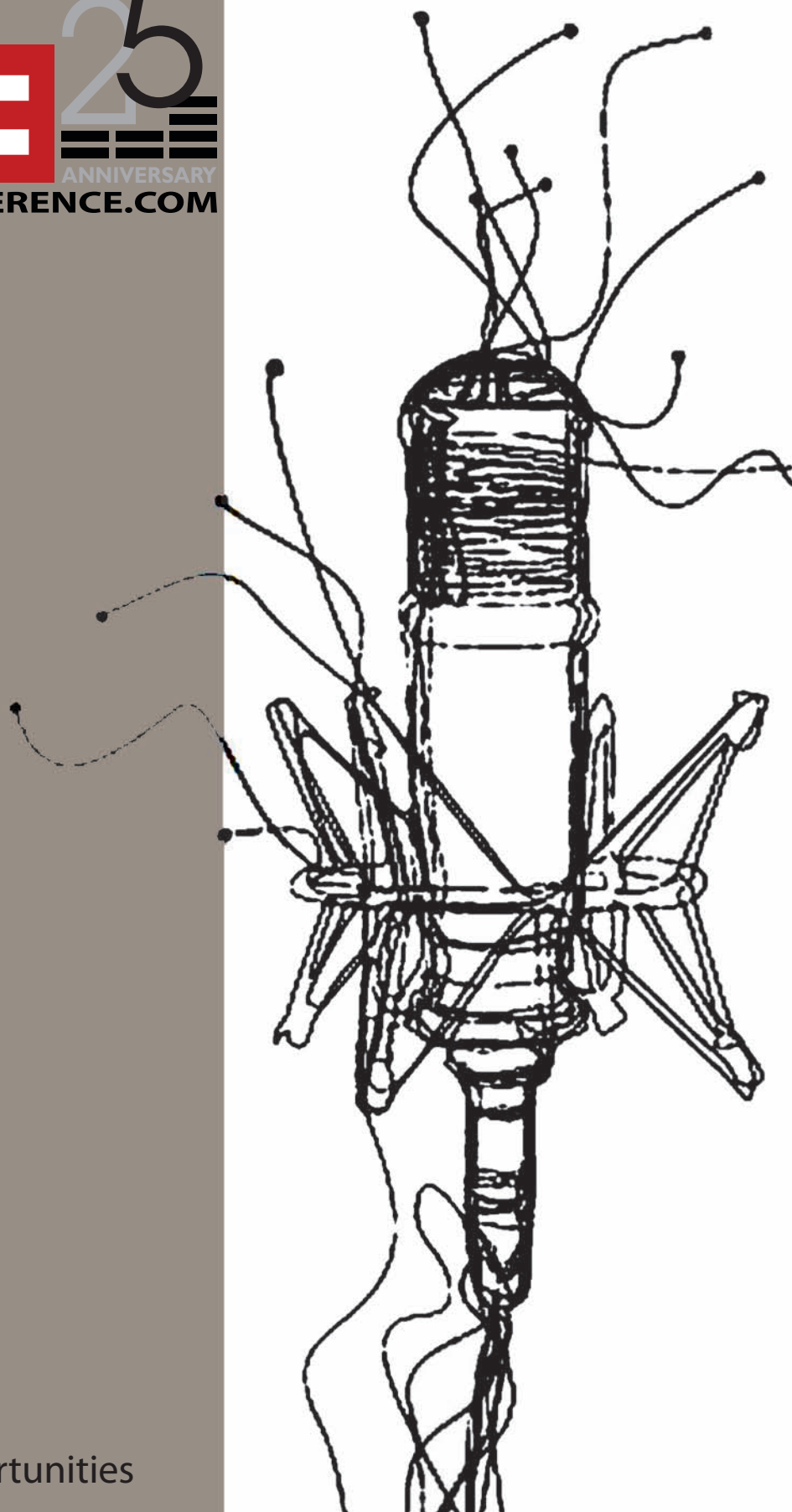


W M C 25
ANNIVERSARY
WINTER MUSIC CONFERENCE.COM



Sponsorship Opportunities

WMC Group Assets



Winter Music Conference

- Over 70,000 event attendees
- 3,228 industry delegates from 62 countries of origin
- 52 industry seminars, panels and workshops
- 221 accredited industry guests, panelists and speakers
- 503 accredited journalists
- 112 WMC official club and performance events
- 36 WMC sanctioned club events
- 1,910 artists and DJs performed at a total of 506 events presented at 127 venues across 6 days during the WMC 2009 week in Miami and Miami Beach

