

BUY THE SOFTWARE YOU USE



# IMSTA FESTA EXHIBITOR KIT 2016

LOS ANGELES . CHICAGO . NEW YORK . TORONTO

[www.imsta.org](http://www.imsta.org)

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*“IMSTA is a long time valued partner of The Recording Academy Producers & Engineers Wing regarding education about both the art and craft of recording and advocacy for the rights of music creators. In addition, IMSTA FESTA provides great opportunities to connect with a large audience of relevant music makers and to get the word out about The Recording Academy’s important initiatives.”*

**Maureen Droney**  
 Managing Director  
 Producers & Engineers Wing and Recording Technology  
**The Recording Academy**

## IMSTA FESTA . A CELEBRATION OF MUSIC TECHNOLOGY



The International Music Software Trade Association is committed to a public conversation about piracy and its affect on the music software industry. We do this **through education** and not enforcement or police measures. We believe in **fair play** - being paid for your work and having your intellectual property respected. We believe that with enough time and consistent public education programs the piracy behavior of some people will change. We draw this belief not from our imagination but from examples where education has positively changed public behaviour.

One way IMSTA ignites the conversation is to put customers face-to-face with software companies and to teach them how to make best use of the products. Customers will eventually see the long term benefits of buying software - it supports the companies they rely on to create their musical works. Many music software companies are small businesses with staff that need to be paid for their work. That's fair.

**IMSTA FESTA** is a consumer focused event that allows end-users to experience and learn more about the newest music production products and techniques. End-users have the rare opportunity to **interact** with and speak to product specialists. Musicians, beat-makers, producers, engineers, song-writers and artists gather to **network** and **learn** on a day when technology meets up with music. IMSTA FESTA is FREE featuring **Professional Panels**, **Master Classes**, **Song Reviews** and non-stop **Live Demonstrations**.

**EXHIBITORS & SPONSORS** who have participated include Avid, Arturia, Cake-walk, Celemony, D16 Group, FabFilter, IK Multimedia, Image Line, Native Instruments, McDSP, PreSonus, Serato, SSL, Sony, Sugar Bytes, Steinberg and Sound Toys. Attendees are typically from the locality, between 18 and 35 years old, make music on a computer and produce music at home. IMSTA FESTA is held annually in Los Angeles, New York, Toronto and Chicago.

**IMSTA FESTA** has built a strong tradition of exceptional Industry Panels. In addition, we have added Master Classes where attendees can dig deep into their favorite software. Song Reviews, hosted by **Broadjam**, run through the day and attendees can get an educated critique of their songs. The **IMSTA Song Competition** runs throughout the year with lots of prizes for the best songs with a grand prize of a Trip to Black Rock in Santorini.

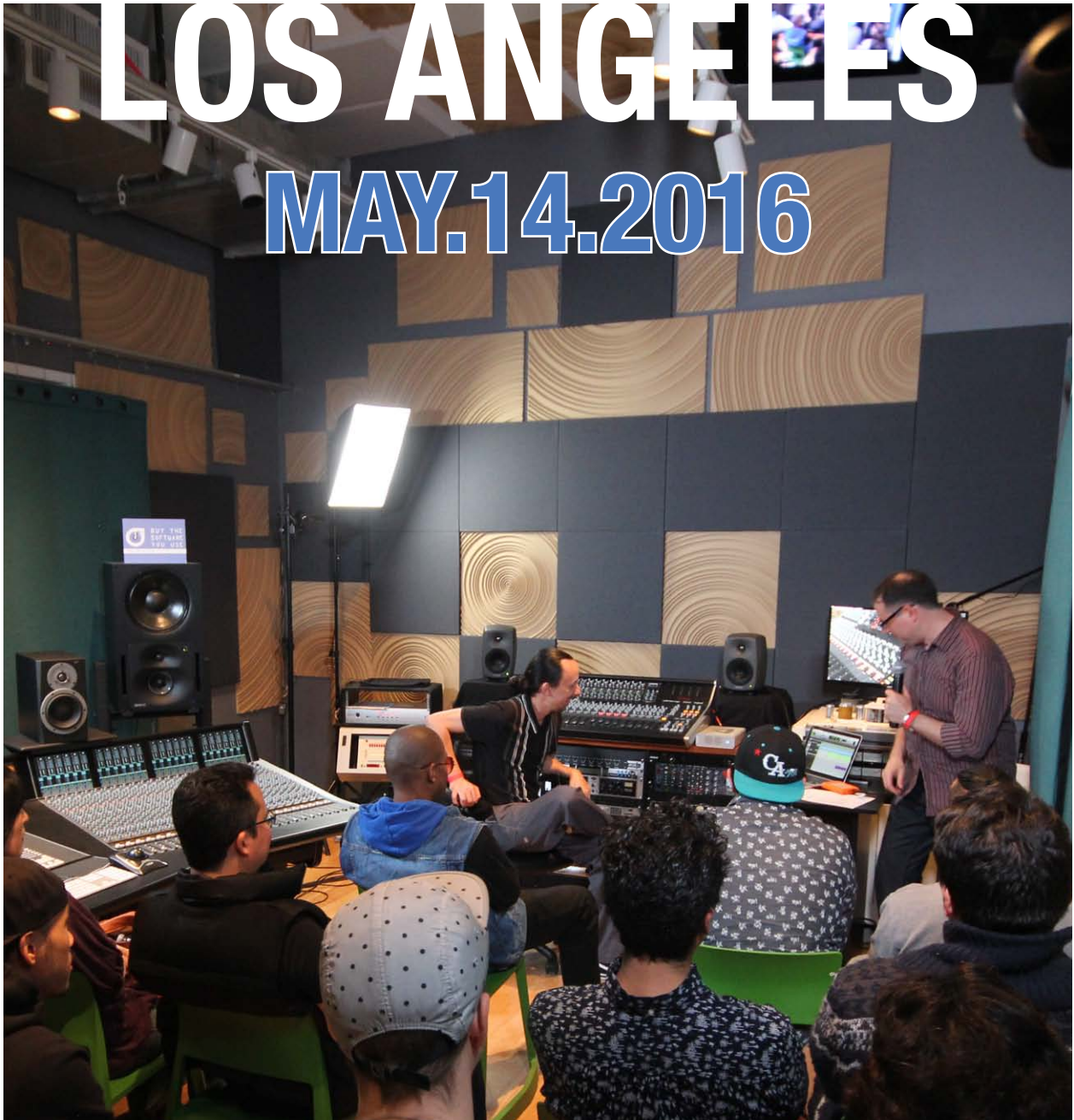
**IMSTA ANNUAL MEMBERSHIP** subscribes companies to exclusive member pricing and grants companies priority placement at each show. In addition, IMSTA members contribute to a bigger cause of an umbrella organization created to protect the music software industry & promote respect for intellectual property.

