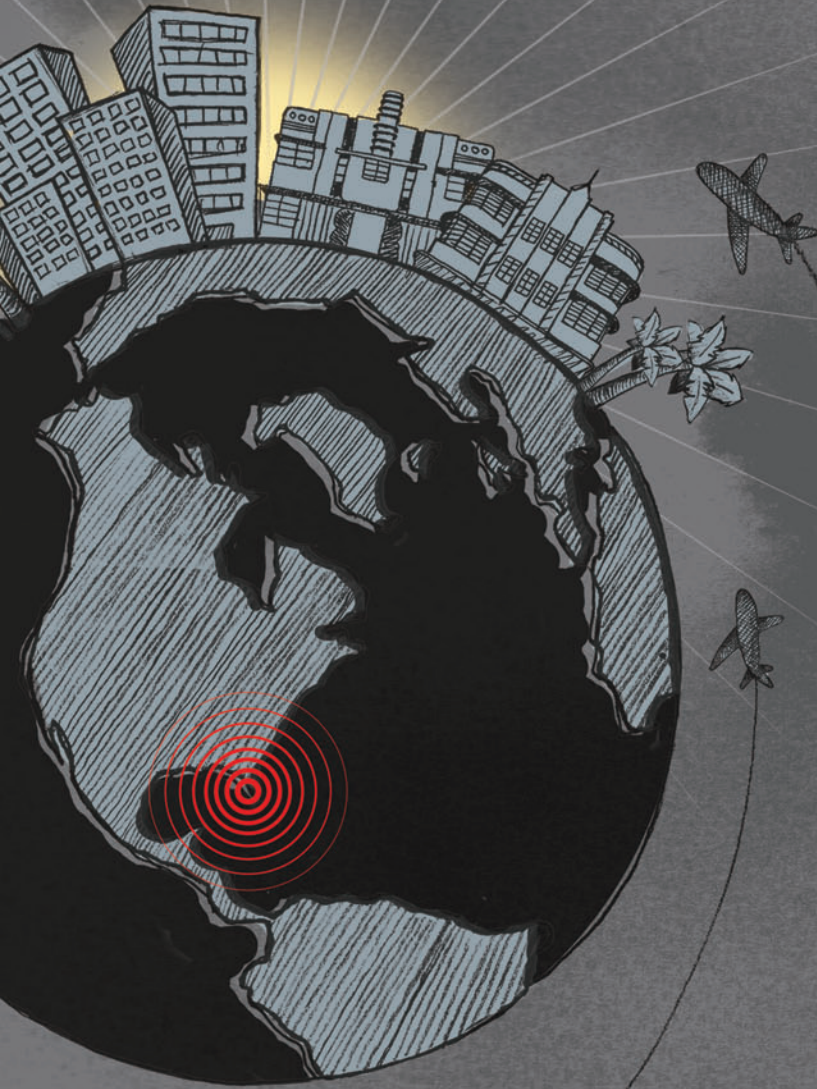




WINTER MUSIC CONFERENCE

March 16 - 25, 2012 Miami Beach



Sponsorship
Opportunities

WMC Group Assets



Winter Music Conference

- Over 100,000 event attendees participate annually in the WMC program
- As one of the most publicized annual events on the music industry calendar, WMC generates billions of media impressions each year
- Industry delegates from 70 countries participate in WMC each year
- 47 industry seminars, panels and workshops featured as part of the WMC 2011 program
- 597 accredited journalists attended WMC 2011
- 406 events presented at 89 venues in Miami Beach and Miami during WMC 2011
- 1,400+ artists and DJs performed during WMC 2011 week in Miami and Miami Beach

WinterMusicConference.com

- Over two million visitors from 206 countries and territories log on to the WMC website each year
- Over 200,000 email subscribers
- 42 official press releases and updates serviced as part of the WMC 2011 media campaign



IDMA

- As one of the most anticipated annual events on the global music calendar (and the only longstanding awards event dedicated to the dance and electronic music industry) the IDMAs generate over two million votes from music enthusiasts in 206 countries and territories every year to honor exceptional achievements in 56 award categories
- The awards event is an industry program highlight at the epicenter of WMC week
- Another unique aspect of the IDMAs is the convergence of industry legends and emerging talent alike
- As part of its mission statement to serve as a platform for the advancement of the industry, the IDMAs place particular emphasis on innovative artists and industry
- An essential platform for career launching appearances



