



THE EUROPEAN MUSIC CONFERENCE  
AND SHOWCASE FESTIVAL.

---

**EUROSONIC  
NOORDERSLAG**

---

THURSDAY **15** FRIDAY **16** SATURDAY **17** JAN **2009**

---

**PROMOTIONAL  
OPPORTUNITIES  
2009**

[WWW.EUROSONIC.NL](http://WWW.EUROSONIC.NL)



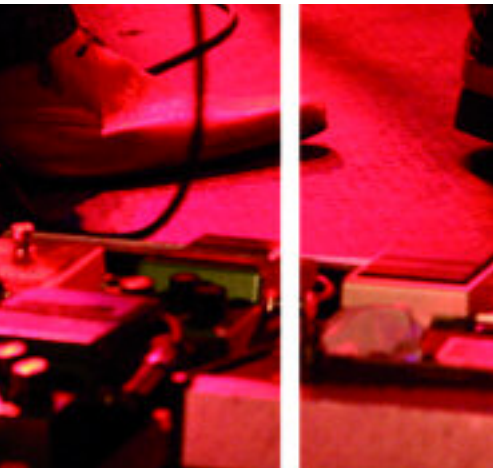
# THE EUROPEAN MUSIC CONFERENCE AND SHOWCASE FESTIVAL.

Taking place in Groningen, the Netherlands on 15, 16 and 17 January 2009, EuroSonic Noorderslag is your chance to see over 250 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 2400 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.

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

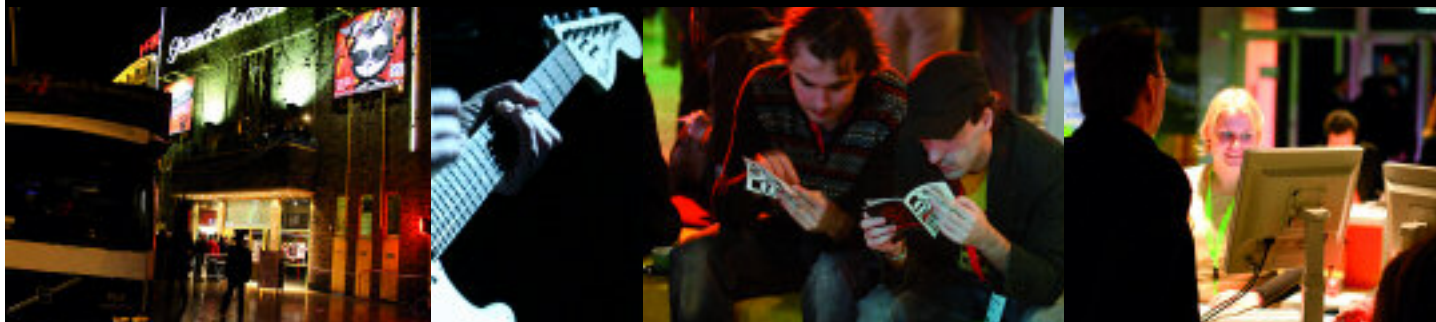
## **EUROSONIC NOORDERSLAG IN 2008**

Total number of visitors:	15,500
Number of Professional participants:	2432
Nationalities present:	32
Number of Acts performing:	237
EBU Radio stations present:	23
European ETEP festivals present:	59
Journalists & media:	138
Number of stages @ EuroSonic:	30
Number of stages @ Noorderslag:	8



**PROMOTIONAL OPPORTUNITIES 2009**

# BUSINESS-TO-BUSINESS OPPORTUNITIES



## > 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. If you want something different, we can organise a reception on board of a ship sailing the canals of Groningen.

## CONTACT

sales@noorderslag.nl

## > SPONSORING A DINNER

In the evenings we organise various dinners for specific groups of seminar participants. Best known are the ETEP dinner, for the representatives of the big European festivals, the Trade Dinner for Dutch music industry and the Club Dinner for all the managers and programmers of the Dutch venues and clubs. 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.

## CONTACT

sales@noorderslag.nl

## > SPONSORING A BREAKFAST OR 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.

## CONTACT

sales@noorderslag.nl

## > ADVERTISEMENTS

The seminar guide is the most important source of information for all participants during the seminar, containing complete time-tables and descriptions of the seminar 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 seminar participants makes the seminar guide a book that's used throughout the year. An advertisement in the seminar guide will be seen for a whole year. About 2500 copies of the guide are provided to the professionals of the national and international music business present at the seminar 2009. An advertisement (full colour or b/w) in the seminar guide costs € 1250.

### SPECS:

Size: 210 mm x 14.85 mm, 3 mm bleed

Colours: CMYK, pictures: 300 DPI.

Deliver as PDF, EPS or TIFF file.