This Exhibitor Kit outlines the intended plans for IMSTA in 2016 beginning in the Spring through to the end of the year. See you soon.



# LOS ANGELES

## MAY.14.2016



*The importance of educating consumers on the detrimental effects of producing music using pirated software cannot be underscored enough. IMSTA is the primary non-profit advocacy group committed to supporting music software developers through interactive one-on-one events like IMSTA FESTA. Their outreach to the next generation of computer based musicians make a significant difference in the way users acquire and use professional music software.*

**Robert Sermeño**

Product Manager  
**Steinberg**

# IMSTA FESTA . LOS ANGELES



In addition to being one of the most important cities in the world in the film industry, Los Angeles is also one of the most important places in the world for the recorded music industry.

In May 2015, the 3rd annual IMSTA FESTA was hosted at SAE Institutes' new 44,000 sq. ft. facility in the historic Eastman Kodak building on Sunset Blvd. IMSTA FESTA LA 2016 is expected to welcome even more attendees than before. We continue to partner with the GRAMMY Producers and Engineer's Wing and key Sponsors to plan another fresh & exciting lineup of talent for the Professional Panel Series, Keynote Speech, Master Class Series & Workshops that will be scheduled throughout the day. With the addition of new members; this will lead to the largest exhibiting roster we have ever staged in the City of Angels. Additionally IMSTA will continue to incorporate students from local music programs and music related organizations in the Greater LA area.

IMSTA FESTA LA 2015 took place on May 16th at SAE Institute. The Keynote speech was delivered by the 4-time GRAMMY winning producer **Rodney "Darkchild" Jenkins** who has worked with Michael Jackson, Beyoncé, Mariah Carey, Whitney Houston, Rihanna, Justin Bieber, Sam Smith, Jennifer Lopez, Toni Braxton, Destiny's Child, Lady Gaga, Spice Girls and Britney Spears. Darkchild, responsible for over 160 million record sales worldwide, was in-



terviewed by Maureen Droney from the GRAMMY P&E Wing. His inspiring talk was cemented by a standing ovation.

With all exhibit spaces sold out, the event featured **30 exhibitors** including debuts from Audionamix, FabFilter,

Soundtoys and Focusrite. Attendance was 655 with the assistance of 15 invaluable volunteers from SAE Institute and Musicians Institute. Guitar Center returned as exclusive Retail sponsor offering compelling savings available only to IMSTA FESTA attendees.

The **Professional Panels** were highly informative and programmed by the GRAMMY P&E Wing, Whole World Band and Broadjam. We were happy to have **DJ Khalil** on the roster and as a judge for the Song Competition. Song Reviews and the Songwriting Competition added a new dimension for song writers attending the show. Our song reviewers included GRAMMY winning Khaliq Glover and dozens of attendees offered their songs up for reviews.

The popular **Master Classes** featured clinics from Native Instruments, Solid State Logic, Arturia, Steinberg, PreSonus (unveiling Studio One 3), Melodyne, Avid and SoundToys. This was the most successful LA show to date.

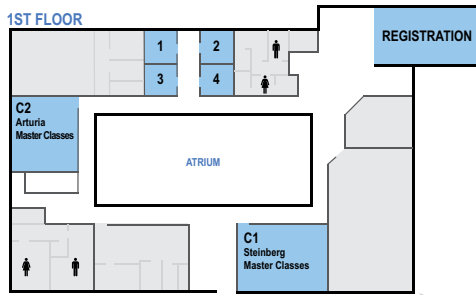


# SHOW DETAILS . LOS ANGELES

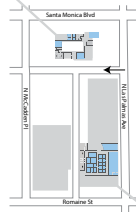
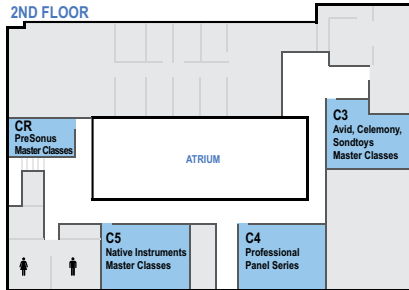
**SAE Institute**  
6700 Santa Monica Blvd., Los Angeles, CA 90038

**IMSTA FESTA LA**  
www.imsta.org 2015-05-16  
BUY THE SOFTWARE YOU USE

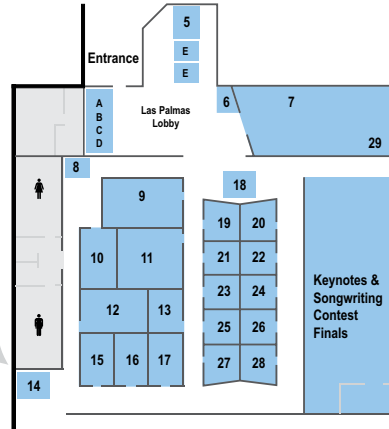
**1ST FLOOR**



**2ND FLOOR**



- |                   |                         |                    |                   |
|-------------------|-------------------------|--------------------|-------------------|
| <b>A. IMSTA</b>   | <b>B. Guitar Center</b> | <b>C. Broadjam</b> | <b>D. NAMM</b>    |
| 1. FabFilter      | 8. Zynaptiq             | 15. Celemony       | 23. Magix         |
| 2. D16 Group      | 9. Solid State Logic    | 16. Cakewalk       | 24. Focusrite     |
| 3. Wave Arts      | 10. Avid                | 17. Serato         | 25. McDSP         |
| 4. Blue Cat Audio | 11. Native Inst         | 18. IK Multimedia  | 26. Slate Digital |
| 5. Sony           | 12. Steinberg           | 19. FXpansion      | 27. Soundtoys     |
| 6. Image Line     | 13. PreSonus            | 20. ZapZorn        | 28. Wave DNA      |
| 7. Arturia        | 14. Sonnox              | 21. Rob Papen      | 29. Audionamix    |
|                   |                         | 22. Propellerhead  |                   |