The List Online

- The most comprehensive, accurate, and definitive online resource for WMC events attracting over 100,000 event attendees each year
- Weekly updates culminating in 400+ event listings highlighting over 1,400 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
- 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 27th consecutive year, is one of the most publicized annual music gatherings in the world. A pivotal platform for the advancement of the industry, WMC attracts thousands of artists and music industry delegates from 70 countries and over 100,000 event attendees each year for a concentrated schedule of more than 400 events, parties, seminars and workshops.

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

- During the annual season from October to March, WMC generates a daily average of over 8 million unique viewer media impressions and more than 95 million total media impressions worldwide per day.
- 2,000,000+ visitors from 206 countries and territories log on to the WMC website annually between October and March.
- 100,000+ event attendees each year.
- Thousands of music industry delegates attend WMC each year from 70 countries.
- Over 1,400 artists and DJs performed during the 26th Annual WMC week in Miami & Miami Beach.
- 403 total events were presented at 89 venues during the WMC 2011 week in Miami & Miami Beach.
- 597 Accredited Journalists participated in the WMC 2011 program.
- 47 Industry Panels, Seminars & Workshops presented at WMC 2011.

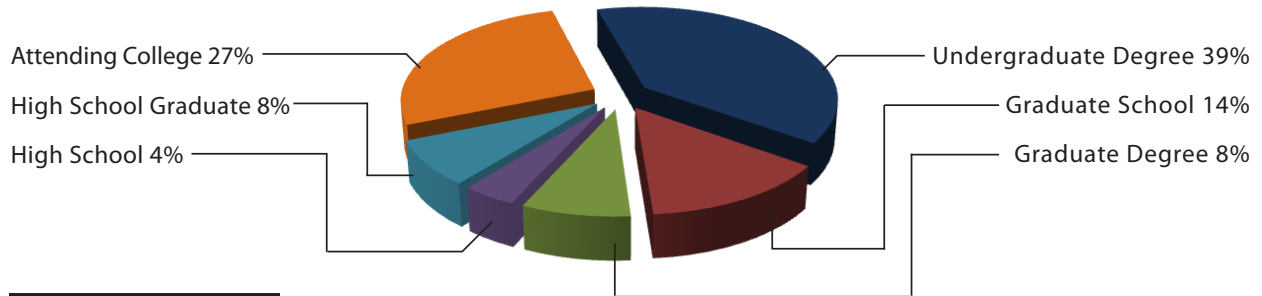
“...as the WMC demonstrates, dance music retains a powerful allure among brands looking to connect with young, engaged consumers.”

