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PROSPECTUS MAKING VINYL 2018



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ON NOV. 6-7, 2017, NEARLY 300 MEDIA PROFESSIONALS CONVERSED ON THE WESTIN BOOK CADILLAC HOTEL IN DETROIT TO CELEBRATE THE REBIRTH OF THE GLOBAL RECORD MANUFACTURING BUSINESS.

'Making Vinyl', the first singularly B2B event of its kind, galvanized an industry that's on a clear upswing with a positive outlook, as new pressing capacity all over the world is set to meet consumer demand and relieve back orders.

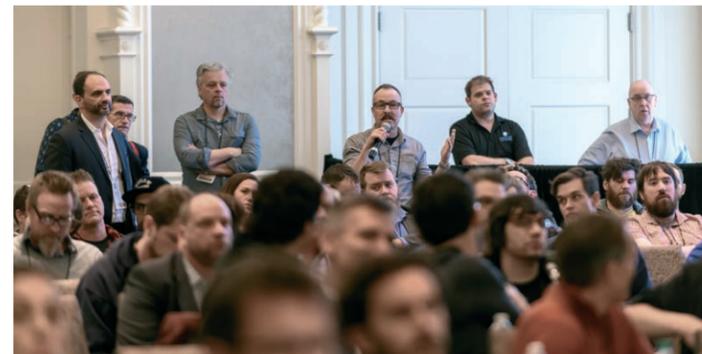
In a post-convention survey, 93.6% of attendees said the event was either "excellent" or "very good" in satisfying their own business objectives for coming to the event, reinforcing a bullish sentiment that "vinyl is indeed back!"

The inaugural 'Making Vinyl' attracted delegates from literally around the world, 17 countries, including Mexico, Canada, U.K., France, Germany, Spain, China, Japan and New Zealand, in which professionals engaged in some aspect of the vinyl value chain networked face to face. Representatives of vinyl pressing plants finally were able to meet in person their PVC suppliers, mastering engineers, packagers, printers, and record label clients. Independent retailers reinforced that shrink-wrapped 12"x12" product is indeed flying off the shelves.

Keynoters hometown Detroit hero Jack White and rap pioneer Darryl "DMC" McDaniels regaled a packed ballroom how vinyl changed their personal and professional lives.

Making Vinyl also revived as a vinyl-only packaging competition the 'Alex Awards' (in honor of record art pioneer Alex Steinweiss) with judges considering 124 submissions in 8 categories after an 11-year hiatus.

In association with



A MOVEABLE FEAST?

The first Making Vinyl only scratched the surface of this vibrant industry yearning to bust out. Presented by Colonial Purchasing Co-Op, in association with **Record Store Day** and Detroit-based Third Man Pressing, the organizers welcome your support in planning additional events in 2018 and beyond, as well as new partners in this continuing venture.

We will entertain proposals to host the next Making Vinyl in your city. Please let us know what your organization or company envisions for how we can grow the franchise. Explain particular advantages (e.g., nearby manufacturing plants, suggested hotel or conference venues, local music-related destinations such as museums for attendee field trips), and ties to potential keynoters with local ties and who could help draw attendees.



KEY TAKEAWAYS

(CULLED FROM POST-CONVENTION ATTENDEE SURVEY)

“Meeting others in the industry”

“Great to hear experiences from other plants that faced similar challenges”

“Meeting other vinyl suppliers and production folks was really valuable”

“Business connects, some actionable tech info, inspiration from Jack [White]”

“Meeting other people involved in our processes like cutting engineers, packaging”

“Learned a lot at the audiophile panel – wish I had asked more questions”

“The vinyl industry is alive, well and flourishing”

“Many like-minded people are doing their part to keep the industry going”

“This may be only the beginning...”

“I met a lot of people that I’ve known for years via email and telephone”

“I met a lot of new (to me) people. Met possible vendors”

“It was interesting discussing others problem-solving techniques”

“New presses will help the pressing bottleneck. Yeah!”

“Vinyl continues to grow, but there is lots to do still”

“Too many to list!!!! Amazing event!!!!”