**2015 EXHIBITORS**

- Arturia
- Audionamix
- Avid
- Blue Cat Audio
- Cakewalk
- Celemony
- D16 Group
- FabFilter
- FL Studio
- Focusrite
- FXpansion
- IK Multimedia
- Magix
- McDSP
- Native Instruments
- Novation
- PreSonus
- Propellerhead
- Rob Papen
- Serato
- Slate Digital
- Solid State Logic
- Sonnox
- Sony
- Soundtoys
- Steinberg
- Wave Arts
- WaveDNA
- ZapZorn
- Zynaptiq

**2015 SPONSORS**

- Broadjam
- Guitar Center
- SAE Institute
- GRAMMY P&E Wing
- Electronic Musician
- Keyboard
- Whole World Band

**LOCATION: SAE Institute**

6700 Santa Monica Blvd.,  
Los Angeles, CA 90038.

**EXHIBIT SETUP:**

Fri. May 13<sup>TH</sup> 2016 . 6:00<sup>PM</sup>–10:00<sup>PM</sup>  
Sat. May 14<sup>TH</sup> 2016 . 7:30<sup>AM</sup>–10:00<sup>AM</sup>

**SHOW HOURS:**

Sat. May 14<sup>TH</sup> 2016 . 11:00<sup>AM</sup>–6:00<sup>PM</sup>

**DISMANTLE & MOVE-OUT:**

Sat. May 14<sup>TH</sup> 2016 . 6:00<sup>PM</sup>–9:00<sup>PM</sup>

**SHIPPING & SET-UP:**

Bring all equipment required for your exhibit including; speakers, monitors, cables and signage with you during the designated set-up periods. You cannot rely on SAE to loan cables, monitors, power bars, speakers etc. You must secure everything you need for making your exhibit function. Larger exhibit materials can be shipped in advance to facility. Each box/item shipped must be labeled with the name of your company and indicate IMSTA.

IMSTA staff will be on-site during designated set-up times.

**Shipments must not arrive at SAE Institute before Monday May 9th, 2016.**

**GRAPHICS & LINKS:** To promote the upcoming IMSTA FESTA using your Social Media feeds, put on your company website and in monthly e-newsletter visit: [www.imsta.org](http://www.imsta.org) "Media" tab.



# HOTELS & DINING . LOS ANGELES



For your convenience, here is a list of nearby accommodations & dining in close proximity to 6700 Santa Monica Blvd., Los Angeles, CA 90038.