Kerri Mason, Billboard Magazine

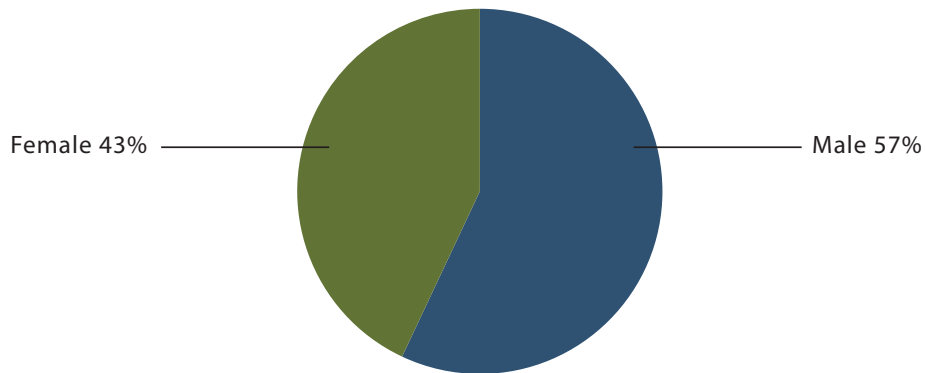


Over 100,000 event attendees participate in Winter Music Conference each year

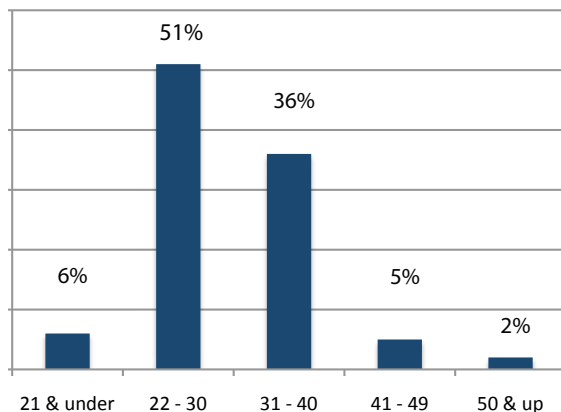
Level of Education



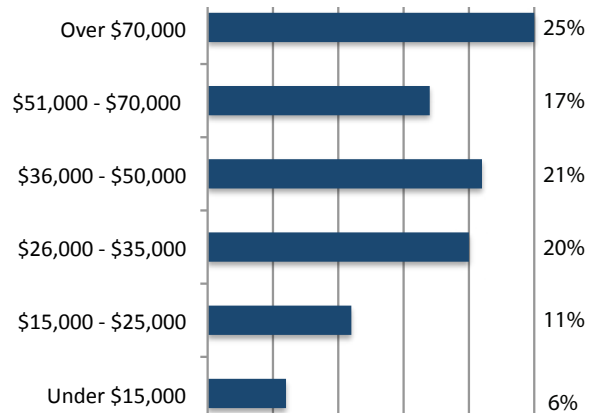
Gender



By Age



Annual Income



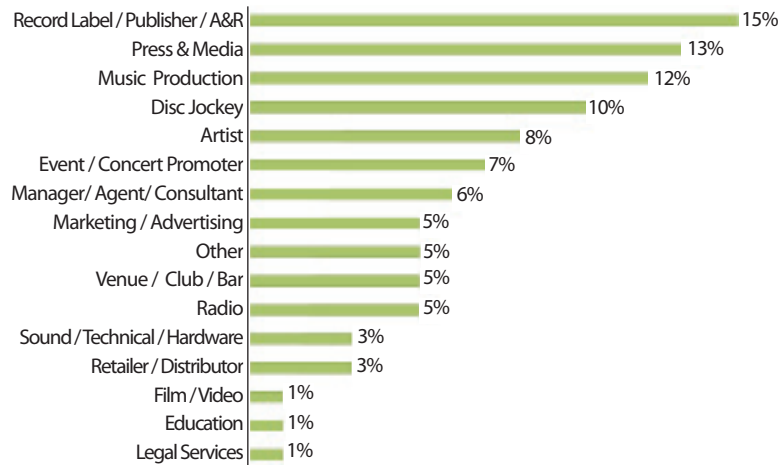
INDUSTRY DELEGATES AT WMC

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 www.WinterMusicConference.com

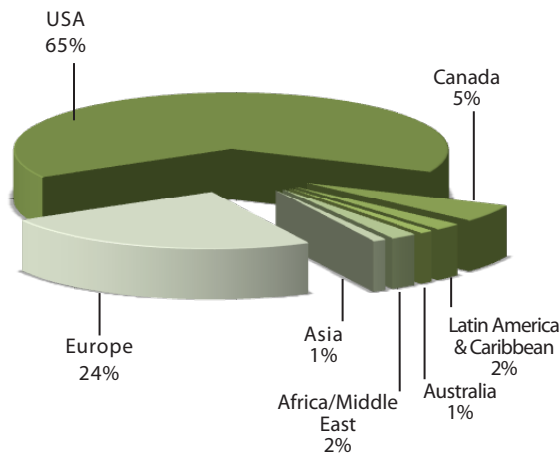


Thousands of music industry delegates participate in the Winter Music Conference program each year.