WinterMusicConference.com

- Over 1.3 million visitors from 183 countries log on to the WMC website each year.
- Over 200,000 email subscribers
- 27 official press releases and updates serviced throughout the WMC 2009 campaign



IDMA

- The only long-lasting industry event of its kind where the fans decide- receiving over a million votes from music fans in 183 countries each year
- One of the event highlights of WMC week- packed with performers and celebrity guests as the industry comes out in force to honor exceptional achievements in over 50 award categories

The List Online

- The most comprehensive, accurate, and definitive online resource for WMC events attracting over 70,000 event attendees each year
- Weekly updates culminating in 500+ event listings highlighting over 1,910 artists and DJs performing during WMC week



The List Publication

- 35,000 copies delivered to WMC attendees and consumers at hotels, shops, boutiques, restaurants, and clubs preceding and during WMC week
- The most comprehensive pocket guide to all events (day & night) during WMC week
- 'The Authority' for all activity in the Miami area surrounding the Winter Music Conference



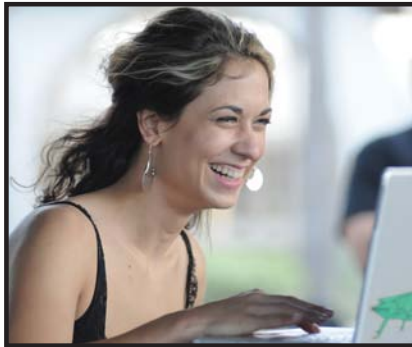
Record Collectors Show

- Buy, sell, and trade rare and collectible vinyl, tapes, and memorabilia.
- Features some of the best record dealers in the world
- One of the newest highlights of the WMC program the RCS is open to the public and attracts collectors and enthusiasts of all ages and musical interests



South Beach Sessions

- Founded on the principles that make music compelling -- individual expression, empowerment, creative thinking and collaboration -- SBS' mission is to create greater exposure for artists and ideas.
- Pioneers in music, art, fashion, technology, business, education, the environment and more, convene for one of the most inspiring and EPIC programs of the week.



Winter Music Conference, in its 25th consecutive year, is one of the most publicized annual music gatherings in the world. A pivotal platform for advancement of the industry, WMC 2009 attracted 1,910 artists and DJs, 3,228 industry delegates from 62 countries and over 70,000 event attendees for a concentrated schedule of more than 500 events presented across 5 days. Music, as one of the world's most accessible cultural art forms, gives WMC the unique ability to cross economic, geographic and social boundaries. Over 1.3 million visitors from 183 countries log on to the WMC website each year.

Established in 1985, WMC is the largest music industry gathering of its kind in the world.

2,748,637,621+ Media Impressions generated between February 1, 2009 and April 30, 2009.

3,228 Industry Delegates attended WMC 2009 from 62 different countries.

1,910 Artists and DJs performed during the 2009 WMC week in Miami & Miami Beach.

506 Total events presented at 127 venues across 6 days during the 2009 WMC week in Miami & Miami Beach.

503 Accredited Journalists participated in the WMC 2009 program.

221 Accredited Industry Guests, Panelists & Speakers participated in the WMC 2009 program.

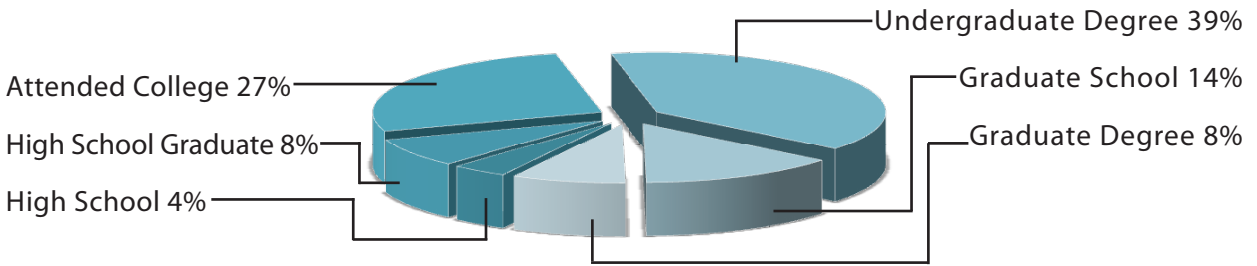
52 Industry Panels, Seminars & Workshops presented at WMC 2009.

