



**EUROSONIC
NOORDERSLAG**

**WE 12TH 13TH FR 14TH SA 15TH
ES ES NS
JANUARY 2011**

www.eurosonic-noorderslag.nl

PROMOTIONAL OPPORTUNITIES 2011



**THE EUROPEAN MUSIC CONFERENCE
AND SHOWCASE FESTIVAL.**

EuroSonic Noorderslag offers companies the possibility to present themselves on two levels; to the top of the international music industry (business-to-business) and to the audience of the festivals (business-to-consumers).

Please note that the promotional opportunities below are standard packages. Feel free to contact our sales department to see if there are any combinations or customized opportunities to get most out of it for your company.



EUROSONIC NOORDERSLAG

edition 2010 in numbers

Festival visitors	18,000 (sold out)
Conference visitors	2,800 (sold out)
Nationalities	34
Artists	259
Journalists & Media	183
EBU radio stations	24
ETEP festivals	59
International festivals	237
Number of stages @ EuroSonic	31
Number of stages @ Noorderslag	10

Taking place in Groningen, the Netherlands on 12, 13, 14 and 15 January 2011, EuroSonic Noorderslag is your chance to see around 260 bands and acts in action, and the best way of touching base with the international music industry. A festival at night and a music conference featuring more than 2800 professional participants during the day, the event is a fine opportunity to check out the best upcoming talent from all over Europe and to team up with your colleagues.



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SPONSORING A DRINK

During daytime we offer various opportunities to invite your relations for an exclusive meeting or reception, where you offer your contacts a drink and present your company or products to your invitees. Depending on your wishes regarding location, food and drink and the technical requirements, prices for offering a drink start at 2500,- euro. If you want something different, we can organise a reception on board of a ship sailing the canals of Groningen.



SPONSORING A DINNER

In the evenings we organise various dinners for specific groups of conference participants. Best known are the ETEP dinner, for the representatives of the big European festivals, the Trade Dinner for the Dutch music industry, the Club Dinner for all the managers and programmers of the Dutch venues and clubs and the 2 musicXport.nl dinners. You can be an exclusive or a co-sponsor for one of these dinners, or we can organise an exclusive dinner especially for you and your contacts.



SPONSORING AN AWARD

EuroSonic Noorderslag is the home of various prestigious international awards. Get in touch with our sales team if you are interested to discuss sponsoring The Interactive Award, The European Border Breakers Awards or the European Festival Awards.



SPONSORING A BREAKFAST OR A LUNCH

If you prefer to do your business earlier in the day, we can set up a breakfast or lunch for your relations in the Oosterpoort, the central congress building.



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CONFERENCE GUIDE ADVERTISEMENTS

The conference guide is the most important source of information for all participants during the conference, containing complete timetables and descriptions of the conference program and full info on the line-up of both the festivals (EuroSonic and Noorderslag), as well as useful information for a pleasant stay in Groningen. The complete alphabetical list of all conference participants makes the conference guide a book that's used throughout the year. An advertisement in the conference guide will be seen for a whole year. About 2800 copies of the guide are provided to the professionals of the national and international music business present at the conference 2011. An advertisement (full colour or b/w) in the conference guide costs 1250,- euro.

SPECS:

Size: 165 mm x 230 mm, portait, 3 mm bleed

Colours: CMYK, pictures: 300 DPI.

Deliver as PDF, EPS or TIFF file.

Deadline advertisement materials delivery:

14 December 2010



GOODY BAG

All conference participants receive a high quality goody bag containing useful items and info. You can have promotional material or a product of your company inserted in the 3000 goody bags for the price of 900,- euro (3000 inserts in total). Maximum size is approx. 350 mm x 300 mm. For items thicker than 1.5 centimetres, we have to charge you an additional amount.

After booking you will receive all the details for delivery of the goods. Delivery place is Groningen and the deadline will be around the first week of January 2011.

For lasting exposure, you can have your logo printed or embroidered on the bag.

Depending on size and colours the prices is about 5000,- euro.



BADGE/LANYARDS

A great way to gain exposure for your company is to sponsor our badge, as all professionals wear this for identification purposes). You can be the sponsor of this badge. This strip advertisement on the front or the backside of the badge costs 4000,- euro. These badges are attached to lanyards, which can be sponsored exclusively for 4000,- euro. Sponsoring the badge or lanyard means that all 2800 participants will be wearing your company name or logo during the three days of the conference.

CONTACT

sales@noorderslag.nl

Dennis at Daily Productions,
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dennis@daily.nl





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SPONSORING A HALL

During the EuroSonic Noorderslag conference around 100 panel discussions, key notes, industry meetings and other meetings are held in several halls and auditoriums inside De Oosterpoort venue. Depending on your wishes and the possibilities of the venue, sponsoring a hall or auditorium during the seminar costs approximately 5000,- For more information please get in touch.



YOUR ADVERTISEMENT ON THE SPECIAL CONFERENCE DAY PROGRAM OR THE DAILY EVENING PROGRAMS WITH SITEMAP

During the event we make time-tables for the seminar (2800 copies) containing the program and a site map – and room for your advertisement.

The size of this time-tables is A4 (210x297cm). The prices of advertisement space are 600,- for a halFSIZE advertisement and 1000,- for a fullsize advertisement (A4).



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WEB ADVERTISEMENT

It's possible to put a skyscraper (120x600 pixels) on the rightside of the frontpage of our website (<http://www.eurosonic-noorderslag.nl>). This skyscraper has a wide reach of target groups and is the only unique advertisement on the website.

The peak price is 1500,- a week for a 'Shared Duo skyscraper' and 3500,- a week for a 'Single skyscraper'. With a 'Shared Duo skyscraper' you'll share the skyscraper with another advertiser and it will change every 4 seconds. With the 'Single Skyscraper' you're the only one advertising on the skyscraper.



PERIOD SHARED DUO SKYSCRAPER SINGLE SKYSCRAPER % FROM PEAK PRICES

Untill 27/12	600,-	1400,-	40%
27/12 – 03/01	1200,-	2800,-	80%
03/01 – 10/01	1275,-	2975,-	85%
10/01 – 17/01	1500,-	3500,-	100%
17/01 – 24/01	1125,-	2625,-	75%
After 24/01	450,-	1050,-	30%

YOUR BANNER ON THE FRONT OF THE CONFERENCE CENTRE

For great exposure you can have your banner put above the entrance of the Oosterpoort.

Price for one banner (5.25 X 3.1 meters) including production costs is 4000,- (exclusive manufacturing and/ or transport).



SPONSORING THE NETWORK LOUNGE, A SHUTTLE BUS OR A HOTEL BOAT

The network lounge is a central point during the conference. It is an excellent place for networking, to login to the computers available there and to relax for a while. Shuttle buses take conference participants and festival audiences to venues and hotels during the whole event. To provide a place to sleep for everyone coming to EuroSonic Noorderslag in a city with limited hotel capacity, we charter hotel boats. All these locations can be sponsored.



A0 POSTERS

Put a number of A0 posters in frames in the conference building on special spots: 250,- per poster.





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WRISTBAND

Both audience and professionals will be wearing our EuroSonic Noorderslag wristband that gives them access to the venues, often worn long after the event. You can have your logo put on this wristband.



SPONSORING A FESTIVAL VENUE

You can sponsor or host one of the 30 festival venues.

SPECIAL PROJECTS

In this brochure we offered you several possibilities to promote your company to the visitors of EuroSonic Noorderslag. We are sure that you can come up with far more creative ideas. Don't hesitate to present and discuss these ideas with us.

BUSINESS-TO-CONSUMERS OPPORTUNITIES

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