**Deadline advertisement materials delivery: 14 December 2008**

## CONTACT

Dennis at Daily Productions,  
+31 20 4280378 or dennis@daily.nl

**PLEASE NOTE:** if your advert arrives after this date we cannot guarantee that it will be printed in the seminar guide. Adverts that do not meet the specs will be rejected, or adjusted at the expense of the client.

## > GOODY BAG

All seminar participants receive a goody bag containing useful items and info. You can have promotional material or a product of your company inserted in the 2500 goody bags for the price of € 750 (2500 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.

The insert can only be delivered on **Monday 12 January 2009** at the following address:  
Oosterpoort, attn: Karsten van der Hoeven, Trompsingel 27, 9724 DA GRONINGEN, The Netherlands

For lasting exposure, you can have your logo printed or embroidered on the bag. Depending on size and colours the prices vary between € 2000 and € 5000.

## CONTACT

Dennis at Daily Productions,  
+31 20 4280378 or dennis@daily.nl

**PLEASE NOTE:** on shipping your bag insert to the Netherlands, you must indicate a value of nil (0) on all shipping and customs forms. All shipping received with an additional charge by customs, transporters or any other party will be refused.

**PROMOTIONAL OPPORTUNITIES 2009**

all prices are ex. VAT

## BUSINESS-TO-BUSINESS OPPORTUNITIES

### > BADGE/LANYARDS

All seminar participants, crew members, etc. will wear a badge that gives them access to the venue. You can be the sponsor of this badge. This strip advertisement on the front or the backside of the badge costs € 4000. These badges are attached to lanyards, which can be sponsored exclusively for € 4000. Sponsoring the badge or lanyard means that all 2500 participants will be wearing your company name or logo during the three days of the seminar.

### CONTACT

Dennis at Daily Productions,  
+31 20 4280378 or [dennis@daily.nl](mailto:dennis@daily.nl)

### > SPONSORING A HALL

During the EuroSonic Noorderslag seminar around 40 panel discussions, lectures 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 € 2500.

### CONTACT

Dennis at Daily Productions,  
+31 20 4280378 or [dennis@daily.nl](mailto:dennis@daily.nl)

### > YOUR ADVERTISEMENT ON THE SPECIAL SEMINAR DAY PROGRAM OR THE DAILY EVENING PROGRAMS WITH SITEMAP

During the event we make time-tables for the seminar (2500 copies) containing the program and a site map – and room for your advertisement.

### CONTACT

[sales@noorderslag.nl](mailto:sales@noorderslag.nl)

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).

## BUSINESS-TO-CONSUMER OPPORTUNITIES



### > WEB ADVERTISEMENT

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

### CONTACT

[sales@noorderslag.nl](mailto:sales@noorderslag.nl)

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 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 28/12	€600,-	€1400,-	40%
28/12 – 05/01	€1200,-	€2800,-	80%
05/01 – 12/01	€1275,-	€2975,-	85%
12/01 – 19/01	€1500,-	€3500,-	100%
19/01 – 26/01	€1125,-	€2625,-	75%
after 26/01	€450,-	€1050,-	30%

## PROMOTIONAL OPPORTUNITIES 2009

all prices are ex. VAT

## BUSINESS-TO-CONSUMERS OPPORTUNITIES

### > DIGITAL SCREENPROMOTION IN THE OOSTERPOORT

During the conference and the festival on Saturday there will be a lot of information screens (LCD) to inform the visitors in the congress hall. Every hour there will be 3 broadcastings with commercials (max. 30 seconds).

**Business to Business (during conference) € 2250,-**

45 times a broadcast of your commercial during the conference (3 times an hour during the conference on all three days)

**Business to Customer (during 'Noorderslag' festival night) €1250,-**

18 times a broadcast of your commercial during the festival on Saturday night (3 times an hour during 6 hours)

#### CONTACT

sales@noorderslag.nl

### > YOUR BANNER ON THE FRONT OF THE CONGRESS 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.

#### CONTACT

sales@noorderslag.nl

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

The network lounge is a central point during the seminar. It is an excellent place for networking, to login to the computers available there and to relax for a while. Shuttle buses take seminar 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.

#### CONTACT

sales@noorderslag.nl

### > A0 POSTERS

Put a number of A0 posters in frames in the congress building on special spots:

€ 250 per poster.

#### CONTACT

sales@noorderslag.nl

### > WRISTBAND

Festival goers will be wearing a wristband that gives them access to the venues, often worn long after the event. You can have your logo put on this wristband.

#### CONTACT

sales@noorderslag.nl

### > SPONSORING A FESTIVAL VENUE

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

#### CONTACT

sales@noorderslag.nl

### > 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.

#### CONTACT

sales@noorderslag.nl