



OUTLINE:

The *Independent Music Summit* is an annual 5-day event for independent dance artists, djs, music producers, record labels, distributors, promoters, and other music industry members.

The IMS Schedule includes (but is not limited to):

| | | | |
|------------|------------------------|--------------|-------------------|
| Symposiums | Electronic Marketplace | Music Panels | DJ Certifications |
| Workshops | Exhibitions | Seminars | Live Performances |

Because the dance music industry is so diverse, the *Independent Music Summit* will be attended by both gay and straight people alike. It will utilize city-wide accommodations, dining and entertainment venues benefiting the whole community.

The IMS will brand Cathedral City as a yearly entertainment destination.

COMMUNITY:

More than just an industry conference, the IMS will host live performances, dj exhibitions, t-dances, pool parties, outdoor electronic marketplace, guest appearances and more at club, restaurant, resort and other public venues throughout the host city. The events are open to the public for even more community involvement and will occur as part of the IMS schedule.

Sponsorship packages will be available to local businesses wanting to host one of these events.

RETURN ON INVESTMENT:

Attendees and those traveling with them will patronize local accommodations, restaurants, clubs and shops during the 5-day summit. Locals will participate in the IMS by attending events hosted throughout the city. This will generate increased hotel taxes and increased sales tax revenue while at the same time giving the city a feeling of fullness.

In addition to attendees and locals, the IMS will generate national publicity that will grow each year along with the event, by attracting publications and media outlets from all over who will attend the IMS and report on it.

FULFILLING A NEED:

Annual music conferences have been hugely successful on the east coast for more than 25 years. Starting out small, many have grown into hugely publicized annual music gatherings with artists, djs, industry delegates and representatives from all over the world.

In recent years the economy has made it difficult or impossible for those on the west coast to attend these annual events in the east. The IMS is an alternative to these conferences but does not compete with them. While most music conferences are held in the spring and summer, weather conditions in Southern California make it ideal to have the IMS in September, when most artists, djs and industry delegates are available to attend.

ATTENDEE PACKETS:

Each attendee will receive a welcome packet that includes the following:

- BADGE with event logo and host city logo for branding
- BINDER with event logo and host city logo for branding
- IMS Schedule of Events
- MAP of City with addresses for all event sponsors
- DISCOUNTS to local shops, restaurants, etc.

EVENT PRODUCERS:

AEU Media Group, LLC has been in the music and entertainment business for nearly 20 years. This award winning company owns PNN Radio and Proud Television and has worked with several cities and companies to promote, sponsor and create events, including White Party in Palm Springs, Winter Party in Miami, The Palm Springs Bureau of Tourism (Directors Choice Award, Spring Break Campaign, Gay & Lesbian Visitors Guide & Map), Billboard®, Bravo TV, The Travel Channel, CNN and More.



PROMOTION AND ADVERTISING:

In today's electronic world, most artists and djs rely heavily on social media to communicate with each other, to communicate with their fan base, to network and to get bookings. This this reason, social networking will be a large part of the IMS promotional campaign.

With over 150,000 followers on Facebook®, myspace®, Twitter® and PrideNation Network®, and an opt-in database of more than 50,000, AEU Media Group, LLC is already connected to most potential attendees.

In addition to social networks, AEU Media Group, LLC will create a print, radio and television campaign promoting the IMS continuously for 3 - 6 months prior to the event.

A fully interactive website (www.GoIMS2011.com) is currently under development for attendees, delegates, sponsors and visitors to register, book accommodations, get city information and more.

SPONSORS:

AEU Media Group has already acquired national sponsorships form the following companies:

DJ CERTIFIED the nations premier dj certification company

GIG NEWTON an online booking engine connecting artists / djs with venues

PNN RADIO the longest running, highest rated, most listened to gay dance radio station in the U.S.

JUST CIRCUIT.COM One of the largest circuit party magazines in the world

CITY OF CATHEDRAL CITY Host city for the 2011 event

QUALITY INNS & SUITES host hotel for the 2011 event

CONTACT:

For More Information:

AEU Media Group, LLC

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web: www.goims.org

Sample Schedule

| | <u>conference room 1</u> | <u>conference room 2</u> | <u>to be determined</u> |
|-------|--------------------------|--------------------------|-------------------------|
| 11 AM | How to sell music | Creating a Demo | Merchandise Market |
| 12 PM | DJ Certification | GigNewton Seminar | Merchandise Market |
| 1 PM | Voiceover Seminar | How to sell music | Merchandise Market |
| 2 PM | Creating a Demo | DJ Certification | Merchandise Market |
| 3 PM | GigNewton Seminar | The Right Equipment | Merchandise Market |
| 4 PM | Meet The Label | Pricing Your Work | Merchandise Market |
| 5 PM | DJ Certification | The Legal Aspect | Merchandise Market |
| 6 PM | [no schedule] | | |
| | <u>venue one</u> | <u>venue two</u> | <u>venue three</u> |
| 8 PM | MEET & GREET | MEET & GREET | MEET & GREET |
| 10 PM | live performances | dj performances | live performances |
| 12 AM | dj performances | live performances | dj performances |

During the day, other events can be happening while seminars are going on. CCBC could have a pool party and clubs can have afternoon specials and so on. This can also apply to restaurants having lunch specials and retail having shopping specials.

AEU Media Group Investment:

TOTAL IN-KIND TRADE * \$207,000

AEU Media Group, LLC, agree to make available the following services towards IMS for the purpose of promoting The Cathedral City Independent Music Summit. This is a 6-month aggressive national ad campaign covering TV, Radio, Online, Mobile and print. Campaign to start March 28th, 2011.

FULL PAGE AD i PrideNation Magazine \$5,697

Daily script, copy and updates on all PNN platforms \$14,995

NATIONAL ONLINE RADIO SPOTS (50,000 heard 30sec spots per month) \$13,500

NATIONAL GAY TV ADVERTISING (30,000 30sec on-demand spots per month) \$22,500

REGIONAL CABLE; LOCAL TV; NATIONAL IPTV; CCTV TV SPOTS \$27,,000

WIRELESS DEVICE RADIO & VIDEO SPOTS (various 30sec spots) \$9,000

PNN HOME PAGE PROMO (various views, rotated monthly) \$36,000

MASS EMAIL (35,000 opt-in list, monthly) \$9,000

FULL BANNER ROTATION ON ALL PNN SITES (\$450 ea. X 8wks) \$10,600

1 Banner at 728 X 90

1 Banner at 300 X 250

1 Banner at 120 X 60

EVENT COLLATERAL DISTRIBUTION at all events attended by PNN \$6,000

Club Cards, Postcards, DVD's, etc;

EVENT LISTING ON NATIONAL GAY INFO LINE, pnnSHOUT, pnnCAL \$900

TEXT MESSAGE CAMPAIGN REACHING OVER 50,000 OPT-IN PHONES \$22,500

SOCIAL MEDIA BLASTS (Facebook, Twitter, MySpace, YouTube, etc) \$30,000

Sponsor's Return on Investment:

National, Regional, Local branding.

National PR and Media Exposure

Exclusive 5-year annual commitment for first year sponsors.

National Print, Online, Mobile advertising and marketing.

All Access VIP passes (amount based on sponsorship level)

Constant Mentions during event's 5-day live broadcasting.

Here's the bottomline:

Sponsors will share \$207,000 worth of national advertising, branding and marketing through TV, Radio, online, print, mass email and more.