“Preserving quality vinyl and developing metrics are more important than ever”

“The vinyl community is just the best”

“Great contacts”

“Positive outlook for vinyl industry in general”

“The positive and cooperative attitude between competitors”

“Technical info was instructive”

“Jack and Ben’s discussion was inspiring”

“The industry is healthy, working together, and evolving slowly”

“Stats, sharing concerns and common goals among the key players in the industry”

“The industry is very vibrant and progressing with new investment from newcomers”

Technology is becoming more important”

“There is a distinction between the legacy folks in the business vs. the new blood”

“Lot of attention and positive view for the

future”

“Market scenarios and opportunities”

“Meeting the people who manufacture my records and LP jackets”

“We need to work harder on teaching QC of vinyl to the industry at large”

“Work at getting better records produced”

“This is the dawn of a resurgence to the vinyl industry”

“Was humbled and self reassured at the same time”

“The industry will continue to grow when synergies from different sectors in the supply chain come together”

“The industry is thriving, many new companies are joining in, new equipment and innovations are starting to mature, and the market is continuing to grow strongly”

“VINYL RESURGENCE IS REAL!”



WE’RE JUST GETTING STARTED

Another takeaway from Making Vinyl was a need for the record manufacturing industry to ensure continued growth by establishing best practices for vinyl pressing, and the conference organizers plan to establish working groups to start considering standards.

What a unique opportunity that has presented itself. The only bright spot for physical media in the digital age, vinyl’s resurgence in 2017 caps a decade of double-digit growth that Deloitte estimates to currently generate \$1 billion in associated (i.e., record and turntable) revenue. It defies every sensible rule of technological advancement and economics.

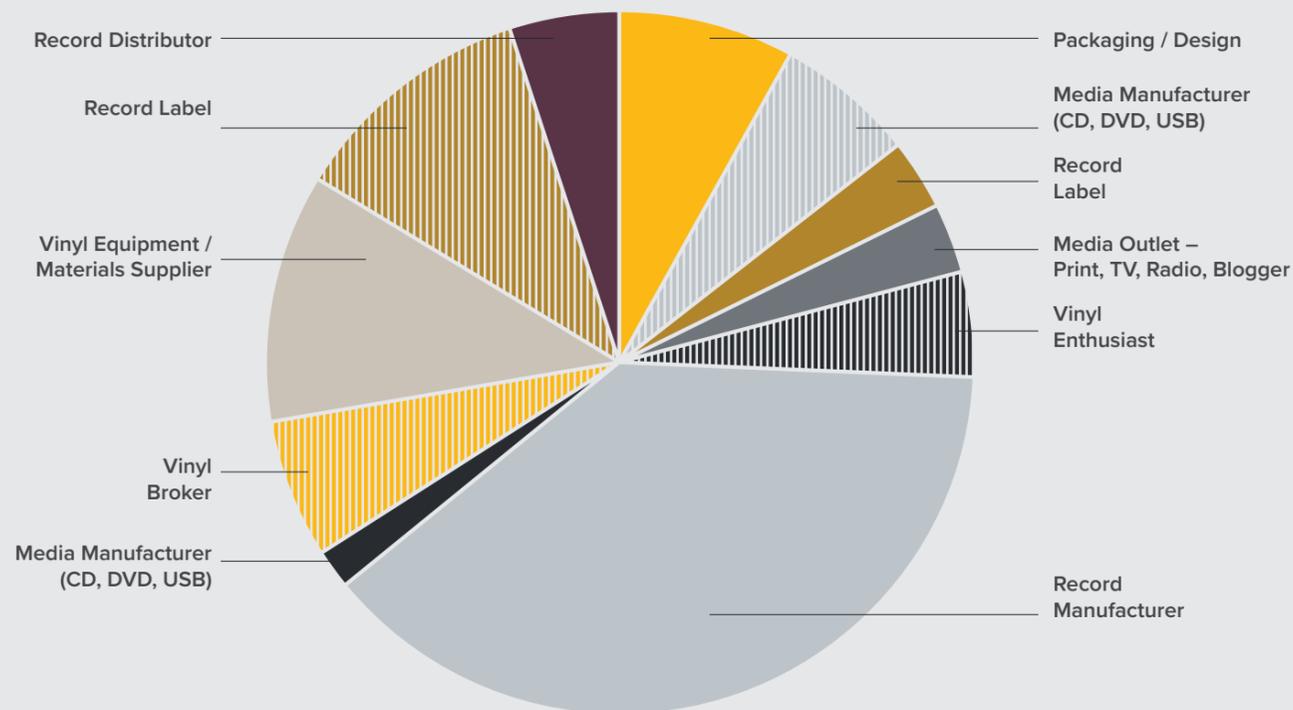
Not bad for a format that not long ago was considered dead and buried, yet it obviously never went away, thanks to audiophile, old-school deejays and collectors. But Vinyl 2.0 is not your father’s record business. Today, a brand-new pressing sells for an average of \$25.

