  
Bert Holman, Manager, Allman Brothers Band  
Paul Korzilius, Manager, Bon Jovi Management  
Allen Kovac, President, 10th Street Entertainment  
Darin Lashinsky, VP/Promoter, Outback Concerts  
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  
Paul McGuinness, Founder/Manager, Principle Management  
John Meglen, CEO/Tour Coordinator, AEG Live  
Sean Moriarty, CEO, Ticketmaster  
Kevin Morrow, VP, House of Blues Concerts  
Randy Phillips, CEO, AEG Live  
Michael Rapino, CEO, Live Nation  
Scott Richman, VP & GM, AOL CityGuide  
Lee Trink, GM & COO, Virgin Records

## **PAST SPONSORS INCLUDE:**

360 Media  
Alltel Arena  
AOL Cityguide Tickets  
Arena at Harbor Yard  
Arena Network  
Broomfield Event Center  
Blue Star Jets  
BOK Civic Center  
Brown United  
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  
Gydtet  
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  
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

**www.BillboardEvents.com • Cebele Marquez • CMarquez@Billboard.com • 646-654-4648**

AS OF MARCH 23, 2009



**NOVEMBER 4-5, 2009  
THE ROOSEVELT HOTEL, NYC**

## **SPONSORSHIP OPPORTUNITIES**

As a sponsor of the 6th 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!

### **PRESENTING SPONSOR (Exclusive) \$25,000**

As the Presenting Sponsor of the Billboard Touring Conference & Awards, your company will have premium exposure to the leaders of industry participating in this much anticipated annual event. Your company's logo will be incorporated into the official conference logo, along with the phrase "Presents." This logo will appear on all event marketing materials and signage. Exposure extends beyond the conference to the media network powered by Billboard.

- Official recognition as the Presenting Sponsor online and in print conference ads
- Company logo integrated into official conference logo (see example to the right)
- 3-minute welcome address by a company executive to kick-off the conference
- Joint press release with Billboard and Sponsor
- Database of all attendees, post-conference (includes name, title, company & mailing address)
- Opportunity for company representative to serve as a panelist (with Billboard approval)
- 1 full-page, 4-color ad in Touring '09 special edition of Billboard Magazine (\$11,210 value)
- Presenting 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's promotional materials
- Inclusion in conference e-mail blasts, identified as Presenting Sponsor (\$4,500 value)
- 10 conference passes for the Billboard Touring Conference & Awards (\$5,750 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)



**"This has become a must-attend event for the concert business."**

**— Seth Hurwitz, President, I.M.P.**





**NOVEMBER 4-5, 2009  
THE ROOSEVELT HOTEL, NYC**

### **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" (see example to the right)
- 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 '09 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 6th 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
- Insert in conference bag (\$750 value)



**NOVEMBER 4-5, 2009  
THE ROOSEVELT HOTEL, NYC**

### **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**



**NOVEMBER 4-5, 2009  
THE ROOSEVELT HOTEL, NYC**

### **“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-sight 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-sight conference collateral
- Company description in on-site program materials
- Logo/link on the Touring Conference website
- Insert in conference bag (\$750 value)

### **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-sight conference collateral
- Company description in on-site program materials
- Logo/link on the Touring Conference website
- Insert in conference bag (\$750 value)

**www.BillboardEvents.com • Cebele Marquez • CMarquez@Billboard.com • 646-654-4648**

AS OF MARCH 23, 2009



**NOVEMBER 4-5, 2009  
THE ROOSEVELT HOTEL, NYC**

### **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)

### **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-site 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-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.**

**www.BillboardEvents.com • Cebele Marquez • CMarquez@Billboard.com • 646-654-4648**

AS OF MARCH 23, 2009



**NOVEMBER 4-5, 2009  
THE ROOSEVELT HOTEL, NYC**

### **“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)

### **LANYARD SPONSOR (Exclusive) \$8,000**

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-sight conference collateral
- Company description in on-site program materials
- Logo/link on the Touring Conference website
- Insert in conference bag (\$750 value)

### **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 500 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)

**“If you’re serious about being in live entertainment, it is imperative to attend and participate in this forum.”**

**— Randy Phillips, CEO, AEG Live**

**[www.BillboardEvents.com](http://www.BillboardEvents.com) • Cebele Marquez • [CMarquez@Billboard.com](mailto:CMarquez@Billboard.com) • 646-654-4648**

AS OF MARCH 23, 2009



**NOVEMBER 4-5, 2009  
THE ROOSEVELT HOTEL, NYC**

### **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)

### **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-sight 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)



**NOVEMBER 4-5, 2009  
THE ROOSEVELT HOTEL, NYC**

**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 5th 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.*