ATTENDANCE PROFILE

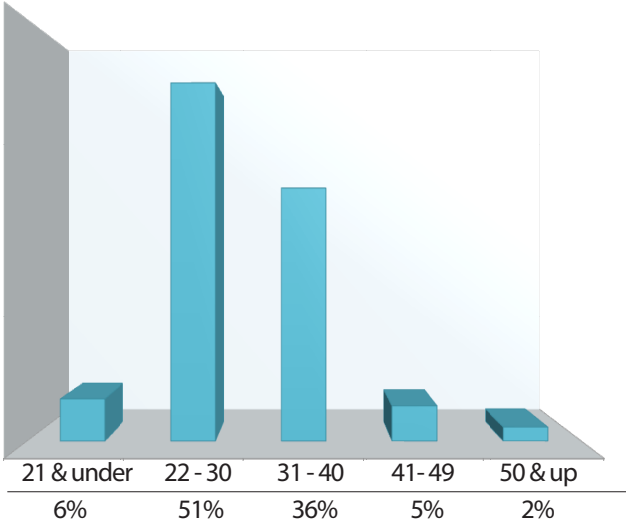
Office: 3450 NE 12th Terrace, Ft. Lauderdale, FL 33334
 Phone: (954) 563-4444 Fax: (954) 563-1599 E-mail: info@WinterMusicConference.com
 www.WinterMusicConference.com



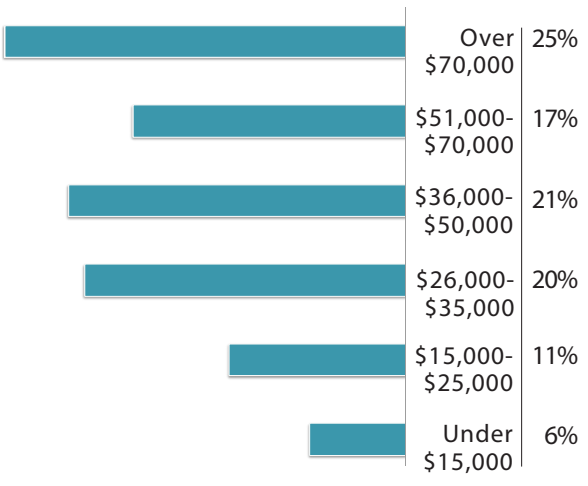
LEVEL OF EDUCATION

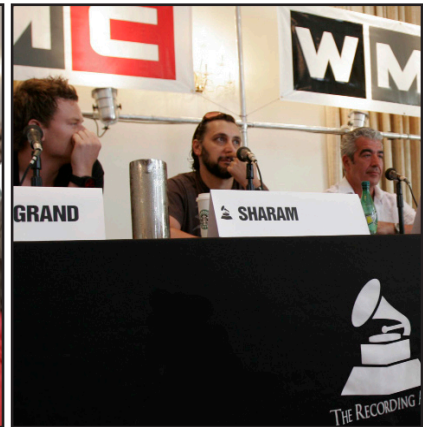


BY AGE



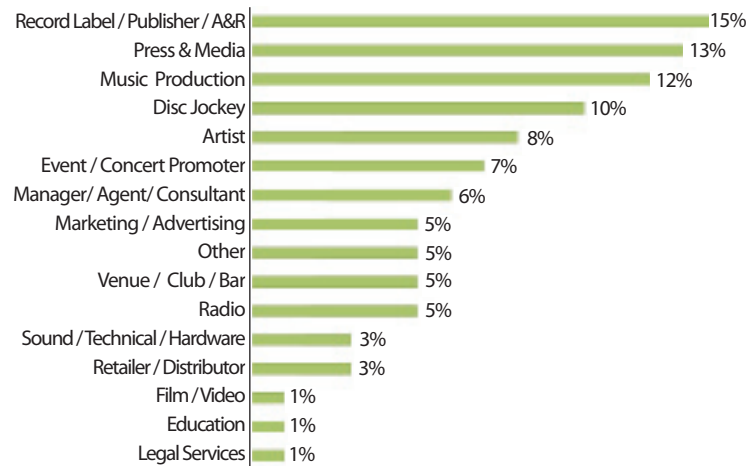
ANNUAL INCOME



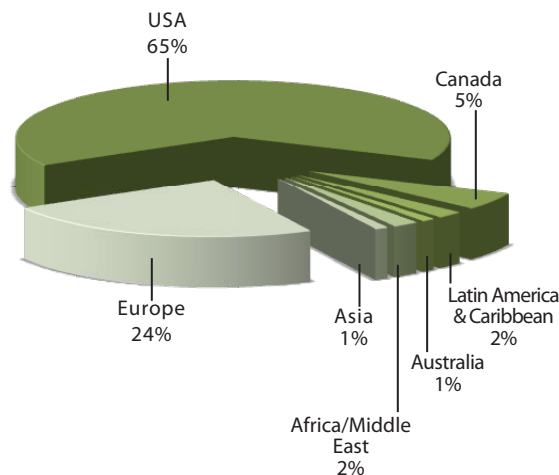


- Over 70,000 Event Attendees participated in Winter Music Conference 2009
- 3,228 Industry Delegates participated in the Winter Music Conference 2009 program
- 62 Countries of Origin

