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13 FEB 2012 • NOVOTEL LONDON WEST

## SPONSORSHIP OPPORTUNITIES

On Monday 13 February 2012, the live event production industry's leading publication, Total Production International will again host the TPI Awards for an eleventh time. The 2012 awards will take place at Novotel London West, Hammersmith, London W6.





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## TPi AWARDS 2012: THE SPONSORSHIP PACKAGE

On Monday 13 February 2012, the live event production industry's leading publication, Total Production International will again host the TPI Awards for an eleventh time. The 2012 awards will take place at Novotel London West, Hammersmith, London W6.

We are proud to announce that the hosts for the 2012 event will be BBC 6Music's Mark Radcliffe & Stuart Maconie. Mark & Stuart currently co-host the weekday 1pm – 4pm slot.

Since its inception in 2002, the TPI Awards event has consistently grown in size and status, and is now regarded throughout the world as the premier networking event for the live production industry.

Attracting over 1,100 people from all corners of the live music business, the TPI Awards acknowledges and rewards the achievements of the most talented and successful individuals and service companies working within the industry.

Music celebrities who have appeared at the event to date include Sir Bob Geldof, Led Zeppelin's Jimmy Page, Sir Paul McCartney, Rolling Stone Bill Wyman, U2, Mike Rutherford of Genesis, Motörhead's Lemmy, Midge Ure, David Gilmour of Pink Floyd, Queen guitarist Brian May, Madness frontman Suggs, leading promoter Harvey Goldsmith, Sir George Martin, Spandau Ballet's Martin Kemp, Glastonbury founder Michael Eavis, producer Jeff Wayne, Pet Shop Boys Neil Tennant & Chris Lowe, Damon Albarn of Blur and Gorillaz, The Smiths' Andy Rourke, Manfred Mann singer and radio presenter Paul Jones, and British jazz legend Chris Barber.





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## WHO ATTENDS?

**Over 200 companies attended the TPI Awards in 2011 including:**

3A Entertainment, 3D Design, AC Entertainment Technology, Academy Music Group, Acorn Event Solutions, Action impact, Adlib Audio, Adlib Lighting, AED Rent UK, AEG Live (UK) Ltd, All Access Inc, Allen & Heath, Ambassadors Group, Angel Music Group, APL Event, Arena Seating, Arena Structures, ART, Artistic Licence, Asgard Productions, Atkins Global, Audio Rent Clair, Avid Technology Europe Ltd, Avolites, Azule Finance, Bandit Lites, Barco Lighting Systems, Barco Ltd, BeatThe Street, Bico A/S, Black & White Live, Blackout, Bliss Events, Brilliant Stages, Brit Insurance Ltd, Britannia Row Productions Ltd, British Sky Broadcasting, BWTUC, Capital Sound Hire Ltd, Chain Group, Chaos Visual, Christie, Clair, Clay Paky, Clockwork Productions, Coast 2 Coast Security, Coldplay Management, Concert Sound Clair Ltd, Creative Technology Ltd, CrewCo, CTF, Cyberhoist, Delta Sound (Dubai), Delta Sound / Sound by Design, DiGiCo, Dobson White Partnership, Doodson Broking Group, DSV Road Limited, ETTravel, E.L.P., EasiLife Rigging, Eat To The Beat, EFM, Element Labs, Eleven 11 Limited, ELM, EM Communications, EMO UK, Entec, EnTEEntainment Ltd, EPI Ltd, ES Group, Evil Edna Ltd., Fibre Optic Systems Ltd, Fifth Estate, Firehouse, Fishbone Design, Fly By Night, Fourth Generation, Funktion One, Fuzion Plc, G G Productions, G4S Events, Gallowglass, GCLD-Lighting Design, Gearhouse, Gig Foot Touring, GLD Productions Ltd, Global Alliance, Global Infusion, GLS Lighting, GMH Productions, Gun Room Media, Hangman, Headline Security Management Ltd, HFM Lighting, Holiday on Ice Productions B.V., Horizon Entertainment Cargo, HSL, Imagination, Independent Studio Services, Innovision, Ipix Digital Lighting Ltd, Irish Rigging Services, J&C Joel, JA Productions, Jimmy Innes