MUSIC INDUSTRY PROFESSIONALS AT WMC 2011

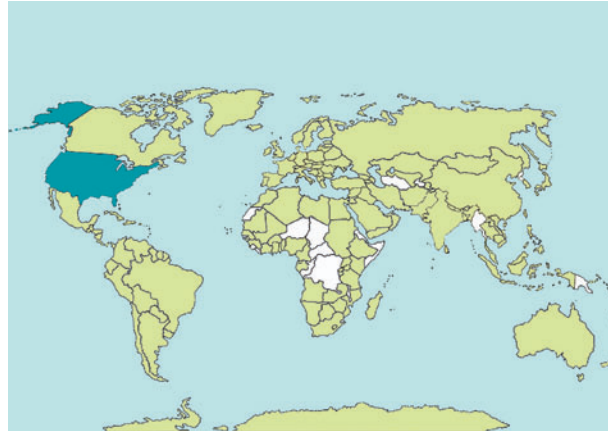


DELEGATES BY REGION AT WMC 2011



Winter Music Conference, in its 27th consecutive year, is one of the most publicized annual music gatherings in the world. A pivotal platform for the advancement of the industry, WMC attracts thousands of artists and music industry delegates from 70 countries and over 100,000 event attendees each year for a concentrated schedule of more than 400 events, parties, seminars and workshops.

Over 2 million visitors from 206 countries and territories log on to the WMC website each year.