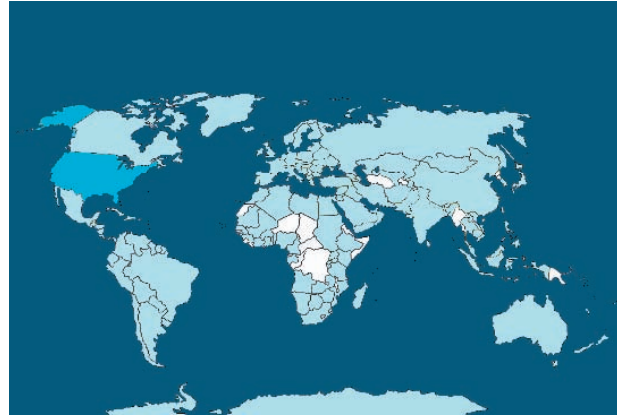
MUSIC INDUSTRY PROFESSIONALS AT WMC 2009



DELEGATES BY REGION AT WMC 2009



Winter Music Conference, in its 25th consecutive year, is one of the most publicized annual music gatherings in the world. A pivotal platform for advancement of the industry, WMC 2009 attracted 1,910 artists and DJs, 3,228 industry delegates from 62 countries and over 70,000 event attendees for a concentrated schedule of more than 500 events presented across 5 days. Music, as one of the world's most accessible cultural art forms, gives WMC the unique ability to cross economic, geographic and social boundaries.



Over 1.3 million visitors from 183 countries log on to the WMC website each year.