Yet, the vinyl revival is only getting started, and so is Making Vinyl as a continuing franchise. We welcome your proposals and input as partners, sponsors and participants in future Making Vinyl events.

20% Vinyl album sales continue to surge year after year with more than 20% growth for the last couple of years.

8.8m Based on the YTD vinyl growth rate of roughly 23%, BuzzAngle Music projects vinyl album sales to reach 8.8 million by the end of the 2017.

WHO ATTENDED



SPONSORSHIP OPPORTUNITIES 2018

DELIVERABLES	HOME-TOWN	TITLE	DIAMOND	GOLD	SILVER	BRONZE	BRAND
Prominent Logo Placement as "Presented by" or "Hometown" Sponsor on all Materials (Exclusive)	✓	✓					
Conference Welcome Remarks / Facility Tour	✓						
Sponsorship of Networking Luncheon	✓	✓					
Sponsorship of Networking Breaks	✓	✓	✓	✓			
Sponsorship of Networking Reception	✓	✓	✓				
Opportunity to welcome and introduce the keynote speaker	✓	✓	✓				
On Stage Technology Spotlight	✓			✓			
Exclusive Breakout Session (1) of your choice	✓	✓	✓	✓			
Sponsorship of Alex Awards	✓	✓	✓	✓	✓		
Table Top Exhibit* and Company Signage** on Both Floors	✓	✓	✓	✓	✓	✓	
Sponsor logo in Email Promos, Website and PR	✓	✓	✓	✓	✓	✓	✓
Logo on Promotional Signs	✓	✓	✓	✓	✓	✓	✓
Company Logo & Link on Conference Website	✓	✓	✓	✓	✓	✓	✓
Company Logo in Conference Program	✓	✓	✓	✓	✓	✓	✓
Conference Program Ad	2 Pages	2 Pages	Full Page	Full Page	Full Page	Half Page	Half Page
Conference Program Ad Placement	Priority 1	Priority 2	Priority 3	Priority 4			
Complimentary Conference Registrations	10	7	6	5	4	2	1
Number of Sponsorships Available	1	1	3	5	unlimited	unlimited	unlimited
PRICE	\$ 50,000	\$ 25,000	\$ 12,500	\$ 7,500	\$ 5,000	\$ 3,500	\$ 2,500

All prices exclude VAT, which is charged at 20% for European Events.

Custom packages are available upon request.

*Single Floor Table Top Exhibit Package: 6' draped table with 2 chairs, wastebasket, and electricity. Pipe and drape will not be provided.

** Sponsor provides promotional items, literature, pop-up banner or promotional sign

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Conference Program	Double-page spread \$ 1,600 USD	Outside rear cover \$ 1,100 USD	Inside rear cover \$ 1,000 USD	Inside rear cover \$ 950 USD	Inside run-of-paper \$ 900 USD
Badge Holder/Lanyard; Bag and Pad folio	Additional \$3,500 and materials provided by sponsor. Available to SILVER level and above. Single sponsor only for each.				



www.makingvinyl.com

Partnership & sponsorship

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In association with