RANK BY COUNTRY & TERRITORY

1. United States - 54.8464 %	53. Ecuador - 0.1164 %	105. Sri Lanka - 0.014 %	157. Turks and Caicos Islands - 0.0019 %
2. United Kingdom - 5.6275 %	54. Indonesia - 0.1056 %	106. Nicaragua - 0.0139 %	158. Mauritania - 0.0018 %
3. Canada - 4.8864 %	55. New Zealand - 0.1046 %	107. Syria - 0.0137 %	159. Namibia - 0.0018 %
4. Italy - 3.9872 %	56. Macedonia [FYROM] - 0.0994 %	108. Paraguay - 0.0136 %	160. Sudan - 0.0018 %
5. France - 2.9397 %	57. Latvia - 0.092 %	109. Montenegro - 0.0122 %	161. Antigua and Barbuda - 0.0017 %
6. Germany - 2.5149 %	58. Algeria - 0.0887 %	110. Angola - 0.0115 %	162. Liechtenstein - 0.0015 %
7. Netherlands - 2.1306 %	59. Estonia - 0.0852 %	111. Guadeloupe - 0.0105 %	163. Kyrgyzstan - 0.0014 %
8. Russia - 1.3986 %	60. Costa Rica - 0.0848 %	112. Azerbaijan - 0.01 %	164. St Lucia - 0.0014 %
9. Spain - 1.3856 %	61. Dominican Republic - 0.0841 %	113. Iraq - 0.0099 %	165. St Vincent & Grenadines - 0.0013 %
10. Mexico - 1.278 %	62. Philippines - 0.0803 %	114. Martinique - 0.0098 %	166. New Caledonia - 0.0013 %
11. Australia - 1.18 %	63. Belarus - 0.0792 %	115. Armenia - 0.0095 %	167. Faroe Islands - 0.0013 %
12. Brazil - 1.0715 %	64. Thailand - 0.079 %	116. Bangladesh - 0.0095 %	168. Anguilla - 0.0012 %
13. Switzerland - 0.9465 %	65. Hong Kong - 0.0772 %	117. Benin - 0.0083 %	169. Seychelles - 0.0012 %
14. Belgium - 0.7984 %	66. South Korea - 0.0733 %	118. Guyana - 0.0081 %	170. Cuba - 0.0012 %
15. Sweden - 0.7848 %	67. Cyprus - 0.0712 %	119. Haiti - 0.0076 %	171. Yemen - 0.001 %
16. Poland - 0.7102 %	68. Malta - 0.0706 %	120. Monaco - 0.0074 %	172. Tajikistan - 0.001 %
17. Ukraine - 0.5932 %	69. Saudi Arabia - 0.0702 %	121. Barbados - 0.0071 %	173. Madagascar - 0.0009 %
18. India - 0.5787 %	70. Lebanon - 0.0702 %	122. Cambodia - 0.0071 %	174. Equatorial Guinea - 0.0008 %
19. Portugal - 0.5647 %	71. Guatemala - 0.0689 %	123. Libya - 0.0068 %	175. Gambia - 0.0008 %
20. Hungary - 0.5307 %	72. Iran - 0.0577 %	124. Bermuda - 0.0062 %	176. San Marino - 0.0008 %
21. Japan - 0.4991 %	73. Nigeria - 0.0571 %	125. Suriname - 0.0057 %	177. Rwanda - 0.0008 %
22. Colombia - 0.4959 %	74. Panama - 0.0558 %	126. Oman - 0.0057 %	178. Ethiopia - 0.0006 %
23. Greece - 0.4663 %	75. Pakistan - 0.055 %	127. Gibraltar - 0.0052 %	179. Zambia - 0.0006 %
24. Romania - 0.4613 %	76. Moldova - 0.0501 %	128. British Virgin Islands - 0.0052 %	180. French Guiana - 0.0006 %
25. Argentina - 0.4516 %	77. Bosnia and Herzegovina - 0.0464 %	129. Mongolia - 0.0051 %	181. Fiji - 0.0005 %
26. South Africa - 0.432 %	78. Luxembourg - 0.0376 %	130. Palestinian Territories - 0.0049 %	182. Timor-Leste - 0.0004 %
27. Slovakia - 0.3916 %	79. Trinidad and Tobago - 0.0362 %	131. Réunion - 0.0045 %	183. Malawi - 0.0004 %
28. Austria - 0.3666 %	80. Vietnam - 0.0361 %	132. Guernsey - 0.0045 %	184. Cape Verde - 0.0004 %
29. Turkey - 0.3194 %	81. Mauritius - 0.0349 %	133. U.S. Virgin Islands - 0.004 %	185. Åland Islands - 0.0004 %
30. Czech Republic - 0.3159 %	82. Aruba - 0.0348 %	134. Guam - 0.004 %	186. Liberia - 0.0003 %
31. Ireland - 0.3057 %	83. Jordan - 0.0338 %	135. Mozambique - 0.0039 %	187. Sierra Leone - 0.0003 %
32. Bulgaria - 0.2877 %	84. Netherlands Antilles - 0.0334 %	136. Uzbekistan - 0.0036 %	188. Micronesia - 0.0003 %
33. Norway - 0.2592 %	85. Honduras - 0.0319 %	137. Zimbabwe - 0.0035 %	189. Greenland - 0.0002 %
34. Egypt - 0.2343 %	86. El Salvador - 0.0314 %	138. Uganda - 0.0035 %	190. Palau - 0.0002 %
35. Denmark - 0.2259 %	87. Bolivia - 0.0293 %	139. Isle of Man - 0.0032 %	191. Congo [DRC] - 0.0002 %
36. Croatia - 0.2249 %	88. Albania - 0.0285 %	140. Macau - 0.0031 %	192. Gabon - 0.0002 %
37. Finland - 0.2105 %	89. Kazakhstan - 0.0283 %	141. Lesotho - 0.0028 %	193. Grenada - 0.0002 %
38. Venezuela - 0.1925 %	90. Senegal - 0.0281 %	142. Maldives - 0.0028 %	194. Djibouti - 0.0002 %
39. Serbia - 0.1848 %	91. Kuwait - 0.0271 %	143. Dominica - 0.0027 %	195. Laos - 0.0002 %
40. Israel - 0.1823 %	92. Côte d'Ivoire - 0.0259 %	144. Andorra - 0.0027 %	196. Falkland Islands - 0.0001 %
41. Lithuania - 0.176 %	93. Uruguay - 0.0247 %	145. Swaziland - 0.0027 %	197. Papua New Guinea - 0.0001 %
42. Slovenia - 0.1752 %	94. Cayman Islands - 0.0241 %	146. Nepal - 0.0026 %	198. Somalia - 0.0001 %
43. United Arab Emirates - 0.1683 %	95. Qatar - 0.0225 %	147. Burkina Faso - 0.0024 %	199. Niger - 0.0001 %
44. Morocco - 0.1671 %	96. Jamaica - 0.0215 %	148. Brunei - 0.0024 %	200. Guinea-Bissau - 0.0001 %
45. Peru - 0.1533 %	97. Georgia - 0.0215 %	149. Belize - 0.0024 %	201. Burundi - 0.0001 %
46. Puerto Rico - 0.1466 %	98. Ghana - 0.0195 %	150. Cameroon - 0.0024 %	202. Vatican City - 0.0001 %
47. China - 0.1404 %	99. Iceland - 0.0169 %	151. French Polynesia - 0.0023 %	203. Northern Mariana Islands - 0.0001 %
48. Malaysia - 0.137 %	100. Bahrain - 0.0164 %	152. Saint Kitts and Nevis - 0.0022 %	204. Mali - 0.0001 %
49. Chile - 0.1347 %	101. Kenya - 0.016 %	153. Togo - 0.0022 %	205. Saint Pierre and Miquelon - 0.0001 %
50. Tunisia - 0.1309 %	102. Bahamas - 0.016 %	154. Tanzania - 0.0019 %	206. Turkmenistan - 0.0001 %
51. Singapore - 0.1256 %	103. Jersey - 0.0147 %	155. Myanmar [Burma] - 0.0019 %	
52. Taiwan - 0.1167 %	104. Botswana - 0.0144 %	156. Afghanistan - 0.0019 %	