RANK BY COUNTRY

1. United States - 61.6521%	47. Macedonia - 0.0917%	93. Guadeloupe - 0.0128%	139. Mozambique - 0.0014%
2. United Kingdom - 4.9041%	48. Egypt - 0.0854%	94. Georgia - 0.0118	140. Faroe Islands - 0.0014%
3. Canada - 4.1090%	49. Morocco - 0.0762%	95. Vietnam - 0.0112%	141. Syria - 0.0012%
4. Netherlands - 3.2346%	50. Singapore - 0.0758%	96. Barbados - 0.0110%	142. Mongolia - 0.0012%
5. France - 2.9830%	51. Taiwan - 0.0727%	97. Andorra - 0.0106%	143. Afghanistan - 0.0012%
6. Italy - 2.7284%	52. Costa Rica - 0.0703%	98. Kenya - 0.0104%	144. Cameroon - 0.0010%
7. Germany - 2.4438%	53. United Arab Emirates - 0.0672%	99. Mauritius - 0.0100%	145. British Virgin Islands - 0.0010%
8. Spain - 2.1220%	54. Ecuador - 0.0670%	100. Paraguay - 0.0094%	146. Maldives - 0.0010%
9. Switzerland - 1.6986%	55. New Zealand - 0.0603%	101. Jordan - 0.0092%	147. Oman - 0.0010%
10. Mexico - 1.3165%	56. Malta - 0.0571%	102. Ghana - 0.0090%	148. San Marino - 0.0010%
11. Brazil - 0.7804%	57. Latvia - 0.0566%	103. Moldova - 0.0079%	149. Brunei - 0.0008%
12. Australia - 0.7126%	58. Tunisia - 0.0560%	104. Kazakhstan - 0.0075%	150. Gabon - 0.0008%
13. Bulgaria - 0.6315%	59. South Korea - 0.0528%	105. Uzbekistan - 0.0063%	151. Libya - 0.0008%
14. Poland - 0.5151%	60. Guatemala - 0.0511%	106. Monaco - 0.0063%	152. Cambodia - 0.0008%
15. Russia - 0.5035%	61. Hong Kong - 0.0497%	107. French Polynesia - 0.0061%	153. Nepal - 0.0008%
16. Argentina - 0.4905%	62. Thailand - 0.0491%	108. Bahrain - 0.0059%	154. French Guiana - 0.0008%
17. Portugal - 0.4848%	63. Aruba - 0.0473%	109. Qatar - 0.0057%	155. Macao - 0.0008%
18. Japan - 0.4628%	64. Philippines - 0.0463%	110. Albania - 0.0057%	156. Burkina Faso - 0.0006%
19. Turkey - 0.4118%	65. Estonia - 0.0442%	111. Liechtenstein - 0.0055%	157. Djibouti - 0.0006%
20. Colombia - 0.4069%	66. Panama - 0.0434%	112. Benin - 0.0055%	158. Gambia - 0.0006%
21. Belgium - 0.4037%	67. Malaysia - 0.0422%	113. Turks and Caicos Islands - 0.0051%	159. Zambia - 0.0006%
22. Ukraine - 0.3825%	68. El Salvador - 0.403%	114. New Caledonia - 0.0049%	160. Ethiopia - 0.0006%
23. Hungary - 0.3788%	69. Nigeria - 0.0377%	115. Iraq - 0.0049%	161. Armenia - 0.0006%
24. Ireland - 0.3478%	70. Saudi Arabia - 0.0371%	116. Martinique - 0.0049%	162. Fiji - 0.0006%
25. Romania - 0.3362%	72. Indonesia - 0.0359%	117. Azerbaijan - 0.0043%	163. Togo - 0.0004%
26. Austria - 0.3285%	71. Cayman Islands - 0.0359%	118. Antigua and Barbuda - 0.0041%	164. Solomon Islands - 0.0004%
27. Sweden - 0.2955%	73. Algeria - 0.0326%	119. Haiti - 0.0035%	165. Madagascar - 0.0004%
28. Greece - 0.2675%	74. Cyprus - 0.0279%	120. Senegal - 0.0033%	166. Laos - 0.0004%
29. Puerto Rico - 0.2649%	75. Lebanon - 0.0269%	121. Bangladesh - 0.0031%	167. Anguilla - 0.0004%
30. Venezuela - 0.2480%	76. Luxembourg - 0.0255%	122. Grenada - 0.0029%	168. Mauritania - 0.0004%
31. Slovenia - 0.1724%	77. Bahamas - 0.0247%	123. U.S. Virgin Islands - 0.0029%	169. Greenland - 0.0004%
32. Norway - 0.1653%	78. Bolivia - 0.0242%	124. Gibraltar - 0.0026%	170. Yemen - 0.0004%
33. Denmark - 0.1441%	79. Uruguay - 0.0238%	125. Botswana - 0.0026%	171. Seychelles - 0.0004%
34. Chile - 0.1375%	80. Bosnia and Herzegovina - 0.0224%	126. Dominica - 0.0026%	172. Rwanda - 0.0004%
35. Israel - 0.1322%	81. Trinidad and Tobago - 0.0202%	127. Angola - 0.0024%	173. Namibia - 0.0004%
36. Peru - 0.1318%	82. Ivory Coast - 0.0190%	128. Uganda - 0.0022%	174. Sudan - 0.0004%
37. Czech Republic - 0.1300%	83. Honduras - 0.0187%	129. Reunion - 0.0022%	175. Tajikistan - 0.0002%
38. South Africa - 0.1278%	84. Netherlands Antilles - 0.0181%	130. Saint Kitts and Nevis - 0.0022%	176. Swaziland - 0.0002%
39. China - 0.1235%	85. Iceland - 0.0171%	131. Cuba - 0.0022%	177. Tonga - 0.0002%
40. Croatia - 0.1221%	86. Belarus - 0.0169%	132. Sri Lanka - 0.0022%	178. Guyana - 0.0002%
41. Lithuania - 0.1190%	87. Jamaica - 0.0165%	133. Saint Lucia - 0.0020%	179. Palestinian Territory - 0.0002%
42. Dominican Republic - 0.1147%	88. Pakistan - 0.0163%	134. Belize - 0.0020%	180. Lesotho - 0.0002%
43. India - 0.1113%	89. Bermuda - 0.0159%	135. Guam - 0.0018%	181. Saint Vincent & the Grenadines - 0.0002%
44. Finland - 0.1017%	90. Nicaragua - 0.0145%	136. Mali - 0.0016%	182. Zimbabwe - 0.0002%
45. Slovakia - 0.0966%	91. Iran - 0.0143%	137. Tanzania - 0.0016%	183. Guinea - 0.0002%
46. Serbia and Montenegro - 0.0945%	92. Kuwait - 0.0132%	138. Suriname - 0.0014%	



WMC, which started primarily as a dance music gathering, has grown to become a melting pot of vmusical genres, where everything from hip hop to electro to indie rock is being properly represented.

