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Get Special Attention at the World of Bluegrass [1]

IBMA?s World of Bluegrass week is a gathering of some of the most devoted and passionate people in the entertainment world. Most call it a ?family reunion.?

During World of Bluegrass week, connections are made, careers are enhanced and a high level of interaction happens with key industry leaders each year. Thousands of people with different reasons for attending make for a musical montage of opportunities. This is when the ability to create awareness for your products and services is at a premium.

As you plan your participation at World of Bluegrass, here are some special ways to get attention and make sure you?re achieving your goals.

Event Sponsorship

With hundreds of companies and groups vying for attention, the key is to have your message stand out. The highest level of recognition is to become an Official Sponsor and add ?marquee value? to your promotions?before, during and after the events. Sponsor packages can be customized to your promotional needs and may include such things as:

- Extensive branding within national and international advertising for the events (reaching millions!)
- Broadcast advertising to millions of consumers during the IBMA Awards
- On-site name presentation to heighten brand awareness during events
- Premium exhibit space locations

- Program advertising
- Attendee registrations
- Hotel accommodations

Several packages are available, ranging from $2,500 to $25,000. Contact Nancy Cardwell at IBMA for more details and let us design a package for you. (615) 256-3222, nancyc@ibma.org [2]

Exhibit Space

This is one of the most beneficial ways to participate in World of Bluegrass Week! You can essentially create your own ?address? where people are sure to find you, Thursday ? Saturday, Sept. 26-28, to do business. Take advantage of opportunities to display your goods and services, at a minimal exhibit cost, to over 20,000 attendees expected to walk through the doors over five days.

Most exhibitors find the standard booth size (10? x 10?) ample space to meet their needs but additional square footage options or even smaller table-top displays at affordable rates can create a flexible and inviting environment to do business. Gathering and lounge areas are also featured to enhance attendees? experience and encourage traffic flow throughout the exhibit floor.

Sponsors and prior year exhibitors are given first option on location and availability, but the expansive hall (with all exhibitors in one room) is designed to maximize visibility no matter your location. Complete pricing and exhibitor kits are available now. Contact Joe Lurgio at IBMA for more information. (615) 256-3222, joe@ibma.org [3]

Advertising

To reach attendees at the events, place your ad in the IBMA Business Conference Program and online at ibma.org. Whether you want to drive traffic to your booth, promote an on-site function, tell folks about your latest release or simply share your latest news with the bluegrass music industry, your advertisement makes sure your message is in everyone?s hands.

?Bluegrass Ramble? Evening Showcase Co-Sponsorships

New this year, we?ve combined official IBMA Showcases for 30 bands (each performing two or three times during the week) with off-site member hosted functions. The ?Bluegrass Ramble? will feature 44 hours of music Tuesday ? Saturday evening, Sept. 24-28 onstage at the Raleigh Convention Center and at six venues in town, all within walking distance from the convention center. Raleigh?s ?R-Line? free bus transportation will also provide rides for conference attendees throughout the week. Venues will include The Lincoln Theater, The Pour House Music Hall, The Tir Na Nog (an Irish pub), The Longview Center (a historic church now used for concerts and weddings), Kings, and The Architect Bar & Social Club. Bands will begin sets on the hour from 6 p.m.-2 a.m. Tuesday and Wednesday, Sept. 24-25, and from 10 p.m.-2 a.m. Thursday ? Saturday, Sept. 26-28, after the IBMA Awards and main stage sets at the Red Hat Amphitheater at Wide Open Bluegrass. Record labels, associations,

agents, events, and other businesses are co-sponsoring Ramble showcase nights at the six town venues for a minimal amount?which covers venue rent, sound, lights and door personnel. Showcases will also take place during the day Wednesday, Sept. 25, from noon-2 pm at a Showcase Luncheon and also from 3-6 p.m.

Ramble co-sponsors confirmed so far include **Moonstruck Entertainment**, **MerleFest**, **Jordan Entertainment** with a ?North Carolina Band Night,? **Quicksilver Entertainment & Folk Alliance International**, **Mountain Fever Records**, **SteelBridge Insurance**, **KCA Artists**, **Christmas in the Smokies**, **Mountain Home Music & Class Act Entertainment**, **John Boy & Billy Inc**., **McCoury Music & Rainmaker Management**, **Foreign Affairs** (international bands), **TG2 Artists**, **Make Welcome Entertainment & Jason Grub**, **The Outer Bands Bluegrass Festival**, **Dark Shadow Recording**, **Deep River Management** . The Foundation for Bluegrass Music will also be hosting an After Party fundraising night at the Tir Na Nog on Thursday, Sept. 26 featuring Blue Highway, Jim Gaudet and Creek Bend (see Bluegrass Music Industry News for more details).

We have just a few Ramble co-sponsorship spots still open! Contact Nancy Cardwell nancyc@ibma.org [2] or 615-256-3222 for more info.

Information

For additional details on any of the above mentioned promotional opportunities or participation at World of Bluegrass, call us at 1-888-438-4262, or email us at info@ibma.org [4]. All opportunities have limited availability and unique deadlines to participate SO INQUIRE EARLY to make sure you are getting the most out the events.

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