

partnership business visibility 2024



15.4M\$

 **MaMA** 16 • 17 • 18
music & convention octobre 2024



Presentation

- about MaMA

- MaMA Convention
- MaMA Invent
- MaMA Music

promo packs

- visibility pack
- hub pack
- sponsored party pack
- digital pack
- main partners pack

medium

- activation & networking
- digital displays
- goodies & promotion
- display
- Pigalle Village

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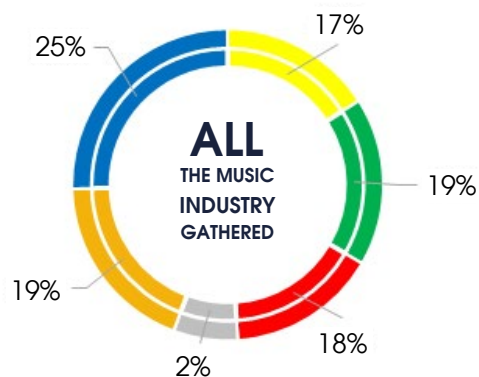
2023 aftermovie



The greatest french gathering of the music industry in Paris, Pigalle & Montmartre. With more than 7 200 attending professionals, MaMA is the greatest French gathering of the music industry. By day, a program of panels, workshops and showcases is dedicated to them. By night, MaMA transforms the Pigalle District into a giant urban event bringing together professionals and the Parisian public.

MaMA convention / daytime

(delegates only)



- Live music
- Institution and pro organisms
- Artist, management, publishing
- Marketing, promotion et media
- Record label
- Others



7.125
PROFESSIONALS
(6.823 IN 2023)



482
JOURNALISTS



499
SPEAKERS
(46% ARE WOMEN)



2.583
COMPANIES
(2.512 IN 2023)



54
NATIONALITIES



170
PANELS AND
INTERNATIONAL

MaMA music/ nighttime

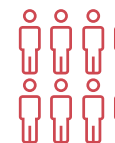
(delegates and public)



160 BANDS
(566 ARTISTS, 65% OF
WHOM ARE WOMEN)



11
EMBLEMATIC VENUES



5.287
FESTIVAL-GOERS

MaMA convention



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By day, MaMA suggests a conference program featuring over 490 international speakers and 170 panels, keynotes, workshops, matchmaking sessions and cocktails for music industry actors.

Music industry highlights will be covered such as: mental health in music, sustainable development, women in the industry and parity, monetization of the livestream, publishing, cultural and social policies, synchro, creation and self-production, the return of live, funding and values, marketing and communication, innovation and data, entrepreneurship, brands and media, international markets, or even post-COVID reports and perspectives ... bringing together nearly 490 French and international stakeholders.



MaMA daytime:

- **170 panels, debates, keynotes** made by MaMA and partners
- **7 thematic themes** to build your own programme (Artists & publishing, Recorded Music, Live Music, Cultural Policy, Social Changes, Media, Music & Image)
- **60 innovative solutions** presented on MaMA Invent corners
- **50 artists** within daytime showcases in front of international professionals
- **+500 networking activities** such as match-makings, cocktails...
- **1 HUB** the meeting space dedicated to representatives of the professional sector
- **1 workshop and masterclass program** dedicated to artists

MaMA invent

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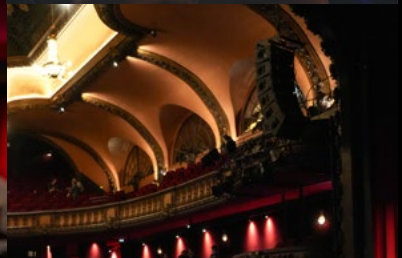
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A dedicated space to the integration of innovation in and for the music industry, also known as MaMA invent offers solutions for: Artist Factory, Live Music Factory and Label Factory.

With topics such as: Data, NFT, metavers, VR/AR/MR, artists to fans, IA, ticketing, ecological transition, cashless, crowdfunding, social media, streaming, access control, blockchain...

