ASCAP I CREATE MUSIC EXPO
MAY 7-9 2018  LOS ANGELES
SPONSORSHIP OPPORTUNITIES

BE A PART OF THE STORY
BEHIND THE MUSIC
We are a professional organization of 625,000 songwriters, composers and music publishers, owned and run by our members, and the world leader in performance royalties, advocacy and service for music creators.

We uphold the value of our members’ music, and help them thrive alongside the businesses that use their music every day.
PLACE YOUR BRAND AT THE NEXUS OF THE EXPERIENCE.

SERIOUS SONGWRITERS, COMPOSERS AND PRODUCERS ATTEND THE ASCAP EXPO TO LEARN, NETWORK, AND CREATE.

TOP INDUSTRY PLAYERS
PUBLIC CONFERENCE. OPEN TO ANYONE, NOT JUST ASCAP MEMBERS
CELEBRITY PANELS AND PERFORMANCES
2800 ATTENDEES ANNUALLY. REACH IS LOCAL, NATIONAL, AND INTERNATIONAL
LEADING PLACE TO NETWORK IN THE MUSIC INDUSTRY
EXPO ATTENDEES IDENTIFY WITH MULTIPLE GENRES

- POP: 54%
- R&B: 39%
- COUNTRY: 25%
- ADULT CONTEMP.: 23%
- ALTERNATIVE: 23%
- ELECTRONIC: 23%
- HIP HOP: 23%
- ROCK: 22%
- FILM MUSIC: 24%
- TV MUSIC: 20%
THE COMPANY WE KEEP
OUR PANELISTS THROUGH THE YEARS
THE COMPANY WE KEEP
OUR PANELISTS THROUGH THE YEARS

STEVIE WONDER  DIPLO  BILL WITHERS  BIG SEAN  JILL SCOTT  MICHAEL GIACCHINO
KATY PERRY  NE-YO  CARLY SIMON  CHRIS STAPLETON  CHAKA KHAN  LIN-MANUEL MIRANDA
SARA BAREILLES  QUINCY JONES  FERGIE  JUSTIN TIMBERLAKE  CHARLES KELLEY  INGRID MICHAELSON
HEART  RICHIE SAMBORA  JACKSON BROWNE  TOM PETTY  JIMMY JAM & TERRY LEWIS  JEFF LYNNE
ELEVATE YOUR BRAND. BEFORE | DURING | AFTER

The ASCAP EXPO offers valuable sponsor opportunities for companies both large and small.
Opportunities at any price point

- Be a Presenting Partner
- Sponsor a Topical Panel
- Create a Session Specific to Your Brand
- Present a Live Performance Event
- Add Your Imprint to the Expo Social Kiosk
- Sponsor a Performance or Songwriting Competition
- Get Your Brand in Front of the Expo’s Expert Panelists with a Green Room Sponsorship
- Meet Talent and Industry VIPS Face to Face by Sponsoring an Intimate, Invite Only Event
- Take Advantage of Our Exhibitor Breaks with a Booth or Table Display
- Demo and Sample Your Products
“Prism Sound and MASELEC have been exhibitors for nearly a decade, year after year the ASCAP EXPO proves to be a great networking event. The overall program is very high quality and wide-ranging enough to be of interest for any ASCAP member. I meet new people each time and catch up with attendees from previous years. It’s a fun time too – the ambience is positive with plenty going on. I look forward to meeting more great people in the years to come.”

-Frank Oglethorpe, Prism Media Products

“We really enjoy attending the ASCAP EXPO, as it provides an excellent opportunity for us to showcase our products for songwriters and performers in an intimate yet professional atmosphere.”

- Mike Martin, General Manager of Marketing, EMI-CASIO AMERICA INC.
“It was another momentous ASCAP EXPO (held at the Loews in Hollywood in mid-April) that featured a host of classes, seminars, showcases, panels, and much more, all designed to inform and educate songwriters while celebrating the ongoing meaning and moment of music. “

-American Songwriter

“Serious and always star-studded, the ASCAP “I Create Music” EXPO is a unique multi-day conference where passionate songwriters and music-makers can get out of their cribs to meet each other and network with industry professionals.”

-Music Connection Magazine
$40K OPPORTUNITIES – PAGE 13

$20K OPPORTUNITIES – PAGE 14

$10K OPPORTUNITIES – PAGE 16

$5K OPPORTUNITIES – PAGE 20

$3K OPPORTUNITIES – PAGE 21

$1K OPPORTUNITIES – PAGE 22
PRESENTING SPONSORSHIP
Valued at $40,000

WHAT YOU GET

- Exclusive Presenting Sponsor of ASCAP “I Create Music” EXPO
- Sole sponsor of EXPO’s opening night reception, where all attendees come together to network and kick-off conference with free beverages and snacks
- Plenary panel or session sponsorship
- Exclusive use of a designated meeting room throughout EXPO to hold content sessions, demonstrate product and/or meet and connect with attendees

***PLUS!
- Registration Tote: include product and/or literature inside
- Logo on ASCAP EXPO website and in EXPO program book, along with company description
- Dedicated email blast to EXPO distribution list
- (15) Registration badges and (10) VIP passes to special events
MARQUEE EVENT SPONSORSHIP
Valued at $20,000

WHAT YOU GET

- Be the sole sponsor of one of EXPO’s three marquee performance programs:
  - “I Create Music” Center Stage Showcase
  - The Writers Jam
  - ASCAP “EXPO Factor” Attendee Showcase Competition

- Additional Panel or Session Sponsorship

- Exclusive use of a designated room throughout EXPO to hold content sessions, demonstrate product and/or meet-and-connect with attendees.