Productions, K B Event Ltd, Kilimanjaro, Kinesys, L-Acoustics, Le Mark Self Adhesive, Lift Turn Move, Litestructures, Live Nation, Lloyds TSB-Business, LMC Audio Systems, Lodestar, Logistics Un Ltd, Loudsound, Luminart, MA Lighting, Marshall Arts Ltd, Martin Professional, MB Interactive, Media Travel Ltd, Mediatech Solutions, Mediocre Productions, Metropolis, Meyer Sound, Midas, MOJO Barriers, Mondo DR, MPL, Music Bank, Music By Appointment, Oval Insurance, Perry Scenic, Pheonix Partners, Pixelrange, PLASA Events Ltd, Plaster Communications, Power Logistics, PRG, PRG Distribution, Production Services Ireland, PSA, PSB, PSCo Ltd, PSNE, Pulsar, Purple Sky, Q E D Management, R G Jones, Redburn Transfer, REM Events, Richard Martin Lighting, Robe UK Ltd, Rock-It Cargo, Ross Williams Ltd, Roundshire, Royal Albert Hall-Senior Stage Manager, Screen Moves, Sennheiser, Serious Stages, Serviscene Rigging, Showforce Services Ltd, Showsec International Ltd, Showtech, Shure, Shure Distribution, SJM, SK Consulting, Smoking Gun Design, Sound by Design, Sound Hire, Sound Technology Ltd, Sound Moves, Specialized Security, Specialz Ltd, SRD Group, SSE Audio, Stage Audio Services Ltd, Stage Miracles, Stageco, Stagelink Limited, Star Events Group, Steven G. Chapman Tour Management, Still! You Know Best Ltd, Studio Due, Stufish, Synco, TCP International, The Ambassador Theatre Group, The Chain Group, The Fountain Studios, The Rock City, Theatre Projects Consultants, TMB, Total Solutions Group, Tour Supply/STS, TPO, Transam Trucking Ltd, Vanguardia Consulting, VDC Trading, VER, Video Equipment Rentals, VME, Wembley Arena, The FA, Westfield Health, WiCreations BVBA, Wig Wam Hire, WRG UK, XL Video, Yamaha.





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## THE VENUE

**Novotel London West is a 4-star hotel, close to Harrods and Kensington Gardens.**

Each of the chic 630 rooms comes with broadband internet and pay-to-view movies. Two restaurants serve international cuisine and the Lounge Bar and Planet's Bar offer snacks and cocktails. The hotel has extensive conference and meeting facilities, with 35 meeting spaces that can accommodate up to 1,000 people for a presentation, launch or wedding party



## THE HOSTS

**We are proud to announce that the hosts for the 2012 event will be BBC 6Music's Mark Radcliffe & Stuart Maconie.**

Mark has been one of national radio's most respected and distinctive voices for over two decades now. He has hosted the Radio 1 Breakfast Show, after which he presented the afternoon programme for almost seven years. Since 2003 Mark has been a fixture of Radio 2. In 2011 Mark joined BBC 6Music.

As well as presenting the 6Music show with Mark, Stuart also presents Stuart Maconie's Freak Zone and Freakier Zone for 6Music. He presents and writes several long-running shows including All Singing, All Dancing, All Night focusing on one of his passions, Northern Soul, as well as the ongoing Seven Days That Rocked The World. He regularly presents documentaries for Radio 4.

Mark & Stuart currently co-host the weekday 1pm – 4pm slot on BBC 6Music.



Just a few past hosts of the TPI Awards.



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## AWARDS CATEGORIES

- Live Production Of The Year
- Tour Manager Of The Year
- Tour/Production Co-Ordinator Of The Year
- Favourite International Production Company
- Production Manager Of The Year
- Favourite Crew Company
- Favourite Rigging Company
- Rigger Of The Year
- Favourite Sound Rental Company
- Front-Of-House Engineer Of The Year
- Monitor Engineer Of The Year
- Favourite Power Supply Company
- Favourite Rehearsal Facility
- Favourite Venue
- Favourite Lighting Rental Company
- Lighting Designer Of The Year
- My Generation Award
- Favourite Catering Company
- Favourite Staging Company
- Set Designer Of The Year
- Favourite Set Construction Company
- Favourite Transport Company
- Favourite Security/Crowd Management Company
- Favourite Travel Company
- Favourite Freight Company
- Stage Manager Of The Year
- Favourite Video Services Company
- The Des Fallon Video Visionary Award  
(Open To Video Directors, Camera Operators,  
Content Designers & Producers)
- John Peel Unsung Hero Award
- Lifetime Contribution Award

## VOTING PROCESS

**The voting process for the 2012 event will see a new format introduced to offer a more in depth voting process.**

Firstly, an open vote will be conducted through the TPi Awards website whereby any individual and company can be nominated in the relevant categories. Once the votes have been collected, the final six nominations in each category will then be sent out to all previous winners\*. As a previous winner you will be able to vote in each category which will add a broader cross section of votes to the process.

