

UNIDEC ENTERTAINMENT GROUP
INDUSTRY MELTDOWN MIDWEST MUSIC SUMMIT
SEPTEMBER 17-18, 2010 MILWAUKEE, WISCONSIN

ADVERTISING AND SPONSORSHIP PACKAGE





SUMMIT PROFILE

C: Gregory Doby 608.213.6538
E: info@industrymeltdownsummit.com
W: www.industrymeltdownsummit.com

The Industry Meltdown Midwest Music Summit (IMMMS), in its 2nd year, is growing to be one of the leading music industry seminars in the Midwest region. This event is focused on uniting the regional music scene and Entertainment industries spanning from Illinois, Minnesota, Michigan, Missouri, and Wisconsin. IMMMS provides a platform where aspiring industry talents, entrepreneurs and professionals in the Midwest music community can unite to build resources and learn successful strategies to build and sustain a positive career in music and entertainment. Creating a thriving music scene, by bringing in the top entertainers, professionals, and moguls in the music entertainment industry to mentor and educate through their success stories and experiences.

Music, as one of the world’s most accessible cultural art forms, gives IMMMS the unique ability to cross economic, geographic and social boundaries. The Industry Meltdown Summit puts you face-to-face with some of the world's most successful music business leaders, all who willingly share their knowledge and expertise and give you the know-how to take your music to the next level. Accomplished industry executives lead panels exploring the best practices on how to market your music and succeed in the music industry, including skills and product development, business models and marketing.

Past Panelist and industry guests Include:

- | | | |
|----------------------------------|--------------------------------|---------------------------------|
| P Frank Williams (BET Networks) | Xtreme (Platinum Producer) | Roy Elkins (Broadjam.com) |
| Sam Ferris (Sony Media) | Lee Hawkins (CNBC) | Janie Jennings (Industry Works) |
| Ms Mahdee (MW Broadcasting) | Darius Jones (Capital Records) | DJ Fusion (Speakerboxx) |
| Lenny Santiago (Def Jam Records) | Rick Edwards (D&R Management) | |

Past Sponsors include:

Ranghart Couture, Scion, Midwest Family Broadcasting, Madison Media institute, IMG Recordings, Sony Media Software, Disc Makers, University of Wisconsin, Broadjam.com, Indiepower.com, Paradyne Productions, Sooper Dooper, MAM-A Media, Curb music, North Coast Entertainment, & Canaan Media. And Many More...





FACTS SHEET

C: Gregory Doby 608.213.6538
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WHO: Unidec Entertainment Group

WHAT: 2010 Industry Meltdown Midwest Music Summit

WHEN: September 17-18, 2010

WHERE: Potawatomi Bingo & Casino’s Woodland Dreams Convention Hall Milwaukee, Wisconsin

WHY: With the Theme **“Make Your Music Work For You”** the event aims to educate, inspire, equip, and unify artists and music industry professionals to be greater contributors to the Midwest music Industry and community.

DEEMED PANELIST & GUEST:



Joseph “Rev Run” Simmons (Celebrity Icon), Butch Vig (Multiplatinum producer), Heather Nelson (Ent. Attorney), Jay Warsinke (Indy Power.com), Wendy Day (Rap coalition), Kawan Prathers (Universal Music), Roy Elkins (Owner/ Broadjam.com), Chris Lighty (Violator Management), Jawed Karim (YouTube Founder), Lee Hawkins (CNBC)

RECORD LABEL AND REPRESENTATIVES FROM:





EVENT OVERVIEW

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IMAGES FROM LAST YEAR'S SUMMIT



This year's theme for the summit is **"Make Your Music Work For You"**. Titled with the intension to promote, influence, empower and bring forth positive change in the music community. To execute this message, Unidec Entertainment has teamed up with community outreach programs and organizations such as The Campaign Against Violence, Boys and Girls club of America, Big Brothers and Big sisters organization, and the Musicians for Meal Hunger Campaign, In efforts to diversify and promote positive change within the local and regional community, to inspire youth and build economic resources within our community.

2010 SUMMIT HIGHLIGHTS:

- Compelling Keynote Panel discussion & Interviews with industry leaders
- Showcases & One on One A&R Listening Session
- Exhibits, workshops & Demonstrations led by advertising and music industry leaders
- Exclusive networking opportunities with executives, artists, record labels, and music supervisors
- Direct access to industry vendors

PANELS & DISCUSSIONS:

- Media, Marketing & Social Networking
- Unity in our Music Community
- Make me a platinum Producer
- Message in the Music-Songwriting & Publishing
- Hey DJ Play my song- Radio Politics
- Please listen to my Demo- A&R listening Session
- DJ New Media, Pools & Techniques

MEDIA OUTLAY:

- Major radio in each market
- Targeted television
- All Major Social media outlets
- Online advertising
- Flyers & posters
- Partnerships w/ camps, education, etc



EVENT LOCATION

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Potawatomi Bingo Casino

1721 W. Canal Street, Milwaukee WI



The 2010 Industry Meltdown

Midwest Music Summit will be held at the luxurious Potawatomi Bingo Casino's Woodland Dreams Conference Hall. Located minutes from downtown Milwaukee, Potawatomi Bingo Casino not only is a high-stakes Entertainment attraction but the Casino offers state-of-the-art meeting rooms and banquet spaces—each with a unique personality of its own—that will give IMMMS event an extra spark of excitement. Exuding sophisticated and modern style, The Casino's Woodland Dreams conference hall is accented with rich, warm tones.