***PLUS!

- Registration Tote: include product and/or literature inside
- Brand logo on ASCAP EXPO website and in EXPO program book, along with company description
- Dedicated email blast to EXPO distribution list
- (10) Registration badges and (5) VIP passes to special events
CREATORS OASIS SPONSORSHIP
Valued at $20,000

WHAT YOU GET

- Sole sponsor of EXPO’s central networking space, The Creator’s Oasis
- Area designed for attendees to relax, charge electronic devices and create music together in real time
- Opportunity to develop programming in space during breaks in-between panels and sessions — Let’s get creative!

***PLUS!***
- Registration Tote: include product and/or literature inside
- Brand logo on ASCAP EXPO website and in EXPO program book, along with company description
- Dedicated email blast to EXPO distribution list
- (10) Registration badges and (5) VIP passes to special events
EXPO GREEN ROOM SPONSOR
Valued at $10,000

WHAT YOU GET

- Exclusive Sponsorship of EXPO green rooms (minimum 3 locations)
- Our green rooms are the last stop for all panelists, industry tastemakers and performers before taking the stage ahead of each panel
- Opportunity to decorate green room spaces with branded signage – Let’s get creative and put your messaging in front of our VIPs!
- Refreshments (snacks, coffee, tea, etc.) served in our green rooms at varying points throughout each day.

***PLUS!

- Registration Tote: include product and/or literature inside
- Brand logo on ASCAPEXPO website and in EXPO program book, along with company description
- (10) Registration badges and (4) VIP passes to special events
EXPO VIP LUNCH HOUR SPONSOR
Valued at $10,000

WHAT YOU GET

- Exclusive Sponsorship of the EXPO VIP Lunch Hour, where our panelists, industry tastemakers and performers are invited to dine each day in the beautiful Panorama Suite at the top of the Loews Hollywood Hotel
- Opportunity to decorate Panorama Suite with branded signage – Let’s get creative and get your messaging in front of our VIPs!
- Menu changes daily

***PLUS!

- Co-Sponsor (category exclusivity) of our VIP Reception, typically held on Day 2 of EXPO in the Panorama Suite
- Registration Tote: include product and/or literature inside
- Brand logo on ASCAP EXPO website and in EXPO program book, along with company description
- (10) Registration badges and (4) VIP passes to special events
EDUCATIONAL PROGRAM SPONSOR
Valued at $10,000

WHAT YOU GET

- Be a sponsor of one of EXPO’s two education programs:
  - EXPO Lunch Roundtables —or—
  - EXPO One-on-One Sessions
- Additional Panel or Session Sponsorship included!
- These two longstanding programs offer* EXPO attendees the opportunity to meet face-to-face with industry experts specific to their area of interest. Our One-on-One Sessions and Lunch Roundtables sell out every year!

***PLUS!
- Co-Sponsor (category exclusivity) of our VIP Reception, typically held on Day 2 of EXPO in the Panorama Suite
- Registration Tote: include product and/or literature inside
- Brand logo on ASCAP EXPO website and in EXPO program book, along with company description
- (10) Registration badges and (4) VIP passes to special events
EXPO TOTE SPONSOR
Valued at $10,000

WHAT YOU GET

- Get your brand on everyone’s shoulders! Your company can be the exclusive brand on the EXPO registration bag, which is a sturdy, attractive, and high-quality bag large enough to carry a laptop. EXPO attendees have called it “the best bag ever received at an event.”
- Major branding for your company and a keepsake for attendees, VIPs and panelists

***PLUS!

- Co-Sponsor (category exclusivity) of our VIP Reception, typically held on Day 2 of EXPO in the Panorama Suite
- Registration Tote: include product and/or literature inside
- Brand logo on ASCAP EXPO website and in EXPO program book, along with company description
- (10) Registration badges and (4) VIP passes to special events
EXHIBIT BOOTH, PANEL or PHOTO KIOSK SPONSORSHIP
Each Valued at $5,000

WHAT YOU GET

- Grab the attention of our EXPO attendees with a 10’ x 8’ booth space in our EXPO Exhibitor Hall –or-
- Sponsor a panel, either by partnering with ASCAP on a program already in progress, or by developing a panel (with ASCAP approval) –or-
- Be the exclusive sponsor of our EXPO Photo Kiosk, where attendees can snap and share digital images directly to their social feeds in our Creators Oasis

***PLUS!
- Registration Tote: include product and/or literature inside
- Brand logo on ASCAP EXPO website and in EXPO program book, along with company description
- (4) Registration badges
TABLETOP DISPLAY, SESSION SPONSORSHIP or EXPO APP SPONSOR
Each Valued at $3,000

WHAT YOU GET

- Meet-and-greet EXPO attendees and demonstrate product with a 6’ x 3’ tabletop space in our EXPO Exhibitor Hall —or—
- Host two* sponsored sessions (30-45 minutes each) during the EXPO’s exhibitor breaks* —or—
- Be the exclusive sponsor of our EXPO web app, the robust mobile schedule and attendee directory – comes with opportunities for branding and custom messaging in-app!

***PLUS!
- Registration Tote: include product and/or literature inside
- Brand logo on ASCAP EXPO website and in EXPO program book, along with company description
- (4) Registration badges

*single sessions @ $1,600 each
EXPO PROGRAM ADVERTISEMENT
or EXPO TOTE INSERT
Each Valued at $1,000

WHAT YOU GET

- Full page, color (4c) ad in the EXPO Program Book, given to all attendees —or—
- Opportunity to include an insert (postcard, coupon card, premium, etc.) in the EXPO Tote

***PLUS!
- Brand logo on ASCAP EXPO website and in EXPO program book, along with company description
READY TO SET THE STAGE?
HAVE OTHER IDEAS?

Let’s talk!

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