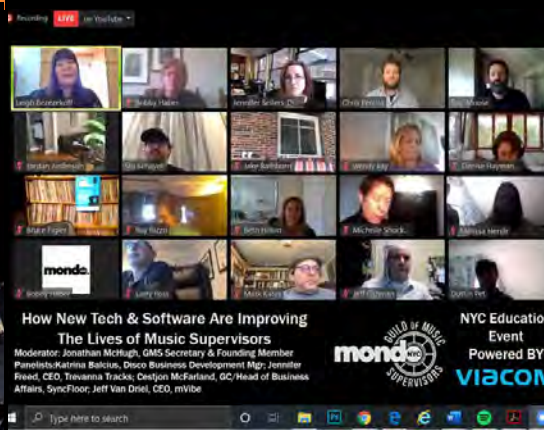




October 12-15, 2021

Live in NYC & Online Worldwide

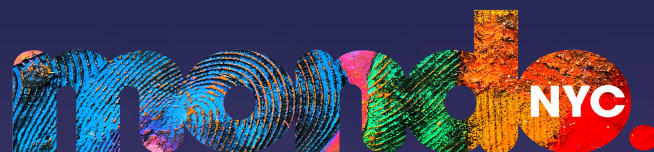
**New York's Annual
Music, Arts & Technology
Conference &
Showcase Festival**



Back Together Again in New York City! Make a Statement @ Mondo.NYC

**Build a Custom Program with Us
& Reach our Incredible Audience, Live IRL or Online**

- **Startup to Fortune 500, introduce your company**, team, product or service to our business, artist, media and fan audience
- **Curate a conference panel**, workshop or networking session
- **Host a unique live IRL event** such as a Manhattan or Brooklyn mixer, party, concert or product launch
- **Showcase your artists** to industry leaders and fans
- **Meet current and future partners, investors or clients** with a live or virtual demo or reception
- **Capture exclusive content** leading up to, during and post-Mondo for year-round use
- **Launch a pre-event activation** culminating at Mondo.NYC in October



2021 INTEGRATED PARTNERSHIPS

Title & Presenting Sponsorship

- Host branded track consisting of multiple panels, workshops, demos, networking sessions, and artist showcases
- Pre- or post-event zoom conversation
- Pre-event promotion or activation
- Included LIVE IN-PERSON breakfast, lunch or evening reception
- Embedded logo entitlement
- Online ad spots or video messaging

Associate Sponsorship

- Host a combination of multiple panels, workshops, demos, networking sessions and artist showcases
- Pre- or post-event zoom conversation
- Opportunity to host LIVE IN PERSON breakfast, lunch or evening reception
- Online ad spots or video messaging

Contributing Sponsorship

- Host a single panel, workshop, demo, networking session or artist showcase
- Opportunity to host LIVE IN PERSON breakfast, lunch or evening reception
- Online ad spots or video messaging

Welcome Sponsorship

- Host a demo or networking session
- Online ad spots or video messaging

In-Person Receptions*

- Monday, 10/11: Mondo Eve Welcome to NYC
- Tuesday, 10/12: Kickoff Party
- Tuesday-Friday 10/12-15: breakfast, lunch, cocktails
- Friday 10/15: Closing Party

All Mondo Partnerships Include:

- Logo and link on Mondo partner page
- Inclusion across Mondo PR, editorial and social channels
- Alert to Mondo attendees during conference
- Mondo passes and exclusive discount code

For details, pricing and custom programs please contact: Bobby Haber, bobby@mondo.nyc.

*All live in-person events will require attendees to present proof of COVID vaccination and corresponding identification upon entry.



Conference & Showcase Festival October 12-15, 2021

Overview

Mondo's Mission

Empowering artists and advancing ideas in an ever-changing music business and technology landscape.

What is it?

Celebrating its sixth anniversary, Mondo.NYC is a business conference, showcase music festival and global community of music, arts and tech industry insiders and innovators, emerging artists and their fans.

Mondo 2021

Mondo 2021 will be presented live and as a global interactive meeting and livestream -- a vital pipeline of information, connectivity and curation of great new music and cutting edge technology, uniting global music and tech business innovators -- startups, legacy companies, media, academia and government -- and helping shape what's next in the world of music and technology.

Content Format

Panel, networking and interactive sessions shed light on the current state of music and technology and the intersecting pathways they offer one another. Live music performances showcase breakthrough artists from around the world.

- 40+ panels and chats featuring 200+ leading music, arts, media and tech executives and entrepreneurs
- 60+ emerging artist showcase performances
- round table discussions, product and service demonstrations and workshops
- one-on-ones, networking and speed dating
- meetups and happy hours

Who will be there?

- | | | |
|-------------------------------------|------------------------------------|--------------------------------|
| • NYC, US & global music executives | • Emerging artists & songwriters | • Emerging music fans |
| • Technology pioneers | • Rights-holders & representatives | • Live music personnel |
| • Investors & entrepreneurs | • Music supervisors | • Video games & esports |
| • Streaming & content leaders | • Media & press | • Music & tech educators |
| • Finance & business management | • Music, media & tech attorneys | • International export offices |

Business concentration tracks

- | | | |
|--|-------------------------------|---|
| • Artist financial rights and survival | • Gaming & Esports | • NFTs, blockchain and digital currency |
| • Artist management | • Global music marketplace | • Racial & gender equality |
| • Cannabis | • Live music returns | • Songwriting & publishing |
| • Careers reimagined | • Music creation & production | • Streaming media & live streaming |
| • Data & AI | • Music policy | • Wellness |
| • Early stage investment | • Music supervision | |
| • Entertainment Law/CLE | • MusicTech | |





Conference & Showcase Festival
October 12-15, 2021

2021 Content Partners



COVINGTON



**NATIONAL
INDEPENDENT
VENUE
ASSOCIATION**

See TICKETS

MusicCapital LLC **LYRICFIND** **ELUV.IOLIVE**



Select Global Artist Showcases



Magnettes
(Sweden)



Single By Sunday
(Glasgow)



Azawi
(Uganda)



Itchyworms
(Philippines)



Moziah
(New York)



Season of Ghosts
(London)



The Living Strange
(Brooklyn)



Special Events & Programming

- RIAA Special Presentation "Everything You Need to Know About Music Policy in One Hour"
- Guild of Music Supervisors Fourth Annual NYC Education Event & Film Festival
- Video Games, Esports and Music: Opportunities in the Digital World powered by Covington
- HIFI Presents "Future of Financial Rights"
- CLE Music & Tech Law Symposium powered by Michelman & Robinson LLP and Covington & Burling LLP, sponsored by Manatt, Phelps & Phillips LLP and Recording Artists Project at Harvard Law School
- RAP @ Harvard Law School Pro Bono Sessions For Independent Artists
- Future of Music Production
- Mondo.Cannabis
- NIVA Presents Challenges for the Independent Live Music Sector
- Be Present Everywhere: International Marketing & Development Connections with over 30 global festival, cultural, marketing and trade representatives from around the world

Please visit <https://mondo.nyc>

All Mondo.NYC events are subject to change without notice.