The winners will be decided through a combination of public votes and industry experts.

Voting for the awards will open on Monday September 5th 2011 and close to the public on Friday December 2nd 2011.

\*Only previous individual winners will be eligible to vote and not companies.  
All eligible voters will be contacted in due course



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## MARKETING CAMPAIGN

**Sponsors of the TPI Awards 2011 will benefit from additional exposure through an integrated marketing campaign across print and online media, incorporating the following:**

- A regularly updated and heavily promoted website at [www.tpiawards.com](http://www.tpiawards.com)
- Over 300,000 email shots to our database of tour managers, venues, suppliers, production managers, designers and other relevant individuals
- Adverts, inserts and editorial across our leading industry title
- Additional promotion to the memberships of our supporters including PSA members and third party databases

## TPI - THE MAGAZINE

**TPI (Total Production International) is circulated to over 20,000 production professionals in 8,000 locations in almost 90 countries.**

**The geographical areas covered are split into four categories:**

UK	35%
REST OF EUROPE	50%
USA	5%
REST OF THE WORLD	10%

**Circulation Breakdown By Product Responsibility**

LIGHTS	55%
LIGHTING CONTROL	51%
DIMMERS	45%
LIGHTING CAD	27%
SET CONSTRUCTION	21%
FOH CONSOLES	55%
MONITOR CONSOLES	51%
IN EAR / STAGE MONITORING	43%
LOUDSPEAKERS	64%
LOUDSPEAKER MANAGEMENT	52%
AMPLIFICATION	60%
OUTBOARD / EFFECTS	51%
VIDEO EQUIPMENT	31%
TRANSPORT	25%
OTHER	13%



Source: 10% sample taken from reader registrations and subscriptions.



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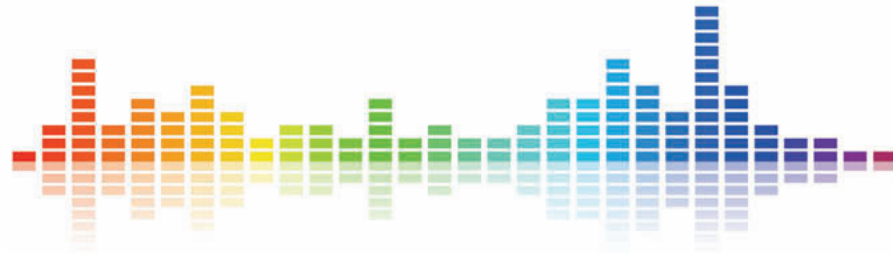
## PREVIOUS SPONSORS





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## SPONSORSHIP PACKAGES

### HEADLINE SPONSORSHIP PACKAGE

#### At the event

- Two tables (20 places) at the TPI Awards 2011 ceremony in prime positions including a three-course gala dinner with an outstanding programme of entertainment on the night.
- Your headline sponsorship will be verbally and graphically acknowledged at the start and close of the ceremony.
- Your choice of senior executive will be introduced by our celebrity host at the start of the ceremony.
- Complimentary sponsors' room for private networking.
- You will have the opportunity to provide gifts to the guests and display additional banners/signage if required.
- A portfolio of official photographs taken at the dinner.
- DVD of video footage filmed on the night.
- Photographer to take exclusive shots of your table on the night.
- First option to renew the headline sponsorship for the TPI Awards 2013.
- Usage of TPI Awards logo on your website and in other communications.
- Invitation to menu tasting (one person).
- Business cards included in pack given to every attendee of the awards.

