

# BIGSOUND

FESTIVAL



**BIGSOUND GALLERY**

PARTNERSHIP PROPOSAL



A person is standing in a large, empty gallery space, looking up at the ceiling. The room has white walls and a polished floor. The ceiling is white with a series of recessed lights along the edge. The person is wearing a dark jacket and pants. The overall atmosphere is clean and modern.

In addition to its conference and festival, BIGSOUND 2018 will host

# BIGSOUND GALLERY

**Connect your business with the music industry**

## **Boutique Technology Exhibition Space**

### **Institute of Modern Art**

Ground Floor  
Judith Wright Centre  
420 Brunswick Street  
Fortitude Valley

### **Opening Hours**

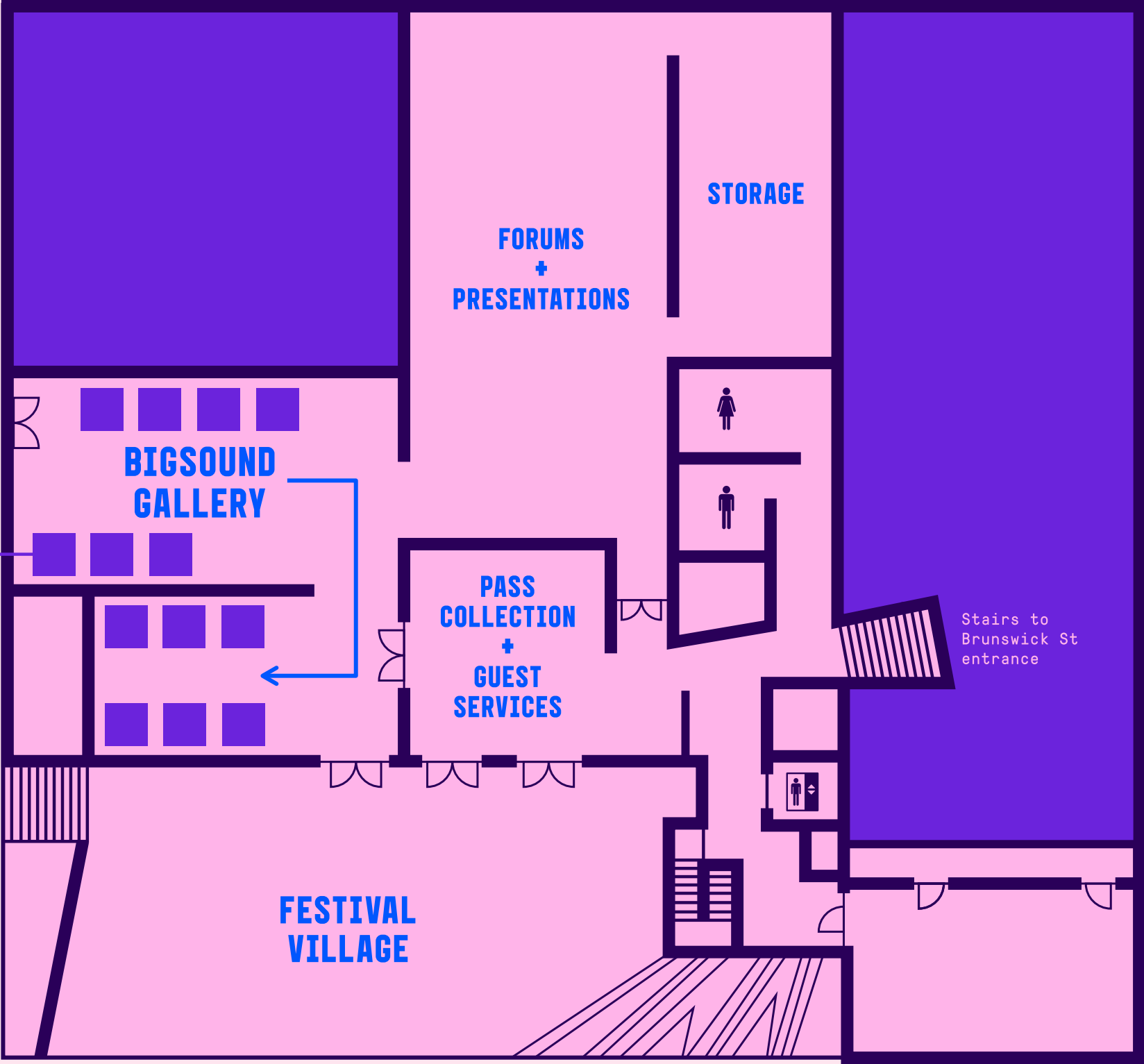
Wednesday 5 September  
10:00 - 6:00pm  
Thursday 6 September  
10:00 - 6:00pm