With:

- **20 Focus & Keynote:** debates, panels, news and perspectives on the digital transformation of music
- **60 Initiative Corners:** dedicated space for innovative products or services
- **1 Cosy Lab:** interactive discussion space in relaxed mode on new uses and new trends in music in the company of specialized speakers
- **1 MaMA invent Riffx Prize:** prize awarded to the best innovative solution (or service) at the end of pitch sessions carried out sponsored by personalities qualified in music and technology
- **25 workshops:** meeting space with live demonstrations



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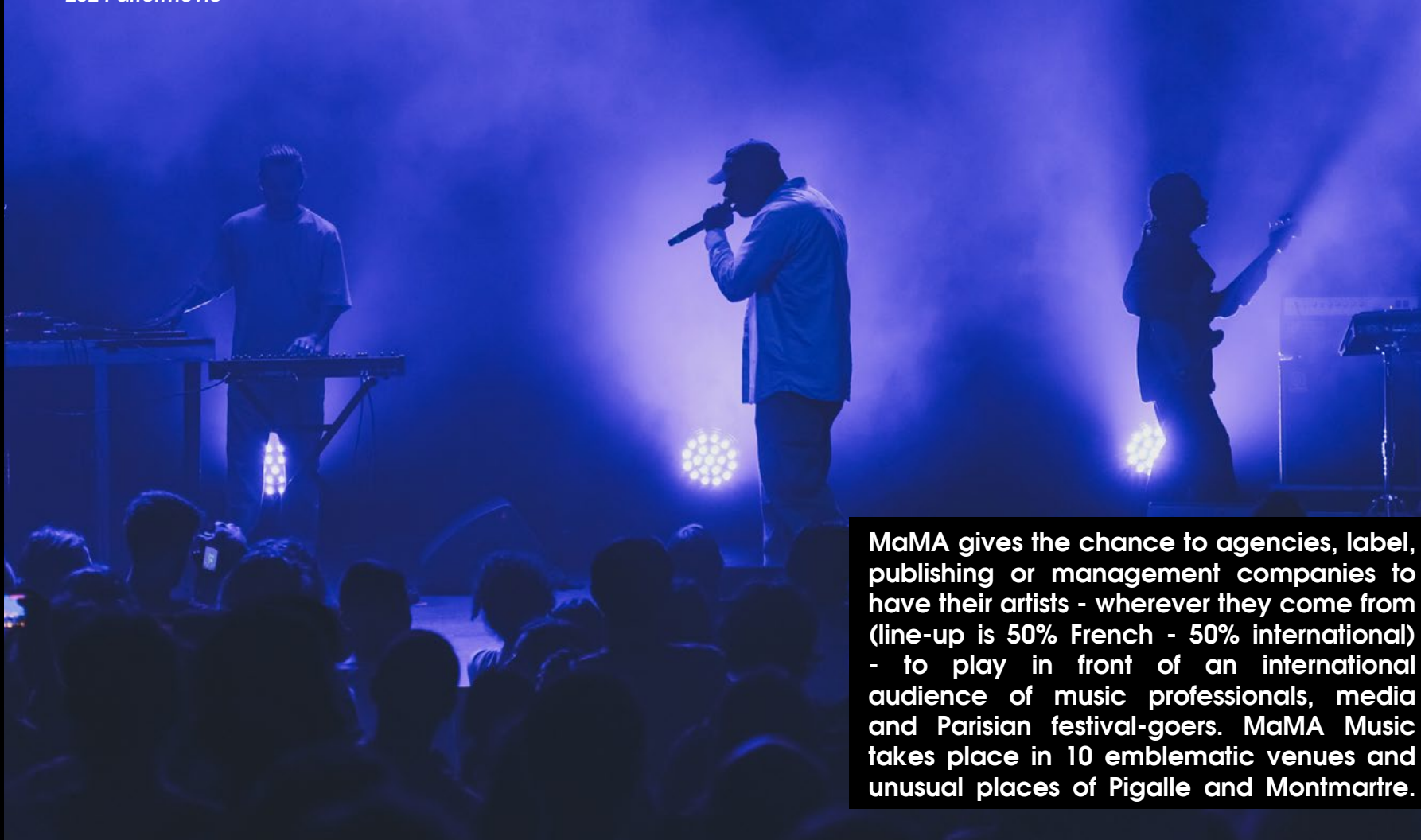
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2024 aftermovie

MaMA music

160 shows - **11** venues
3 nights - **1** neighborhood



MaMA gives the chance to agencies, label, publishing or management companies to have their artists - wherever they come from (line-up is 50% French - 50% international) - to play in front of an international audience of music professionals, media and Parisian festival-goers. MaMA Music takes place in 10 emblematic venues and unusual places of Pigalle and Montmartre.