#### Editorial

- "Sponsor's Message" on the souvenir memory stick given to every attendee of the award.
- One editorial piece on a subject agreed between TPI Magazine and the headline sponsor.
- High profile inclusion within the extensive post-event report in the March 2011 issue of TPI Magazine, online at [tpimagazine.com](http://tpimagazine.com), and in press releases mailed to our extensive media database.

#### Branding

- Exclusive headline sponsorship of the event — title sponsorship is only open to one sponsor.
- Your company logo will be included in the extensive advertising, direct mail, email and online campaigns.
- Company logo will appear on the TPI Awards official website with hyperlink to your own website.
- Booking form and voting form to include your company logo.
- Your logo incorporated within the event logo.
- Dedicated area of TPI webpage as headline sponsor.
- The headline sponsor logo will be larger and more prominent than individual category sponsors' logos.
- Logo on all invitations sent to attendees.
- Full page advertisement in a prime position in three consecutive issues of TPI Magazine before, during and after the event.
- Company logo on display inside the main entrance to the Novotel.
- Company logo on the A-Z table plan & menu booklet.

**Total Sponsorship Package: £15,000 exc. VAT**

**For details on sponsorship and supporter packages, please contact Joel Perry or Ben Chadwick**

Joel Perry: [j.perry@mondiale.co.uk](mailto:j.perry@mondiale.co.uk) • Tel. + 44 (0)161 476 5580

Ben Chadwick: [b.chadwick@mondiale.co.uk](mailto:b.chadwick@mondiale.co.uk) • Tel. +44 (0)161 476 5580



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## OTHER SPONSORSHIP PACKAGES AVAILABLE...

### PRE/POST-DINNER DRINKS SPONSORSHIP

- Branding on all associated material including magazine, website, invitations and video screens.
- Logo on the event website plus 250 word text of your choice and a hyperlink to your site.
- Name and logo used on direct mail and emails in connection with the awards, both pre- and post-show.
- Access to the Awards database following the event.
- Table of 10 in a prime location within the dining room.
- Branding throughout the pre/post-dinner drinks reception area.
- Opportunity to have promotional items displayed around the pre/post-dinner drinks area.
- Right of first refusal to sponsor the TPi Awards 2013.
- Business cards included in pack given to every attendee of the awards.
- "Sponsor's Message" on the souvenir memory stick given to every attendee of the award.

**Total Cost: £7,500 exc. VAT**

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### CATEGORY SPONSORSHIP

- Branding on all associated material including magazine, website, invitations and video screens.
- Logo on the event website plus 250 word text of your choice and a hyperlink to your site.
- Name and logo used on direct mail and emails in connection with the awards, both pre- and post-show.
- Sponsor logo as part of on-site and category-specific branding.
- Recognition in all pre/post-show publicity.
- Opportunity for branded table promotion.
- Post-show mailing to attendees.
- Business cards included in pack given to every attendee of the awards.
- "Sponsor's Message" on the souvenir memory stick given to every attendee of the award.

**Total Cost: £3,500 exc. VAT**

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## OTHER SPONSORSHIP PACKAGES AVAILABLE..

### NAPKIN & TABLE NUMBER SPONSORSHIP

- Logo on all pre-event email and direct mail campaigns.
- Logo and 100 word text on event website.
- Logo on all table numbers.
- Logo on all napkins (napkins to be supplied by sponsor).

**Total Cost: £1,500 exc. VAT**

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### SUPPORTER SPONSORSHIP

- Logo on pre-event email and direct mail campaigns.
- Logo on event website.
- Ticket for the Awards dinner.

**Total Cost: £500 exc. VAT**

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### PRIVATE BAR PACKAGE

Entertain your guests in style in a luxury bar setting within the aftershow party. Set within the main room but with restricted access, you can entertain your guests in comfortable surroundings. A private bar and staff will be provided for the evening as well as a selection of drinks upon arrival. The area will also be branded to provide you with a unique and lasting experience at the TPi Awards 2012.

**Total Cost: £1,500 exc. VAT**

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All sponsorship terms are flexible

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"THE TPI AWARDS PROVIDES  
A UNIQUE OPPORTUNITY TO  
CELEBRATE THE ACHIEVEMENTS  
OF THOSE WORKING BEHIND THE  
SCENES WHO TRULY MAKE TOURS  
AND LIVE EVENTS HAPPEN."

Harvey Goldsmith, CBE



[www.tpiawards.com](http://www.tpiawards.com)



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