Milwaukee Is A NEW Meeting Destination

Milwaukee is a premiere Midwestern meeting destination. IMMMS is within a short distance to Milwaukee's dynamic downtown, offering a wide range of shopping, dining and nightlife options, the River Walk, Water Street Entertainment District, Downtown Theater District, museums, professional sports and over 3,000 hotel rooms.

Milwaukee is an affordable destination, including everything from transportation to ticket prices. The city also gets high marks on accessibility. According to the Las Vegas Review-Journal-Sun, Milwaukee is a far better air travel value than its neighbor to the south, Chicago, and has readily available taxi service, limo service and public transportation. Milwaukee's warm hospitality further sets it apart from its competition





COMMUNITY

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COMMUNITY OUTREACH

As a pillar of the summit, community outreach will play an integral role in both the summit and sponsorship positioning. To this end each sponsor will be aligned with the specific charities or community organizations chosen for the event. Supporting the Summit’s philanthropic desires, sponsorship participation will enhance public image while generating exposure and revenue for chosen charities. More specifically, a page inside Unidec’s Midwest Music Guide will be devoted to a charity or non-profit organization. Additionally, space on the summit’s World Wide Web page will be reserved for a non-profit organization. Furthermore, Unidec Entertainment will lend additional support to these charities through corporate fund raising opportunities and donations from the summit revenues.

This year IMMMS has teamed up with community outreach programs and organizations in efforts to diversify and promote positive change, to inspire youth, and to build economic resources within our local and regional community. IMMMS is proud to partner with **The Campaign against Violence**, **Musicians for Meals Hunger Campaign**, and the **Reach for the Dream Program** sponsoring young talents affiliated with the Boys and Girls Club of America and Big Brothers and Big Sisters organization.



MUSICIANS FOR MEALS





COMPANY BACKGROUND

C: Gregory Doby 608.213.6538
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Founder & President



Greg Doby
Voted #3 in Madison Magazine's
25 people you need to know
—Madison's Ultimate guide
to the city May 2008

Founder Gregory Doby Jr. brings an unparalleled wealth of experience to the Industry Meltdown Midwest Music Summit. Doby has produced and marketed over one hundred records throughout his career, generating over \$100 million in revenue for independent and major record companies such as Universal Music Group, G-Unit/ Interscope Records, Sony Media, Waner-Temberlane, Kedar Entertainment, and IMG Recordings.

Having this experience has accredited Doby with national recognition and has allowed him to build many relationships and contacts throughout the music industry. Doby has been able to participate and help conduct several scheduled music seminars, workshops, and industry event such as WGCI's Music Industry Conference--Chicago, UW's "Hip-hop as a Movement Conference"--Madison, "EOC's- Hip-hop Revival Festival"--Madison, and Streets of Gold's -"Feel The Beat competition"--Madison. Greg Doby brings experience, creativity, marketing savvy, professionalism, and strong business ethics, which are the driving attributes that will make the UEG company and 2010 INDUSRTY MELTDOWN MUSIC SUMMIT a success.

Executive Director



Brent S. Hoffmann
CEO – North Coast Ent.
President – THINK Sales &
Marketing Solutions
www.thinksams.com

Executive Director Brent Hoffmann brings more than 13 years of industry experience and knowledge to the Music Summit. His passion for music and experience has allowed him to create a successful career path for his artists.

With a degree in marketing and management, Brent has been running an independent record label in the Midwest. Along with promoting booming artists in the Midwest, Brent has also helped promote events for T.I. and Snoop Dog among many others. Urban music is not his only forte, however. Hoffmann has been promoting all genres of music in the Midwest for the past 10 years. With the help of Brent's knowledge and skill, attendees of the Industry Meltdown – Midwest Music Summit will find their careers moving up the ladder.