MaMA 2024 artists submission! Apply to play at MaMA www.mama-musicandconvention.com



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visibility pack
from 3.800€

visibility pack

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Make your brand shine at MaMA!

Visibility packs are designed and adapted for optimal brand activation.

	visibility pack	premium visibility pack	audience / diffusion
	3.800 €	6.000 €	
	2 of 5 - pick	3 of 5 - pick	
promotion, networking & activation	<input type="checkbox"/>	<input type="checkbox"/>	▶ 5000
	<input type="checkbox"/>	<input type="checkbox"/>	▶ 40-90
	<input type="checkbox"/>	<input type="checkbox"/>	▶ 40
	<input type="checkbox"/>	<input type="checkbox"/>	▶ 600
	<input type="checkbox"/>	<input type="checkbox"/>	
digital displays	<input checked="" type="checkbox"/>	<input type="checkbox"/>	▶ 25 000
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	▶ 5 000
bag insert	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	▶ 2 500
	<input type="checkbox"/>	<input type="checkbox"/>	
delegate pass music pass	2	4	
	2	4	

If the partner requires additional speakers, he can use the pro passes included in his pack, or benefit from a preferential rate for the purchase of additional pro passes of up to 110 euros (incl. VAT).

⁴. Dedicated meeting space in the Club MaMA, located on the Trianon mezzanine. 1 half-day to organize all your meetings in intimate mode.

⁵. Banner in a pro newsletter, sent to nearly 25,000 contacts.

⁶. An emailing designed by you and sent to the base of MaMA 2024 accredited professionals who have agreed to receive information.

hub pack
from 4.000€

hub pack



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Each year, MaMA invests the Trianon as a new meeting place... 8 corners are at your disposal in the most popular area of the Trianon, where everything's happening: the HUB. Perfect meeting place and exchange zone, the HUB is dedicated to representatives of the sector, French and international pros, and will allow you a strategic presence during the 3 days of the Convention.

hub packs

	hub corner 4.000 € for 3 days	big hub corner 6.500 € for 3 days
corners	6m ² meeting spaces: reception and small lounge	12m ² meeting spaces: reception and lounge
delegate drink / cocktail ⁽¹⁾	✓	✓
dedicated emailing ⁽²⁾	✓	✓
pro newsletter banner ⁽³⁾	✓	✓
3-days delegate pass ⁽⁴⁾	3	4
1-day music pass ⁽⁵⁾	3	4

If the partner requires additional speakers, he can use the pro passes included in his pack, or benefit from a preferential rate for the purchase of additional pro passes of up to 110 euros (incl. VAT).

¹ Delegate drink: dedicated space available from 5:30pm to 7pm at the Trianon. Please provide snacks and refreshments for 150 people. ² MaMA send the emailing, created by you, to the MaMA 2024 delegates' database who have agreed to receive information from our partners / ³ Banner in a pro newsletter sent to more than 25 000 professionals from our database / ⁴ Delegate Pass: illimited access during 3 days in all the convention and concert venues. / ⁵ Music Pass: one day only, the Music Pass allows you to see all the shows in all the venues the day you have chosen.

Terms and conditions: A 50% deposit will be requested upon signature of the quotation to validate the order, and the balance will be requested on D-5 of the event, 11/10/2024.

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activation & networking

Delegates cocktail

A friendly and original opportunity to present a product, a service... on these temporary stands. Once a day, 6 organizations arrange meetings as a delegate drink. It takes place every day from 5:30 pm to 7pm at the Trianon.

Price: available in the visibility packs, sponsored party pack and main partners packs.

daytime showcases

MaMA Convention also give the chance to artists to promote themselves through Showcases. For accredited professionals only, in some MaMA venues.