URB Magazine, March 2009

"I'm on such a high," said Fergie, who tours with the (Black Eyed) Peas this summer. "The Winter Music Conference is so great. People in Miami are on fire. They're so energetic -- we're having a great time."

Fergie quoted in the Miami Herald, April 2009

Credit crunch be damned-there are more parties than ever happening in Miami for this year's Winter Music Conference- it's an embarrassment of riches! Whether you want poolside schmoozing, dark room techno raving, hands-in-the-air festival moments or beach party bedlam, you'll find it all here-crammed into Miami's unbeatable WMC week.



DJ Mag, March 2009

With everything from parties, lessons, workshops and general feel good attitude there is something for everyone. This is not a national event but an international event with the best DJs from around the world.

Examiner.com, March 2009

I think a lot of people save up all year and curb their other activities to be able to come to the conference. For dance music in America, this has really become one of the meccas to see artists they don't get to see.



Josh Wink quoted in the Miami Herald, March 2009

The Winter Music Conference is best-known for perennially drawing the world's most famous DJs and dance-music acts to Miami in late March for a week of craziness unlike any other, in any place, throughout the year.

Michael Hamersly, Miami Herald, March 2009

For one week in March, Miami welcomed dance-music fans from around the globe to the Winter Music Conference with enough parties to make a Vegas New Year's look as lame as a junior-high formal. DJs, producers and industry insiders alike took over South Beach to network, listen to the newest tunes and party their asses off.



Deanna Rilling, Las Vegas Weekly, April 2009

March, for instance, is the biggest month for the city in terms of music, with the Winter Music Conference opening its doors. A celebration of electronic music, it is the biggest event of its kind in the world and was established back in 1985. The conference lasts for a week and attracts thousands of industry professionals keen to network. Although the main event is primarily open to the music experts - such as DJs and record label representatives - it also attracts thousands of clubbers who come to experience the new music on offer.

Best Syndication.com, May 2009

Miami's probably one of the most important places for dance music, quite simply because of the Winter Music Conference. You have people from all around the globe, all the different music territories flying in to talk business and of course to party. You probably get more work done in one week in Miami than you do all year round...it's the perfect location, I couldn't imagine having the Conference anywhere else but Miami. Hot weather, gorgeous scenery, amazing clubs, exciting crowds and of course beautiful people.



Fedde le Grand quoted in Miami New Times, November 2008



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 www.WinterMusicConference.com

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WMC Media Placements	Some minimum 5	Some minimum 10	All
Embroidered Logo on Sample Sack	•	•	•
The List Website Index Page			•
Guide Publication Masthead	•	•	•
The List Update Weekly Emails	One	Some minimum 3	All
The List Publication Masthead			•
The Guide Publication Ad	1/2 Page Color	Full Color Page	Full Color Info Page
The List Publication Ad	1/2 Page Color	Full Color Page	Full Color Info Page
WMC Website Index Page Banner Ad			VIP Double Rotational
Light Pole Banners			• minimum 20
IDMA Program			•
Designated IDMA Award Category & On-Stage Presentation Opportunity			•
BRAND RECOGNITION			
Lanyard			Option
Step and Repeat			Dedicated Event/Location
Industry Category Exclusivity			•
First Refusal, exclusivity for multiple years			•
SAMPLING			
Sample Sack Insert	•	•	•
On-Site Sampling / Distribution			•
VIP Gift Bag Item	•	•	•
SPECIFIC VALUE RETURN			
Delegate Registrations	4	6	10
VIP Access to Industry Receptions	•	•	•

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WMC Media Placements	All/Hierarchal Placement
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Guide Publication Cover	
Guide Publication Masthead	Hierarchal Placement
The Guide Publication Ad	Two Page Spread
The List Update Weekly Emails	All/Hierarchal Placement
The List Publication Cover	
The List Publication Masthead	Hierarchal Placement
The List Publication Ad	Two Page Spread
WMC Website Index Page Banner Ad	Premium Full Rotation
Banner Placement Daytime Poolside Stage	Poolside Banner
Light Pole Banners	Minimum 40
IDMA Program	Hierarchal Sponsor Placement
IDMA On Screen Video Reel	
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Lanyard	Option
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Step and Repeat	Dedicated Event/Location
Category Exclusivity	
First Refusal, exclusivity for multiple years	

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