WMC is a big thing for me, for every DJ, for every producer and every artist appreciating music/dance music. It's an honor for me to be asked to be on a panel. I did it and it went really well. Good questions, good conversations. It was beautiful.

Red One, March, 2011

This has been the best year for business and crazy partying... One of my favorite parts of WMC is the panels, they are great places to network with producers and also speak to people who rate your work and have come to pick your brains.

Marc JB from Bimbo Jones, March 21, 2011

The Winter Music Conference, in Miami Beach is an annual weeklong event that can only be explained as the Olympics for DJs and clubbers alike. Nowhere else on the planet and at no other time, can you find more DJs and parties to attend in a single week. This is where electronic music artists come from all over the world to give fans and colleagues a taste of the music they have been preparing.

House Music TV.com, March 2011

One of the most important stateside events on the dance music calendar, Miami's Winter Music Conference will be celebrating its 26th edition in 2011. Having grown from humble beginnings, it's become an essential stop for artists, partygoers, promoters and labels.

Resident Advisor, January 2011

The Hippest electronic music lovers from all over the world descend upon South Beach every year to experience Winter Music Conference. If you've never attended this annual event, and you consider yourself a trendsetter who knows what's hot before everyone else, than this is definitely something you want to experience... Over its long history WMC has been known by industry insiders and fans as the event for those who are launching new music, technology and trends in the music business. The conference is a huge platform for underground artists from over 70 different countries and it's also popular with electronic companies who want to unveil new developments.

Sheri Elfman, Edge New York.com, March 2011

Sun, sea, sand and sex is in the air, excitement is paramount and in this climate, new movements, ideas and alliances are forged. 26 years on, and the WMC's import is undimmed.

Ben Murphy, DJ Mag UK, March 2011

Winter Music Conference is a weeklong cultural celebration... From VIP Music Lounges to huge nightclubs to small 'in-stores' and poolside performances, WMC is not about one event or one DJ. WMC is the bigger picture.

MTV News, November 2010

Winter Music Conference v. 2011 opened its doors today at the Miami Beach Convention Center, and you only needed to follow the sound of thumping bass to find the exhibit hall, where we parked ourselves at our booth surrounded by Pioneer, Virtual DJ, Beamz Interactive, Best Buy, ILio, and Lifebeat, among others.

Brian O'Connor, DJ Times, March 2011

In the past, a lot less focus [during WMC] was on the music. This year, they were really into listening and learning. EDM is coming into its own. Things are changing so fast. We used to say dance music was the music of tomorrow. Well, tomorrow is now.

Kristine W quoted on BeachMonkey.com, March 2011

Every March, the beautiful people like Madonna and Diddy and Karl Lagerfeld head down to Miami to join the gods of electronic dance music. They come to Miami to check out the huge electronic music festival: The Winter Music Conference. The Winter Music Conference is a little like the Cannes Film Festival of Electronica.

Sami Yenigum, NPR Music, March 2011

A WMC week of parties that are largely an all-American affair, harking back to the roots of the conference as a focal point for the US dance industry, a long-slumbering beast that has recently awoken to flex its might once again.