More info and pricing on request.



workshop demonstration

Arrange a real workshop dedicated to 40 people group. That kind of event promotes networking and facilitates initial contact by exchanging technical tips and get a direct feedback from participants.

As workshops are constituent of the MaMA program, your brand / company will be a real exposure both to the professionals and to the entire communication (program).

Price: available in the visibility packs, sponsored party pack and main partners packs.

MaMA Club, your dedicated meeting space

Get your dedicated meeting space in the MaMA Club, located on the Trianon mezzanine. A whole day to organize all your meetings in intimate mode.

Price: available in the main partners packs.

conference

You want to approach accredited journalists and all professionals to announce the launch of a new product, to present study results... The dedicated conference area at the heart of the Elysée-Montmartre will allow you to enjoy the resonance platform of MaMA.

Price: available in the visibility packs, sponsored party pack and main partners packs.



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online delegates directory

The online delegates directory counts all accredited to MaMA. Professionals can thus make contact with targeted participants through a search function.

In 2023, more than 35.000 e-mails were sent via this tool.

Available in the digital pack and main partners packs.

audiolibrary **+ 11.000 users in 2023**

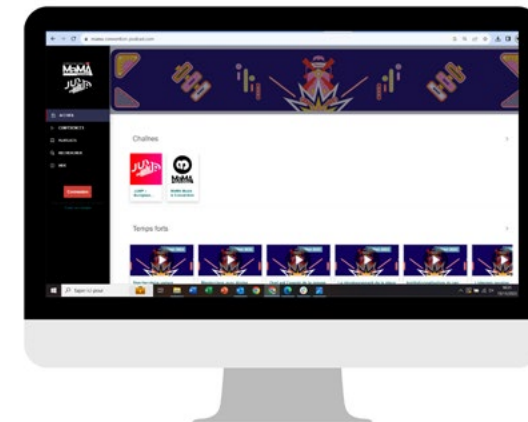
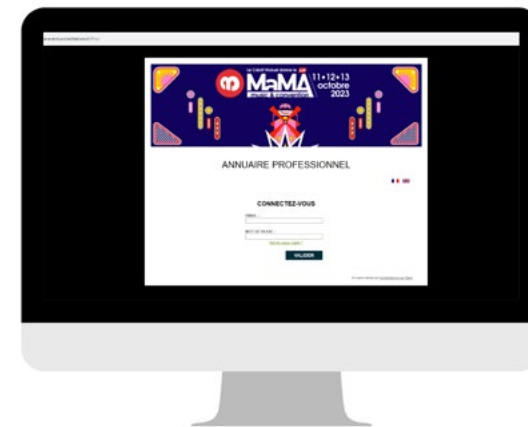
Explore over 600 free access podcasts! Find out panels, workshops or keynote on a single online platform, gathering content since 2016, including more than 200 multilingual FR-EN podcasts.

www.mama-convention-podcast.com

mobile application **+ 8.900 users in 2023**

MaMA offers a service navigation app for iPhone and Android, for both music lovers and professionals. This tool allows you to create your itinerary via the diary, listen to the event playlist, bookmark meetings not to be missed, connect to your networks, be live-informed....

digital display



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dedicated emailing

This is a very effective personalized tool, dedicated emailing makes it possible to address directly to all the delegates by an emailing you realized. Specs : design / creation by the partner, sent by MaMA to delegates' database who have agreed to receive information from our partners.

Price: available in the visibility packs, hub pack, sponsored party pack and main partners packs.

digital screen promotion

A minimum of 6 digital screens are divided in the three main places of professional meetings (Trianon, Elysée-Montmartre, FGO-Barbara).

These screens broadcast all day long, the programme of the day and the banners/advertising spots partners.

delegate pass confirmation email banners

Each participant receives an email confirming his or her pro pass validation. You can find your advertising integrated in this email, a good way to communicate upstream of the event with more than 7.100 accredited professionals.

Price: available in the digital pack and main partners packs.

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Outdoor banner / music venues covering

MaMA invests 10 concert halls in the trendy and touristic area of Montmartre-Pigalle every year. This visibility allows you to communicate on your brand / company throughout the event by reaching both the public and the professionals.