SPONSORSHIP

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The UNIDEC ENTERTAINMENT GROUP is seeking your sponsorship for the 2010 INDUSTRY MELTDOWN MIDWEST MUSIC SUMMIT. As a sponsor your business will have an excellent promotional opportunity to target and reach the tech savvy and trend setting 16-35 year old consumer demographic. Along with top of-the-mind awareness, your involvement will create excitement and drive for a direct response to your company. As a sponsor, your commitment may also be contributed to purchasing or reducing ticket prices for youth groups, organizations, or aspiring young talents who strive to reach their dreams. **Please review our advertising and sponsorship packages, as we look forward to your partnership and involvement.**

Title Sponsorship (exclusive) package starts at a minimum of **\$25,000**

As the **Title Sponsor** your company will receive:

- Exclusive Title & Company naming rights to be incorporated into the event logo as presenter and will always appear just above the IMMMS logo.
 - Corporate logo prominently displayed on All event promotional and marketing material
 - Sponsorship mentions on media advertising (prominent stations in IL, WI, MN, MO, & MI)
 - Sponsorship mention in all press releases and marketing materials
 - Database of all IMMMS event attendees, post-conference (name, title, company, mailing address)
 - 10 full conference passes for IMMMS
 - 1 full or Inside cover ad in the Unidec "MIDWEST MUSIC GUIDE " and Summit Brochure
 - Logo/link on the IMMMS Symposium event site
 - Company Logo on event passes distributed to all event attendees
 - Merchandising & Display table in high traffic area
-

Supreme Corporate Sponsorship (limited) package starts at a minimum of **\$10,000**

As a **Supreme Corporate Sponsorship** your company will receive:

- Title & Company naming rights to individual panel seminars and, VIP dinner, or event reception (limited sponsorship)
 - Corporate logo prominently displayed on event promotional and marketing material
-



- Sponsorship mentions on media advertising (prominent stations in IL, WI, MN, MO,& MI)
 - 1 full page ad in Unidec MIDWEST MUSIC GUIDE and Summit Brochure
 - Logo inclusion on distributed posters and flyers (minimum of 5,000 flyers)
 - Internet tile on website and in online event news letter (E-mailing List of over 8,000)
 - Sponsorship mentions during panels and reception
 - Logo inclusion in regional publications and media ads
 - Access to registration and mailing lists (upon request)
 - Direct product inclusion in registrant bags and give-aways
 - Onsite Product or Company booth area (limited sponsorship)
-

Corporate Sponsorship package starts at a minimum of **\$5,000**

As a **Corporate sponsorship** your business will receive:

- Corporate logo prominently displayed on event promotional and marketing material
 - Large ad in “The Midwest Music Guide” (distributed to 5,000 twice a year)
 - Sponsorship mentions on media advertising (prominent stations in IL, WI, MN, MO, & MI)
 - Logo inclusion on distributed posters and flyers (minimum of 5,000 flyers)
 - Internet tile on website and in online event news letter (E-mailing List of over 5,000)
 - Sponsorship mentions during panels and reception
 - Logo inclusion in regional publications and media ads
 - Direct product inclusion in registrant bags and give-aways
-

Intermediate Sponsorship package starts at a minimum of **\$2,500**

As an **Intermediate sponsorship** partner your business will receive:

- Medium ad in “The Midwest Music Guide” (minimum of 5,000 distributed)
 - Corporate logo prominently displayed in event pamphlet
 - Inclusion on distributed posters and flyers (minimum of 5,000)
 - Internet tile on website and in online event news letter (E-mailing List of over 5,000)
 - Direct product inclusion in registrant bags and give-aways
 - Sponsorship mentions during panels and reception
-

Don't miss the opportunity to build your brand and reach this elite audience at this premier event for music industry decision-makers. Act now to create a customized sponsorship package that puts your product or service in front of the most influential dealmakers in the music and entertainment communities.

Thank You!



SPECIAL SPONSORSHIP

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The Industry meltdown Midwest Music Summit is dedicated to providing the opportunity for young aspiring artists & musicians the chance to “Reach for the Dream” and becoming successful in their music talents. Our goal is to reserve 100 seats for deserving recipients from several different organizations and youth groups such as; the Boys and Girls Club, MSCR- Madison School Community Recreation, and the Big Brother/Big Sister programs. This is a **special sponsorship package and your donation of \$1000** will allow 10 talented individuals the opportunity to learn from the people that they idol and admire the most.

As a **Reach for the Dream sponsorship** partner your business will receive:

- ¼ page ad in “The Midwest Music Guide” (minimum of 5,000 distributed)
- Corporate logo prominently displayed in event pamphlet
- Inclusion on distributed posters and flyers (minimum of 5,000)
- Internet tile on website and in online event news letter (E-mailing List of over 5,000)
- Sponsorship mentions during panels and reception

We thank you and appreciate your participation in the 2010 Industry Meltdown Midwest Music Summit Sponsorship reservations and advertisements must be received by Monday, August 2, 2010. *Checks should be made payable to: “Unidec Entertainment Group” along with ads, and logos mailed to:*

Unidec Entertainment Group
Attn: 2010 Midwest Music Summit
4614 New Freedom Lane,
Fitchburg, WI 53711.



SUMMIT LAYOUT

WOODLAND DREAMS BALLROOM ROOM LAYOUT