## HOTELS

### Comfort Inn - Hollywood Walk of Fame

7051 Sunset Boulevard Los Angeles, CA  
Tel: 323 462-0905

### Rodeway Inn Hollywood

6826 Sunset Boulevard Los Angeles, CA  
Tel: 323 465-7186

### Jeff Davis Hotel Group

1480 Vine Street Los Angeles, CA  
Tel: 323 461-1280

### Hollywood Roosevelt Hotel

7000 Hollywood Boulevard Los Angeles, CA  
Tel: 323 461-1280

### Hollywood Guest Inn

6700 Sunset Boulevard Los Angeles, CA  
Tel: 323 467-6137

### Holiday Inn Express Hotel & Suites

1921 N Highland Ave, Los Angeles, CA 90068  
Tel: 323 850-8151

### Hilton Garden Inn LA/Hollywood

2005 North Highland Avenue Los Angeles, CA  
Tel: 323 876-8600

### The Hotel Hollywood

6364 Yucca Street Hollywood, CA  
Tel: 323 466-0524

### Hollywood Historic Hotel

5162 Melrose Avenue Los Angeles, CA  
Tel: 323 378-6312

## RESTAURANTS

### The Hollywood Corner - Upscale Diner

1156 North Highland Ave. Los Angeles, CA  
Tel: 323 463-2220

### Ammo Restaurant & Bar - Comfort food

1155 North Highland Ave. Los Angeles, CA  
Tel: 323 871-2666

### Sushi Moon – All-you-can-eat Sushi

6775 Santa Monica Blvd.. #3 Los Angeles, CA  
Tel: 323 461-7709

### Crown Of India- Vegetarian

6755 Santa Monica Blvd.. Los Angeles, CA  
Tel: 323 465-3321

### Daphne's California Greek - Greek

7100 Santa Monica Blvd.. West Hollywood, CA  
Tel: 323 969-8225

### Jones Hollywood - Italian & American

7205 Santa Monica Blvd.. West Hollywood, CA  
Tel: 323 850-1726

### Global Cuisine by Gary Arabia

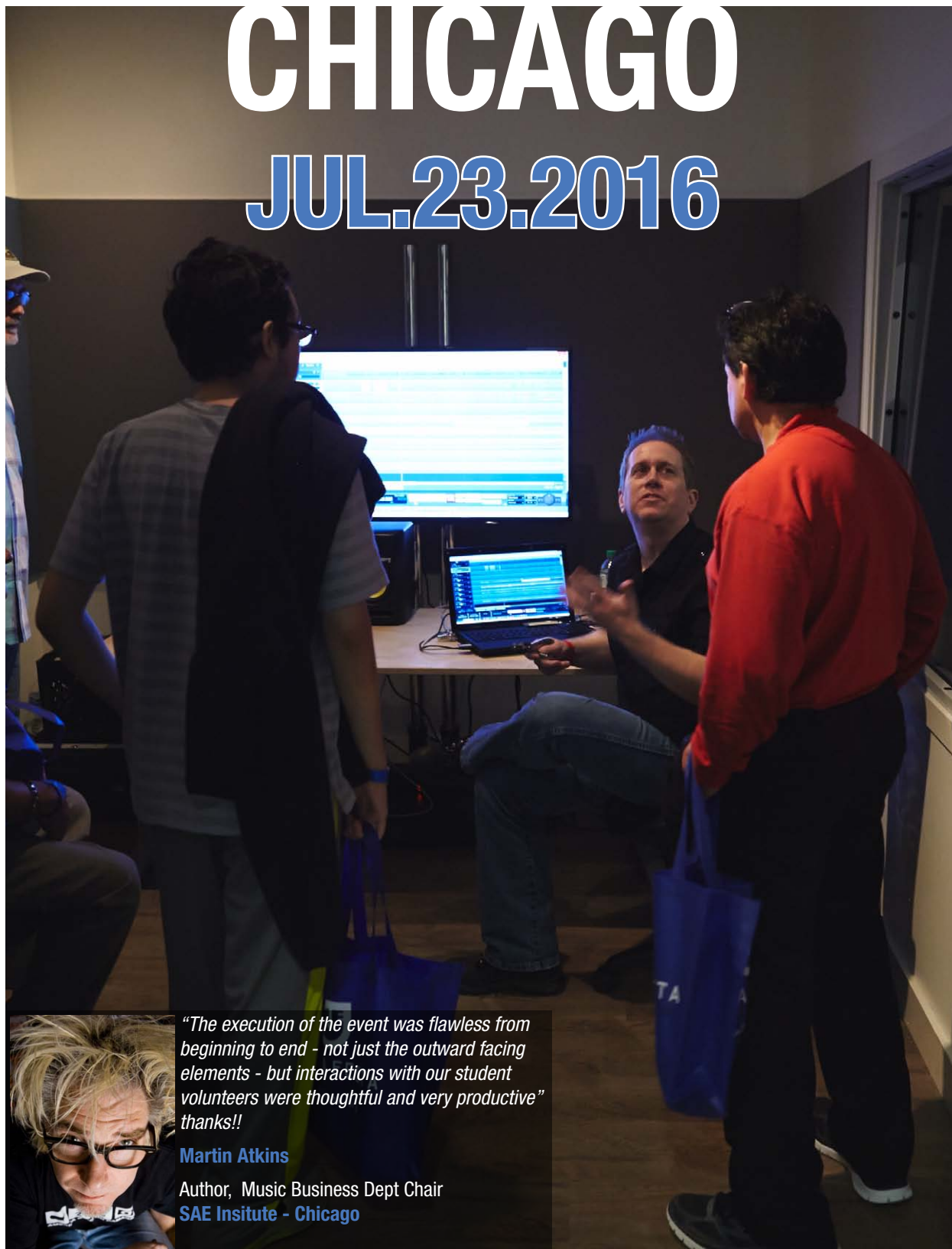
1041 North Formosa Ave. West Hollywood, CA  
Tel: 323 668-0855

### Gardenia Restaurant & Lounge

7066 Santa Monica Blvd.. West Hollywood, CA  
Tel: (323 467-7444

# CHICAGO

## JUL.23.2016



*"The execution of the event was flawless from beginning to end - not just the outward facing elements - but interactions with our student volunteers were thoughtful and very productive" thanks!!*

**Martin Atkins**

Author, Music Business Dept Chair  
SAE Insitute - Chicago



# IMSTA FESTA . CHICAGO



IMSTA FESTA landed in Chicago on Saturday July 25th, 2015, at the gorgeous 19,000 sq. ft. **SAE Institute** on Orleans Street. This brand new facility features studios, workstations, classrooms and an 82-seat, video-equipped, surround-sound Theatre. Our celebration of music technology in the Windy City sold out every exhibit space and was attended by music producers, engineers, students and even some luminaries too.

IMSTA FESTA CHI featured our new 2015 menu of Professional Panels, Master Classes, Live Demos, Song Reviews and concluded with the crowning of a regional winner of the **IMSTA Songwriting Competition**. The Professional Panel Series was a smash hit with educational Panels programmed by **S&S Records**, **Broadjam** and **SAE**. This was the first IMSTA FESTA to make it to local Radio and TV with guest appearances on **WGN Radio's** and **WGN TV's** morning shows featuring Keytar Jeff Abbott playing a RealGuitar rendition of AC DC's "Highway To Hell."

IMSTA FESTA CHI 2016 promises to be bigger and better and will build on the success of the inaugural show. IMSTA is very fortunate to have strong support from SAE Chicago, excellent local PR representation, strong volunteer team in a rich, vibrant, music-loving city hungry for the knowledge we share.

**IMSTA FESTA CHI 2015** opened with an



unforgettable Keynote speech delivered by **Steve Albini** - the singer-songwriter, guitarist, record producer, audio engineer and music journalist known for his work with **Nirvana**. Albini is the owner and principal engineer of **Electrical Audio** recording studio in Chicago. Albini delivered a very honest and memorable

keynote speech that challenged IMSTA and its members to counter piracy by giving excellent customer service among other suggestions. Albini's speech can be found on the home page of [www.imsta.org](http://www.imsta.org).

IMSTA FESTA CHI had 25 exhibitors. Attendance was 300+ over the 7 hours and we were fortunate to be supported by 10 invaluable volunteers from SAE Institute. **Sweetwater Sound** was our exclusive Retail sponsor offering deals to IMSTA FESTA attendees.

The **Professional Panels** explored topics in Music Supervision & Licensing, How To Make an Extra 100K in Music and The Dance Market: Past, Present & Future. The **Master Class** series featured Native Instruments, Solid State Logic, Propellerhead, PreSonus, Celemony and AVID. **Song Reviews** hosted by Broadjam was very well attended by attendees. A "walk-in" songwriter managed to win the Regional Competition. Overall a bright start in Chicago.

