

THE COMPOSER

NEW YORK: September 20, 2008 • LOS ANGELES: September 27, 2008

EXPO



ADVERTISING & PROMOTIONAL OPPORTUNITIES

As the premiere national conference focused solely on the film, television and video game music industry, The Composer Expo offers unique exposure to a highly qualified audience who work as professional composers, orchestrators, arrangers and musicians. Industry pros attend The Composer Expo to get up-to-date information on the technology, art, craft and business of composing for film, TV and games, and our high-impact panels and VIP guest speakers provide information, experience and knowledge available nowhere else.

In 2008, The Third Annual Composer Expo expands to two national events — **The Composer Expo West** in Los Angeles on September 27, 2008 and **The Composer Expo East** in New York City on September 20, 2008. Both events feature targeted advertising and promotional opportunities including vendor tables and booths to present products and services directly to our attendees and participant bag inserts to get your promotional materials including CDs, magazines, brochures, flyers, branded items and more directly to those attending the events.

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DETAILS INSIDE 

PARTICIPANT BAG INSERTS

A great way to provide your promotional, sample and advertising materials directly to all attendees at The Composer Expo. Includes insertion of a single item into promotional bags given to all attendees and panelists. Acceptable item formats include brochures, magazines, CDs, flyers, business cards, branded items such as pens, pencils, CD openers, memo pads, etc. Please consult us with any questions about other item formats.

Composer Expo East (NY) - Est. 250 attendees

Attendee Bag Insert: \$175 for single item

Composer Expo West (LA) - Est. 350 attendees

Attendee Bag Insert: \$275 for single item

IN-PERSON FEATURED VENDOR TABLES

Get your product or service directly to a large audience of professional composers who depend on current technology, software, products and services for their businesses. Includes a six-foot table, 2 chairs and access to A/C power. Signage can be displayed behind the table or in front of the table. Vendors can also provide their own table(s) and/or booth fixtures. Total area for each table/vendor is six feet wide by six feet deep.

Composer Expo East (NY)

Vendor Table Cost \$275

Composer Expo West (LA)

Vendor Table Cost \$375

FILM & TV COMPOSERS A PROFILE

- Own their own studios, often with extensive sample libraries
- Highly competitive industry, studios must be competitive
- Typical studio investment: \$70,000+
- Typical annual expenditures on studio related items: \$11,000-\$23,000
- Purchase decisions are business decisions
- Purchasing profile - top composer purchase items:
 1. Sample and Sound Libraries
 2. Computer hardware/software (60% Macintosh, 40% PC)
 3. Digital recording software / digital sequencing software
 4. Digital recording hardware (interfaces, outboard gear, mixing consoles)
 5. Keyboards and controllers
 6. Professional services (recording, orchestration, music prep)



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Contact Film Music Magazine for more information on how you can showcase your products and services at **THE COMPOSER EXPO** in Los Angeles and New York.

Call 1-888-910-7888 ext. 702 and ask for Mark Northam or email mark@gmocorp.com