Ben Arnold, DJ Mag UK, March 2011

During WMC, more than 500 annual industry gatherings and performance events boast one of the most sought after aggregations of legendary and emerging artists to be found in the world. WMC's drawing power for assembling innovative music professionals and launching effective global campaigns is demonstrated year after year with career-launching performances and new releases by artists that have historically included Lady Gaga (WMC 2008), Rihanna (WMC 2006), the black Eyed Peas (WMC 2009) and featured appearances in 2010 by artists like Deadmau5 and Grammy winner David Guetta, amongst hundred others.

Corriente Latina.com, March 2011

I'm in Miami, the Winter Music Conference is in high gear, and I'm ready to dance.

Mickey Weems, Edge Boston, March 2011

Winter Music Conference: Ground zero for electronic dance music creators and fans from around the globe, the Fort Lauderdale-based WMC sets up shop at the Miami Beach Convention center for serious-minded seminars and networking opportunities.

Sun Sentinel, March 2011

I've been going to WMC for several years. I treat it more as a kind of reunion of friends.

A-Trak, quoted in DJ Mag UK, March 2011

Relationships are forged, deals are struck and some of the biggest records of the year are debuted at the Miami Winter Music Conference.

Frommers

... Miami is one of my favorite cities to visit. It's beautiful here... I'm coming back for the International Dance Music Awards and the Winter Music Conference.

Mya, Aol Music, March 2011

In addition to panels, showcases and parties galore, this year's conference will feature the "WMC Experience" that will feature "nearly unlimited opportunities for expansion and growth with its move to the Miami Beach Convention Center in the midst of South Beach.

Big Shot, March 2011



	Bronze \$10,000	Silver \$15,000	Gold \$25,000
VISUAL PRESENCE			
Website Sponsor Page	●	●	●
WMC Website Home Page	●	●	●
WMC Email Promotions	Minimum 5	Minimum 10	All
WMC Media Placements	Minimum 5	Minimum 10	All
Logo Placement on Sample Sack	●	●	●
The List Website Index Page			●
Guide Publication Masthead	●	●	●
The List Update Weekly Emails	One	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 / Exhibition	●	●	●
VIP Gift Bag Item	●	●	●
SPECIFIC VALUE RETURN			
Delegate Registrations	4	6	10
VIP Access to Industry Receptions	●	●	●

CORPORATE SPONSORSHIP OPPORTUNITIES

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

PRESENTING & TITLE SPONSORSHIP DETAILS AVAILABLE UPON REQUEST

PLATINUM SPONSOR
\$50,000



VISUAL PRESENCE

Website Sponsor Page	Hierarchal Position
WMC Website Homepage	Hierarchal Placement
WMC Email Promotions	All/Hierarchal Placement
WMC Media Placements	All/Hierarchal Placement
Logo Placement on Sample Sack	Hierarchal Placement
The List Website Index Page	Hierarchal Placement
Guide Publication Masthead	Hierarchal Placement
The Guide Publication Ad	Two Page Spread
The List Update Weekly Emails	All/Hierarchal Placement
The List Publication Masthead	Hierarchal Placement
The List Publication Ad	Two Page Spread
WMC Website Index Page Banner Ad	Premium Full Rotation
Light Pole Banners	Minimum 40
IDMA Program	Hierarchal Sponsor Placement
IDMA On Stage Verbal Recognition	●
DVD Wall Sponsor Loop	●
Designated IDMA Award Category	●
IDMA On Stage Presentation Opportunity	●
Branded VIP Hospitality or Press Reception	●
VIP Gift Bag Provider	Option

BRAND RECOGNITION

Lanyard	Option
Step and Repeat	Dedicated Event/Location
Category Exclusivity	●
First Refusal, exclusivity for multiple years	●

SAMPLING

Sample Sack Insert	●
On-Site Sampling / Distribution	●
VIP Gift Bag Item	●

SPECIFIC VALUE RETURN

Email blast of Sponsor advertorial to WMC & The List subscriber base	●
Delegate Registrations	●
VIP Access to Industry Receptions	●