## SHOW DETAILS . CHICAGO

**SAE Institute**  
820 North Orleans St #126., Chicago, IL 60610

**IMSTA FESTA CHI**  
www.imsta.org 2015-07-25  
BUY THE SOFTWARE YOU USE



1. Musiclab
2. Celemony
3. Magix
4. Native Instruments
5. Solid State Logic
6. Steinberg
7. Hal Leonard
8. Propellerhead
9. FabFilter
10. Sony
11. Avid
12. Blue Cat Audio
13. FL Studio
14. Modartt
15. Master Classes
16. Slate Digital
17. WaveDNA
18. Wave Arts
19. IK Multimedia
20. ZapZorn
21. PreSonus
22. D16 Group
23. McDSP

### 2015 EXHIBITORS

- Arturia
- Audionamix
- Avid
- Blue Cat Audio
- Celemony
- D16 Group
- FabFilter
- FL Studio
- Focusrite
- FXpansion
- IK Multimedia
- Hal Leonard
- Magix
- McDSP
- Modartt
- Music Lab
- Native Instruments
- Novation
- PreSonus
- Propellerhead
- Slate Digital
- Solid State Logic
- Sony
- Steinberg
- Wave Arts
- WaveDNA
- ZapZorn

### 2015 SPONSORS & PARTNERS

- Broadjam
- Electronic Musician
- Grammy P&E Wing
- Keyboard Magazine
- NAMM
- SAE Institute
- Sweetwater

**LOCATION: SAE Institute**  
820 N. Orleans Street #125,  
Chicago, IL 60610.

#### EXHIBIT SETUP:

Fri. Jul 22<sup>ND</sup> 2016 . 6:00<sup>PM</sup>–10:00<sup>PM</sup>  
Sat. Jul 23<sup>RD</sup> 2016 . 7:30<sup>AM</sup>–10:00<sup>AM</sup>

#### SHOW HOURS:

Sat. Jul 23<sup>RD</sup> 2016 . 11:00<sup>AM</sup>–6:00<sup>PM</sup>

#### DISMANTLE & MOVE-OUT:

Sat. Jul 23<sup>RD</sup> 2016 . 6:00<sup>PM</sup>–9:00<sup>PM</sup>

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**Shipments must not arrive at SAE Institute before Monday July 18th, 2016.**

**GRAPHICS & LINKS:** To promote the upcoming IMSTA FESTA using your Social Media feeds, put on your company website and in monthly e-newsletter visit: [www.imsta.org](http://www.imsta.org) "Media" tab.







# HOTELS & DINING . CHICAGO



For your convenience, here is a list of nearby hotel accommodations & dining in close proximity to 820 N Orleans Street, Chicago, IL 60610.

## HOTELS

### Hotel Felix

111 W. Huron St, Chicago, IL  
Tel: 312 447-3440

### Howard Johnson Inn Chicago Downtown

720 North LaSalle Street Chicago, IL  
Tel: 312 664-8100

### The Godfrey Hotel Chicago

127 W. Huron St, Chicago, IL  
Tel: 312649-2000

### Hotel Palomar Chicago

505 N State St, Chicago, IL  
Tel: 312 755-9703

### Omni Chicago

676 North Michigan Avenue Chicago, IL  
Tel: 312 944-6664

### InterContinental

505 N Michigan Ave Chicago, IL  
Tel: 312 625-1352

### ACME Hotel Company

15 East Ohio Street Chicago, IL  
Tel: 312 894-0800

### MileNorth Chicago Hotel

166 East Superior Street Chicago, IL  
Tel: 312 787-6000

## RESTAURANTS

### Farmhouse - American

228 W. Chicago Ave, Chicago, IL  
Tel: 312 280-4960

### iAY CHIOWA - Tequila. Tacos. Tavern.

311 W. Chicago Ave, Chicago, IL  
Tel: 312 643-3200

### Kiki's Bistro - French

900 N Franklin St, Chicago, IL  
Tel: 312 335-5454

### Nacional 27 - Latin American

325 W. Huron St, Chicago, IL  
Tel: 312 664-2727

### Club Lago - Italian

331 W. Superior St, Chicago, IL  
Tel: 312 951-2849

### Karyn's Cooked - Gourmet Vegan

738 North Wells Street Chicago, IL  
Tel: 312 587-1050

### The Boarding House - American

720 N Wells St, Chicago, IL  
Tel: 312 280-0720

### Big & Little's Restaurant - Burgers

860 N Orleans St, Chicago, IL  
Tel: 312 943-0000

### Bar & Grill Network Cyber - American

810 North Clark Street Chicago, IL  
Tel: 312) 489-8281





# NEW YORK

## SEPT. 24. 2016



*IMSTA and IMSTA FESTA have become a staple in the software community where the companies who create the tools of tomorrow meet the producers and songwriters of today. If you want to stay on the cutting edge of where the future of software is headed, stay connected to IMSTA. Fighting to keep the value in technology software for all of us...*

**Derrick Floyd**

National Sales Manager  
**IK Multimedia**



# IMSTA FESTA . NEW YORK



The 6th annual IMSTA FESTA NY was held on September 26th, 2015 at **SAE Insitute** on West 18th Street. The show was likely the most successful NY show ever providing a full schedule of high-value educational events. New at this show was the Master Class Series, Song Reviews and the IMSTA Songwriting competition. Our Professional Panel Series was supported by The **GRAMMY Producers & Engineers** local New York Chapter and the Song Competition and Song Reviews was hosted by our partner **Broadjam**.

IMSTA FESTA NY 2016 builds on this solid, well attended show and as is expected to sell out all exhibit spaces. With strong local partners and sponsors along with our multiple events format, including some new events in the Mastering Realm, the day will be filled with something for everyone.

**IMSTA FESTA** began in Tokyo but the first North American show was held in New York. The NY show is therefore

the most established in the USA. The show has also benefitted from a solid, long-running group of volunteers from SAE and **Queensborough Community College**. We thank them for their dedication, spirit and relentless work.

