

OCTOBER 22-23, 2011

BASS PLAYER LIVE! Los Angeles

Join the team of *Bass Player* magazine as we present BPL! 2011. In addition to three exhibit space options, you may opt to sponsor an entire clinic room or the private concert. Event sponsors will receive the BPL! registered attendee database, promotion in video coverage of the event on bassplayer.com, customized listings on BassPlayer.com/live, logo branding on all BPL! ads, flyers, sites, signage, and program guides, and post-event coverage in the February 2012 issue of *Bass Player* and on BassPlayer.com.

Bass Player LIVE! brings players, manufacturers, and artists together in an intimate environment for hands-on access to the latest instruments, equipment and instruction on playing technique and application. This exciting two-day event consists of inspiring clinics and workshops for players of all levels, coupled with manufacturer exhibits to showcase current basses and equipment to the bass community at large.



**DON'T MISS THIS OPPORTUNITY
TO BUILD POSITIVE BRAND
AWARENESS, GATHER PRODUCT
FEEDBACK, AND GARNER
GOODWILL BY EXHIBITING AT
BASS PLAYER LIVE '11!**

SPACE RESERVATION DEADLINE AUGUST 31, 2011

CONTACT YOUR ADVERTISING REPRESENTATIVE TO RESERVE YOUR SPONSORSHIP:

JOE PERRY Group Publisher: 770-343-9978; jperry@musicplayer.com

JEFF DONNENWERTH Advertising Director, East Coast & Europe: 770.643.1425; jdonnenwerth@musicplayer.com

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CONTESSA ABONO Specialty Sales Associate, North: 650.238.0296; cabono@musicplayer.com

DONOVAN BOYLE Specialty Sales Associate, South: 650.238.0325; dboyle@musicplayer.com

WWW.BASSPLAYER.COM/LIVE

2011 SPONSORSHIP PACKAGES

LEVEL A EXHIBITOR: \$4,000

- 20' wide and 6-8' deep (depending on aisle requirements in room)
- FP4C ad in program guide
- Ten Complimentary Tickets to BPL! Concert Event
- Logo branding appears first tier on all print and online promotional material (alpha)

LEVEL B EXHIBITOR: \$3,000

- 10' wide and 6-8' (depending on aisle requirements in room)
- 1/2 V or H ad in program guide
- Five Complimentary Tickets to BPL! Concert Event
- Logo branding appears second tier on all print and online promotional material (alpha)

LEVEL C EXHIBITOR: \$1,750

- 8' wide and 6-8' (depending on aisle requirements in room)
- 1/3 ad in program guide
- Two Complimentary Tickets to BPL! Concert Event
- Logo branding appears third tier on all print and online promotional material (alpha)

CLINIC ROOM SPONSORSHIP: \$3,500

(FOUR AVAILABLE)

- Title Sponsor of Clinic Room holding 4+ clinics each day
- Logo branding on all BPL! Clinic Promotion (i.e. "Bootcamp Bassics sponsored by...") and includes enewsletters, print, web, and event signage and branding
- Exclusive sponsorship of video clinic (pre-roll and banner) for 6 months post-event
- Full branding/signage in dedicated clinic room, branded "(company name) Clinic Room"
- 10x10 exhibit space
- FP ad in program guide
- Ten Complimentary Tickets to BPL! Concert Event
- Logo branding appears top tier on all print and online promotional material (alpha)

All exhibitor and clinic room packages include:

- Post-event coverage in February 2012 issue of Bass Player and on BassPlayer.com
- Company logo/link on pre- and post-event enewsletters (minimum of 6 newsletters total)
- Company logo and sponsor detail on BassPlayerLive.com pre- and post-event (listing includes company contact info, 100 words of copy, links to your company site, and Schedule of Events at your booth)
- Opportunity to include endorsee appearances in BPL! newsletter and event schedule
- One insert in attendee bag
- BPL! registered attendee database post-event (including email and postal addresses)

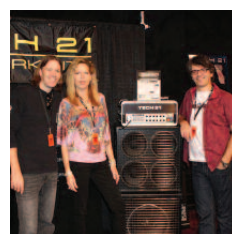
CONCERT SPONSORSHIP: EXCLUSIVE: \$6,000 SHARED: \$4,000

- Exclusive "Presented By" billing on all concert-related promotions
- Banner/signage/table at concert event
- Host of VIP area at concert
- 20 Complimentary Concert Tickets
- Your promotional materials distributed at concert

ATTENDEE BAG SPONSOR: \$2500 Exclusive
(branding + insert in keepsake shoulder tote)

LANYARD SPONSOR: \$2500 Exclusive
(used on all BPL! attendee/sponsor badges + 1 bag insert)

LITERATURE INSERT: \$1000
(one insert in BPL! attendee bag)



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