

mondo.NYC.

MONDO 2020 MARKETING OPPORTUNITIES Williamsburg, Brooklyn, October 13-16, 2020

About Mondo.NYC

Celebrating its fifth anniversary in 2020, Mondo.NYC is a festival and global business conference of music and tech industry insiders and innovators, emerging artists and their fans. Mondo connects creators and industry in a shared mission of empowering artists and advancing ideas in an ever-changing music business and technology landscape.

Four nights and three days of nonstop programming mix music and technology business upstarts, heavyweights and innovators, together helping shape what's next in the world of music and technology.

Dozens of sessions on a wide range of critical topics shed light on the current state of music and technology and many of the intersecting paths they offer each other. Over 100 of the world's best emerging artists will showcase at iconic venues in Brooklyn and Manhattan.

Open conversations, one-on-ones, panels, workshops, meetups and live music performances provide attendees — from students to C-level execs, startups to Fortune 100 companies — common ground and purpose.

Promote Your Presence @ Mondo!

- **Introduce your company and team** to Mondo's business and media audience
- **Entertain current and future clients** with a meet & greet or reception at Mondo's Williamsburg HQ
- **Showcase artists** to B2B leaders, media and fans
- **Takeover a venue** with a branded club residency
- **Demo your product** or service
- **Capture exclusive content** for year-round use

The Numbers

150 speakers
100 performing artists
40 panel sessions

Audience

1800 business conference delegates

Attendees

Global music executives
Technology pioneers
Investors & entrepreneurs
NYC music industry professionals
Streaming & content leaders
Live music personnel
Finance & business management

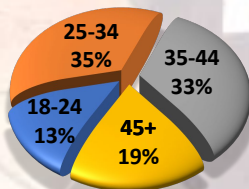
12 venues

10 participating international territories

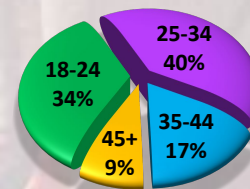
7000+ concert attendees

Rights-holders & representatives
Startups
Music supervisors
Emerging artists
Media & press
Emerging music fans
Music, media & tech attorneys

Mondo B2B Demographics



Mondo Consumer Demographics



CONFERENCE PANEL SPONSORSHIPS, FESTIVAL SHOWCASES, HQ EXHIBITS & SUITES, VENUE HOSPITALITY

Program A: Mondo Exclusive Welcome Reception, Panel Sponsorship and Artist Showcase **Three Available**

- Early evening exclusive welcome reception, artist or product showcase with food & beverage/hospitality. No other official Mondo event is scheduled at this time. Includes venue-provided backline
- Host daytime business panel/networking event/round table/speed dating/workshop
- Exclusive space provided near Mondo registration area to promote product to delegates
- 15 delegate registrations
- Banner advertising on Mondo.NYC website
- Distribute branded material at conference
- Lanyard attachment opportunity
- Logo and link on Mondo partner pages
- Exclusive ticket discount code offer to affiliates
- Promotion across all Mondo social channels
- Dedicated alerts/notifications on Mondo app during the event
- Inclusion in press release announcements
- Pass along rights to approved third party partners

Three-day exclusive venue residencies are also available.

Program B: Nighttime Venue Reception or Artist/Product Showcase or Daytime Hospitality Suite **Six Available**

- Venue or suite showcase with food & beverage/hospitality
- Venue-provided backline
- 10 delegate registrations
- Banner advertising on Mondo.NYC website
- Logo and link on Mondo partner pages
- Exclusive ticket discount code to affiliates
- Promotion across Mondo social channels
- Dedicated alerts/notifications on Mondo.NYC site during the event
- Inclusion in press release announcements
- Pass along rights to approved third party partners

Program C: Panel Sponsorship with Lunch **Three Available**

- Buffet-style light lunch, dessert, beverages
- 10 delegate registrations
- Banner advertising on Mondo.NYC website
- Logo and link on Mondo partner pages
- Exclusive ticket discount code to affiliates
- Promotion across all Mondo social channels
- Distribute branded material at conference
- Host daytime business networking event/round table/speed dating/ workshop

Program D: Panel Sponsorship with Breakfast **Three Available**

- Continental breakfast, pastries, beverages
- 10 delegate registrations
- Banner advertising on Mondo.NYC website
- Logo and link on Mondo partner pages
- Exclusive ticket discount code to affiliates
- Promotion across all Mondo social channels
- Distribute branded material at conference
- Host daytime business networking event/round table/speed dating/ workshop

Program E: Panel or Showcase Sponsorship **Limited Availability**

- Present a panel or breakout session with curated B2B personnel or an artist performance with onsite venue activation
- 10 delegate registrations
- Exclusive ticket discount code to affiliates
- Logo and link on Mondo partner pages
- Distribute branded material at conference
- Banner advertising on Mondo.NYC website

Program F: Official Branded Mondo App Exclusive Sponsorship One Available

- Custom brand integration across official Mondo mobile app, providing visibility to attendees before, during and after festival
- 10 delegate registrations
- Exclusive ticket discount code to affiliates
- Logo and link on Mondo partner pages
- Promotion across Mondo social channels

Program G: Lanyard Exclusive Sponsorship One Available

- Your logo/message on lanyard hang worn by Mondo registrants
- 10 delegate registrations
- Exclusive ticket discount code to affiliates
- Logo and link on Mondo partner pages
- Distribute branded material at conference
- Banner advertising on Mondo.NYC website

Program H: Lanyard attachment Five Available

- Your logo/message on Mondo badge lanyard attachment
- 10 delegate registrations
- Exclusive ticket discount code to affiliates
- Logo and link on Mondo partner pages
- Distribute branded material at conference
- Banner advertising on Mondo.NYC website

Program I: Mondo Partnership

- Logo and link on Mondo partner pages
- 5 delegate registrations
- Exclusive ticket discount code to affiliates
- Banner advertising on Mondo.NYC website

Program J: Startup Exhibition/Demonstration Suite or Gear & Tech Suite Limited Availability

- Demo/exhibit in shared suite at Williamsburg HQ
- Logo and link on Mondo partner pages
- 5 delegate registrations
- Suite listing on Mondo site and social media

Mondo Custom Conference or Festival Activation Opportunity -- Contact Mondo for Details and Availabilities

- Host a branded event during Mondo B2B conference or at a festival venue
- Offer your product for sampling, promotional giveaways or demonstrations during the conference
- Host a specialized seminar, daytime business networking event/round table/speed dating/workshop or closed door meeting
- Present a cocktail party or hospitality suite

A limited number of reciprocal marketing partnerships are available to music and technology centric media and trade outlets. Partnerships can include delegate badges, advertising, event-related communications and more.

For Mondo 2020 marketing, partnership and business opportunities please contact: Bobby Haber bobby@mondo.nyc

Thanks for your Support of Mondo.NYC!

All Mondo.NYC events are subject to change without notice.