The keynote speech was delivered by Grammy Award-winning Haitian-born musical composer and record producer **Jerry Wonda**, first recognized for his success producing The Fugees' 1996 album *The Score*. Cousin to Wyclef Jean, he played the bass guitar with



The Fugees. He continued to produce hits like the remix of "No No No" for Destiny's Child. Wonda and Wyclef made history in 2000 with Santana's

smash hit "Maria Maria," which stayed at No. 1 for 10 weeks. In 2006, the duo produced Shakira's worldwide hit "Hips Don't Lie" which became the top selling song of the 21st century and reached No. 1 in more than 50 countries. Jerry talked about his storied life as a Haitian immigrant who fulfilled the American Dream, about music and about being a 'big-studio' owner in Manhattan.

All of the Professional Panels were well attended and attendees were privy to knowledge of topics including; Pathway to a GRAMMY, Elements of Mixing, When You Need Pro Mastering, and the IMSTA FESTA Songwriting Competition NY Finals. The Master Classes were a colossal hit with standing-room only attendance. The Master Class Series featured Propellerhead, Focusrite, PreSonus, Image Line, AVID, Celemony, SSL and Native Instruments. Song Reviews began at noon and ran through the entire day culminating with crowning a winner in the Song Competition. This was the best New York show ever!

## SHOW DETAILS . NEW YORK



218 West 18th Street, New York, NY 10011



**EXHIBITOR MAP**  
New York, Sep 26, 2015



**4th FLOOR**



**5th FLOOR**

**LOCATION: SAE Institute**  
218 W 18th St. 4th Floor,  
New York, NY 10011

**EXHIBIT SETUP:**

Fri. Sep 23<sup>RD</sup> 2016 . 6:00<sup>PM</sup>–10:00<sup>PM</sup>  
Sat. Sep 24<sup>TH</sup> 2016 . 7:30<sup>AM</sup>–10:00<sup>AM</sup>

**SHOW HOURS:**

Sat. Sep 24<sup>TH</sup> 2016 . 11:00<sup>AM</sup>–6:00<sup>PM</sup>

**DISMANTLE & MOVE-OUT:**

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**2015 EXHIBITORS**

- Arturia
- Avid
- Blue Cat Audio
- Cakewalk
- Celemony
- D16 Group
- Eventide
- FabFilter
- Focusrite
- Image Line
- KV331
- Magix
- McDSP
- Metric Halo
- Native Instruments
- Novation
- Nugen Audio
- PreSonus
- Propellerhead
- Rob Papen
- Serato
- Spitfire Audio
- Solid State Logic
- Sonnox
- Sony
- Sound Toys
- Steinberg
- Sugar Bytes
- Synchro Arts
- Wave Arts

**2015 SPONSORS & PARTNERS**

- Broadjam
- Grammys
- Guitar Center
- Joe Lambert Mastering
- Electronic Musician
- Keyboard Magazine
- Masterdisk
- NAMM
- SAE Institute
- Salt Mastering





# HOTELS & DINING . NEW YORK



**IMSTA FESTA**  
 A CELEBRATION OF MUSIC TECHNOLOGY  
[www.imsta.org](http://www.imsta.org)

For your convenience, here is a list of nearby accommodations & dining in close proximity to 218 West 18th Street New York, NY 10011.

## HOTELS

**Hotel Pennsylvania**  
 401 7th Ave, New York, NY  
 Tel: 212 736-5000

**Maritime Hotel**  
 363 W. 16th St, New York, NY  
 Tel: 212 242-4300

**The GEM Hotel Chelsea, NYC**  
 300 W. 22nd St, New York, NY  
 Tel: 212 675-1911

**Dream Downtown**  
 355 W. 16th St, New York, NY  
 Tel: 212 229-2559

**Hotel 309**  
 309 W. 14th St, New York, NY  
 Tel: 1-888 309-4683

**Chelsea Savoy Hotel**  
 204 W. 23rd St, New York, NY  
 Tel: 212 929-9353

**Chelsea Lodge**  
 318 W. 20th St, New York, NY  
 Tel: 212 243-4499

**Chelsea Inn**  
 46 W. 17th St, New York, NY  
 Tel: 212 645-8989

## RESTAURANTS

**Peter McManus Cafe - Irish pub**  
 152 7th Ave, New York, NY  
 Tel: 212 929-9691

**Cafeteria - Diner**  
 119 7th Ave, New York, NY  
 Tel: 212 414-1717

**Pounds & Ounces - American**  
 160 8th Ave, New York, NY  
 Tel: 646 449-8150

**Elmo - American**  
 156 7th Ave, New York, NY  
 Tel: 212 337-8000

**The Grey Dog - Breakfast**  
 242 W. 16th St, New York, NY  
 Tel: 212 229-2345

**Merchants NY - American**  
 112 7th Ave, Manhattan, NY  
 Tel: 212 366-7267

**The Commons Chelsea - Breakfast**  
 128 7th Ave, New York, NY  
 Tel: 212 929-9333

**El Cocotero - Venezuelan**  
 228 W. 18th St #1, Chelsea, NY  
 Tel: (212) 206-8930

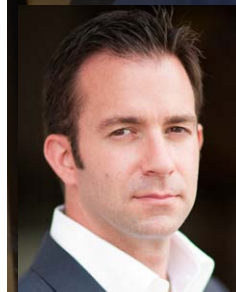




*IMSTA FESTA has been an incredible way for us to have direct contact with current and prospective customers from all levels of the industry. The immediate response and feedback we receive from them has been invaluable in evaluating various aspects of our product offerings.*

**Derek Heimlich**

Director of Sales and Marketing  
McDSP Professional Audio Plug-ins





# IMSTA FESTA . Toronto



Based in Toronto, IMSTA partners with **SOCAN**, **Ryerson University**, **Canadian Musician Magazine** and many other organizations, to produce a must-attend event in Canada's music capital. The first year saw over 1,200 attendees breaking records of first-year attendance for any IMSTA FESTA yet. If you want to reach music producers, audio engineers, artists, musicians and music students in Canada, then you must exhibit at IMSTA FESTA Toronto. With the combination of distributors who exhibit multiple brands and the added dimension of non-profit music organizations – IMSTA FESTA Toronto offers end users our largest exhibiting pool.