Exclusively available in main partners packs.

music venues display



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promo packs

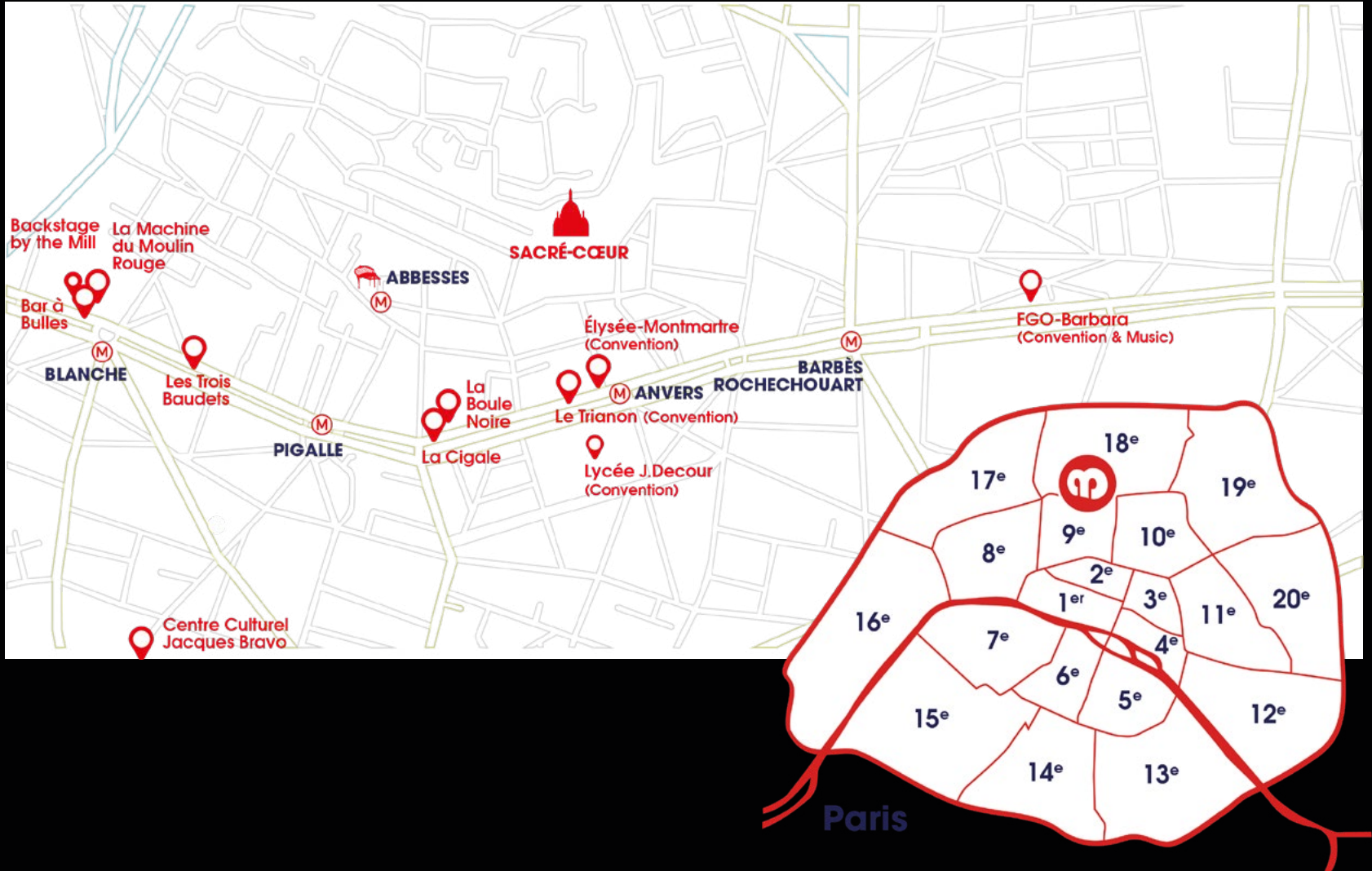
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In the night we shine

contact

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15 ANS



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