# BIGSOUND GALLERY

## Floor Plan

**Institute of Modern Art**  
Ground Floor  
Judith Wright Centre  
420 Brunswick Street  
Fortitude Valley

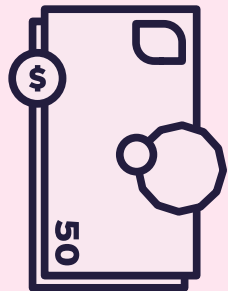
2.5m x 2.5m  
per Stall



BERWICK STREET

BRUNSWICK STREET

# 2017 STATISTICS



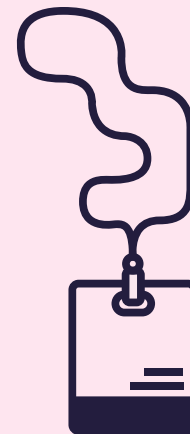
**ECONOMIC  
IMPACT**

**\$2.793m**



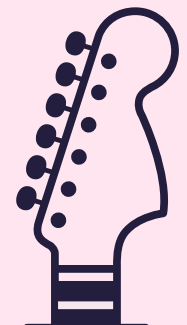
**FESTIVAL  
ATTENDANCE**

**13,869**



**CONFERENCE  
ATTENDANCE**

**1,454**



**SHOWCASING  
ARTISTS**

**153**



**CONFERENCE  
SPEAKERS**

**192**



**RETURNING  
ATTENDEES**

**83%**



**TOTAL VISITOR  
NIGHTS**

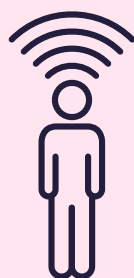
**8,460**

# MEDIA + ONLINE



PIECES OF  
COVERAGE

538



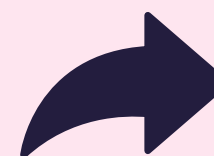
ONLINE  
READERSHIP

543M



ESTIMATED  
COVERAGE VIEWS

3.24M



SOCIAL  
SHARES

119K



FACEBOOK  
FOLLOWERS

25,815



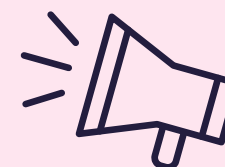
TWITTER  
FOLLOWERS

12,639



INSTAGRAM  
FOLLOWERS

7,244



SOCIAL  
MEDIA REACH

573,070

21,138 MUSICIANS

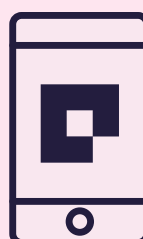
40,727 INDUSTRY

511,205 MUSIC FANS



BIGSOUND  
WEBSITE

81K VISITS  
654K PAGE VIEWS



APP  
DOWNLOADS

2,308



#BIGSOUND17  
IMPRESSIONS

23.2M



DIRECT  
MARKETING

12,957



# CONNECT WITH THE LARGEST GATHERING OF AUSTRALIAN AND INTERNATIONAL MUSIC INDUSTRY INFLUENCERS

## Connect your business with the music industry

- The BIGSOUND experience converges at the BIGSOUND Gallery
- Located at the IMA at the Judith Wright Centre
- High visibility space
- Adjacent to conference entrance & registration desk
- The hub of the BIGSOUND Music Conference
- High traffic flow area

# BIGSOUND GALLERY PROVIDES YOUR BUSINESS A UNIQUE OPPORTUNITY

- BRAND ALIGNMENT
- EXHIBITION SPACES
- PRESENTATION OPPORTUNITY
- LOGO ON WEBSITE AND PRINTED PROGRAM
- DIRECT ACCESS TO MUSIC INDUSTRY DECISION MAKERS
- 1650+ CONFERENCE ATTENDANCE
- 153+ SHOWCASING BANDS
- 192+ CONFERENCE SPEAKERS

## ADDITIONAL OPPORTUNITIES

- SAMPLING OPPORTUNITIES IN 1650 CONFERENCE BAGS
- PRINTED PROGRAM ADVERTISING
- MARKETING OPPORTUNITIES

**We understand all our partners are different.**

**Ask us how we can design a bespoke campaign for your brand.**





# BIGSOUND GALLERY

## What's Possible?

- GALLERY SPACE AVAILABLE
  - 11 X HIGH PROFILE EXHIBITION
  - 2.5M X 2.5M SPACES AVAILABLE
- SIZE & COSTS
  - 2.5M X 2.5M SPACE \$4500
- SIGNAGE, FURNITURE, POWER PROVIDED
- BUMP IN TUESDAY SEPTEMBER 3 FROM 4PM
- BUMP OUT THURSDAY SEPTEMBER 7 FROM 4PM
- INTEGRATED DESIGNED SPACE
  - DESIGN TO BE APPROVED
- POWER SUPPLIED
  - LEADS TO BE TAGGED AND TESTED
- ADDITIONAL ACTIVATION COSTS TO BE PAID BY EXHIBITOR
- EXHIBITOR STORAGE SPACE INCLUDED





# WANT A LARGER ENGAGEMENT?

- **BIGSOUND BRAND ACTIVATIONS**  
CONNECT AND NETWORK WITH YOUR TARGET AUDIENCE
- **BIGSOUND EVENTS**  
PROMOTE YOUR BRAND WITH RECEPTION OR PARTY
- **BIGSOUND ADVERTISING**  
LET YOUR MESSAGE REVERBERATE AFTER BIGSOUND
- **BIGSOUND MARKETING**  
INTEGRATE YOUR MESSAGE TO REACH OUR AUDIENCE

**Ask us how we can take your campaign to the next level**

**FOR MORE INFO**

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**BIGSOUND.ORG.AU**



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**@BIGSOUNDmusic**



**@BIGSOUNDtweets**