**IMSTA FESTA TO** was held on October 6th, 2015 at Ryerson University in the heart of downtown Toronto opening their massive 3-floor venue to IMSTA FESTA. Ryerson University as well as other post-secondary music programs supported the show with stellar volunteers to ensure a smooth operation. The 7 hours was filled with over 50

Exhibitors, 14 Master Classes, and 5 Professional Panels and had a steady attendance throughout. Broadjam hosted Song Reviews for over 3 hours providing a free critique to artists and song writers alike.

The keynote speech was delivered by **Jimmy Douglass**, the 4-time Grammy winning recording engineer and record producer, whose career has spanned more than four decades. Douglass has worked with Timbaland, Aaliyah, Missy Elliot, Ginuwine, Jay-Z, Nas, Snoop Dogg, Bjork, Justin Timberlake,



Sean Paul, Kanye West, Ludacris, Al Green, John Legend, Duran Duran, just to name a few. His hard work and

immense talent has carved a place for him among some of the most respected engineers and mixers in the world.

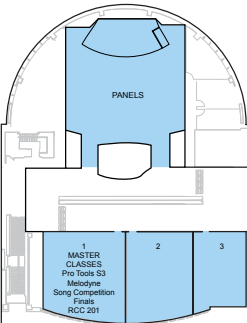
The Keynote speech was followed by 5 captivating educational **Professional Panels**; How to Work the Media, Composing for Visual Media, Dance Music Master Class, **SOCAN** Presents Cooking Beats, IMSTA FESTA Song Competition TO finals. Attendees enjoyed the educational panels as they participated in a Q&A at the end of each panel.

Simultaneously the **Master Class** Series featured AVID, Celemony, PreSonus, Universal Audio, Ableton, Propellerhead and Native Instruments. To control the overwhelming response to Master Classes, seats were filled only by pre-registering and most were sold out by show time. **Broadjam** managed a 7-person panel of judges and Song Reviewers. Song Reviews began at noon and was busy until 5pm with long lines of attendees. The Toronto finals of **IMSTA Songwriting Competition** closed the Panel Series and the show.

## SHOW DETAILS . Toronto

IMSTA FESTA EXHIBITOR MAP  
Toronto, Oct 17, 2016

2nd Floor  
RTA School of Media at Ryerson University  
80 Gould Street, Toronto, ON



**2nd FLOOR WEST**

- 1. Master Classes  
Pro Tools, Melodyne, Song Competition  
Music, Marketing
- 2. a. FabFilter  
b. D16 Group  
c. Spitfire Audio  
d. KV331 Audio  
Erikson
- 3. a. Ableton  
b. Audio-Technica  
c. PreSonus  
d. Focusrite  
e. Novation

**2nd FLOOR EAST**

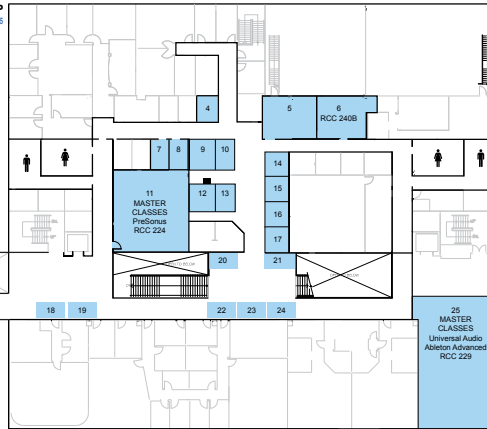
- 4. The Remix Project
- 5. FL Studio
- 6. Propellerhead  
Reason
- 7. Sugar Bytes
- 8. Blue Cat Audio
- 9. Sony Creative Software  
OIArt
- 11. Master Classes  
Pro Tools
- 12. Steinberg
- 13. Humber College
- 14. MusicXPC
- 15. Wave Arts
- 16. NUGEN Audio
- 17. Laquer Channel
- 18. Serato
- 19. Harris Institute
- 20. Ryerson University
- 21. SOCAN
- 22. Long & McQuade
- 23. Music Books Plus
- 24. IMSTA
- 25. Master Classes  
Universal Audio, Ableton Advanced

**3rd FLOOR EAST**

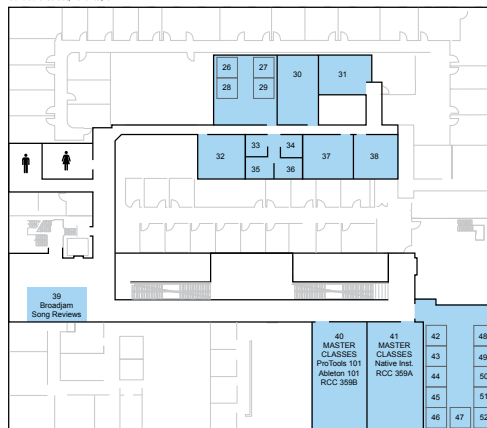
- 26. Mojave Audio
- 27. Westone
- 28. Behringer
- 29. Native Instruments
- 30. Celemony
- 31. Wave DNA
- 32. Avid
- 33. Production Voices
- 34. Magix
- 35. Synchro Arts
- 36. Two Notes
- 37. Arturia
- 38. McDSP

**39. Broadjam Song Reviews**

- 40. Master Classes  
Pro Tools 101, Ableton 101
- 41. Native Instruments  
Master Classes - 2,3,4 Plus
- 42. Phase One Studios
- 43. Metalworks Institute
- 44. Premium Beat
- 45. RAC Digital Arts College  
RIB Canada [46-52]
- 46. Solid State Logic
- 47. Adam Audio
- 48. Black Lion Audio
- 49. Digital Audio Labs
- 50. Manley Labs
- 51. Royer Labs
- 52. Universal Audio



3rd Floor  
RTA School of Media at Ryerson University  
80 Gould Street, Toronto, ON



**LOCATION:** Ryerson University - RCC  
80 Gould St., Toronto, ON, Canada, M5B 2K3

**EXHIBIT SETUP:**

Fri. Oct 14<sup>TH</sup> 2016 . 6:00PM–10:00PM  
Sat. Oct 15<sup>TH</sup> 2016 . 7:30AM–10:00AM

**SHOW HOURS:**

Sat. Oct 15<sup>TH</sup> 2016 . 11:00AM–6:00PM

**DISMANTLE & MOVE-OUT:**

Sat. Oct 15<sup>TH</sup> 2016 . 6:00PM–9:00PM

**SHIPPING & SET-UP:** Bring everything required for your exhibit including speakers, monitors, cables and signage with you during the designated set-up periods. IMSTA staff will be on-site during designated set-up times. Items cannot be shipped to facility in advance. Larger exhibit materials

should be shipped to your Canadian representative or to your hotel.

