



# IMSTA . 2019

## EXHIBITOR & SPONSOR INFORMATION

MIAMI . LOS ANGELES . LONDON . SEOUL . CHICAGO . NEW YORK . SHANGHAI . TORONTO . BERLIN

[www.imsta.org](http://www.imsta.org)



# IMSTA

# GLOBAL



IMSTA is a non-profit organization that represents the interests of the music software industry. This industry is largely responsible for the massive democratization that music making has undergone over the last 30 years. One of the main purposes of IMSTA is to

bring awareness to the piracy issues in the music software industry. IMSTA FESTA is a consumer-facing event that projects IMSTA's message of respect for intellectual property and industry engagement via our original motto "Buy The Software You Use."

IMSTA FESTA is a FREE admission 1-day event attended by thousands of music makers of all levels of experience and skill across the globe. IMSTA FESTA is a space where software manufacturers and consumers have the opportunity to connect, share and learn from each

other. The attendance mostly consists of males between the ages of 16 – 32, although there is a growing cohort of female attendees. IMSTA continues to expand IMSTA FESTA in response to our members and supporters in different markets across the globe.



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MUSICIANS FIRST
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- Reveal Sound
- serato
- Softube
- sonible
- Sonnox
- soundtoys
- steinberg
- SUGAR BYTES
- uHe
- UNIVERSAL AUDIO

# EXHIBITS



The foundation of IMSTA FESTA are our Member Exhibits that showcase live small-audience demonstrations throughout the day. This creates opportunities for attendees to receive quality information, interact and learn more about the software they already have and discover new ones that may be of use. The exhibits make up the largest component of the show with typically 25 to 60 companies hosting exhibits rooms and areas.





# MASTER CLASSES

IMSTA Master Classes are one-hour intensive training on cutting-edge tools hosted by industry experts, product specialists, mixing engineers and beat makers, synthesists and others.

These workshops are interactive and take place in a classroom setting, allowing attendees to intimately get to know the ins & outs of some of the best software tools available on the market.

# INDUSTRY PANELS

Our panels focus on general music career themes like Promotions, Legal Matters, Management, Publishing, Streaming Services, Funding Sources, Co-Writing, Career Development, etc.

Panels are hosted by members, friends, sponsors, supporters like GRAMMY's P&E Wing, SAE Institute, SOCAN and AES. These events round out what is a highly technical program.







IMSTA has been very fortunate to have received the support of many industry organizations including AES, NAMM, Messe, Music China, SAE Institute, Ryerson University, GRAMMY P&E Wing, SOCAN, BMI and others. This enables

IMSTA to grow in reach and host events in 8 countries on 3 continents. The “IMSTA way” of focusing on education rather than legal enforcement means has also made it easy to make and retain strategic partnerships.



SOFTWARE@AES



SOFTWARE@NAMM



MUSIC CHINA



BLACK ROCK



# SONG REVIEWS

IMSTA song reviews are becoming the single reason that some musicians/ songwriters attend IMSTA FESTA. Reviews are hosted by industry veterans and songwriting experts; giving each songwriter a brief but thorough private critique of their song creation. Should the song be so extraordinary, the song wins a “Wild Card.” There are a limited number of wild cards per IMSTA FESTA. The Wild Cards are then entered into the regional finals where they compete for 1st, 2nd or 3rd in that city.

# SONG COMPETITION

Prior to each IMSTA FESTA songwriters submit their song online and Finalists are confirmed for that region. At the end of the day, Wild Cards and Finalists are pooled together and Judges review all songs where 1st, 2nd & 3rd are confirmed and prizes are awarded.

At the end of the year, the 1st place winners from all over the world are pooled into another draw and the Grand Prize Winner goes to Black Rock Studios in Santorini, Greece. There they participate in a 3-day songwriting camp with professional songwriters, instrumentalists and vocalists from around the world.







#### SPECIAL THANKS TO OUR SPONSORS & PARTNERS

AES . AUDIO DELUXE . CANADIAN MUSICIAN . ELECTRONIC MUSICIAN  
GEARSLUTZ . GRAMMY'S P&E WING . JRR SHOP . LG . LONG & MCQUADE  
MUSIC MARKETING INC . MUSICARES . NAMM . PACE . RYERSON UNIVERSITY  
SAE INSTITUTE . SOCAN . SOUND ON SOUND . WALL ST. COMMUNICATIONS  
SWEETWATER SOUND . THOMANN . THE RECORD FACTORY

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