**There is no loading dock; items can be carried through the entrance at 80 Gould Street Toronto, ON.**

**GRAPHICS & LINKS:** To promote the upcoming IMSTA FESTA using your Social Media feeds, put on your company website and in monthly e-newsletter visit: [www.imsta.org](http://www.imsta.org) "Media" tab.



**2015 EXHIBITORS**

- Ableton
- ADAM Audio
- Arturia
- Audio Technica
- Avid
- Behringer
- Black Lion Audio
- Blue Cat Audio
- Celemony
- D16 Group
- Digital Audio Labs
- FabFilter
- Focusrite
- Imageline
- KV331 Audio
- Magix
- Manley
- Mojave
- McDSP
- MusicXPC
- Native Instruments
- Novation
- NUGEN Audio
- Premium Beat
- PreSonus
- Production Voices
- Propellerhead
- Royer
- Serato
- Shutterstock
- Solid State Logic
- Sony
- Spitfire Audio
- Steinberg
- Sugar Bytes
- Synchro Arts
- Two Notes
- Universal Audio
- Wave Arts
- WaveDNA
- Westone
- Yamaha Canada

**2015 SPONSORS**

- Long & McQuade
- Ryerson University
- SOCAN
- Canadian Musician
- Music Marketing

**2015 PARTNERS**

- Harris Institute
- Humber College
- Lacquer Channel
- Metalworks Studios
- NWC
- OIArt
- Phase One Studios
- Recording Arts Canada
- The Remix Project





# HOTELS & DINING . Toronto



**IMSTA FESTA**  
 A CELEBRATION OF MUSIC TECHNOLOGY  
[www.imsta.org](http://www.imsta.org)

For your convenience, here is a list of nearby accommodations & dining spots in close proximity to Ryerson.

## HOTELS

### Comfort Inn City Centre

321 Jarvis Street Toronto, ON  
 Tel: 416 967-6781

### Bond Place Hotel

65 Dundas Street East, Toronto, ON  
 Tel: 416 362-6061

### Hilton Garden Inn Toronto City Centre

200 Dundas Street East, Toronto, ON  
 Tel: 416 362-7700

### Ramada Plaza Toronto

300 Jarvis Street, Toronto, ON  
 Tel: 416 977-4823

### Holiday Inn Toronto Downtown Centre

30 Carlton Street, Toronto, ON  
 Tel: 416 977-6655

### Marriott Eaton Centre Hotel

525 Bay Street, Toronto, ON  
 Tel: 416 597-9200

### Eaton Chelsea, Toronto

33 Gerrard Street West Toronto, ON  
 Tel: 416 595-1975

### Best Western Primrose Hotel Downtown-Toronto

111 Carlton Street Toronto, ON  
 Tel: 416 977-8000

### Courtyard Toronto Downtown

475 Yonge Street Toronto, ON  
 Tel: 416 924-0611

### The Grand Hotel & Suites

225 Jarvis Street Toronto, ON  
 Tel: 416 863-9000

## RESTAURANTS

### The Senator Restaurant - *Comfort food*

249 Victoria Street, Toronto, ON  
 Tel: 416 364-7517

### Santouka Ramen - *Japanese noodles*

91 Dundas Street East Toronto, ON  
 Tel: 647 748-1717

### Ethiopiquest Restaurant - *Ethiopian*

227 Church St, Toronto, ON  
 Tel: 416 363-0884

### Spring Rolls - *Thai Chinese*

40 Dundas Street West Toronto, ON  
 Tel: 416 585-2929

### Good View Restaurant - *Chinese*

134 Dundas Street East Toronto, ON  
 Tel: 416 861-0888

### Johnny Rockets - *Burger chain*

22 Dundas Street West Toronto, ON  
 Tel: 416 596-6900

### Jack Astor's - *Bar & Grill*

10 Dundas Street East Toronto, ON  
 Tel: 416 263-9800

### Chipotle Mexican Grill - *Mexican*

323 Yonge Street #114 Toronto, ON  
 Tel: 416) 596-8600





## IMSTA MEMBERSHIP APPLICATION

**Membership Year 2016**

AUTOMATICALLY RENEW MY MEMBERSHIP EVERY YEAR

Company Name: \_\_\_\_\_ Year Established: \_\_\_\_\_

Number of Employees: \_\_\_\_\_ Primary Contact: \_\_\_\_\_

Business address: \_\_\_\_\_

City: \_\_\_\_\_ Province/ State: \_\_\_\_\_ Postal/ Zip: \_\_\_\_\_

Country : \_\_\_\_\_ Email: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_

Category:	Annual Sales				Main Products
	up to \$99,999	\$100,000+	1,000,000+	10,000,000+	
<input type="checkbox"/> Manufacturer .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Distributor .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Retailer .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Other .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

	Number of Employees [Annual Dues in US Dollars]				
	1 - 9	10 - 49	50 - 499	500+	
<input type="checkbox"/> Manufacturer	<input type="checkbox"/> \$350	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$10,000	_____
<input type="checkbox"/> Distributor	<input type="checkbox"/> \$350	<input type="checkbox"/> \$500	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$2,500	_____
<input type="checkbox"/> Retailer	<input type="checkbox"/> \$250	<input type="checkbox"/> \$500	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$2,500	_____
<input type="checkbox"/> Individual	<input type="checkbox"/> \$150	<input type="checkbox"/> \$250	<input type="checkbox"/> \$500	<input type="checkbox"/> \$2,500	_____

### Payment Method:

VISA       MASTERCARD       CHECK       BANK TRANSFER

CREDIT CARD NUMBER: \_\_\_\_\_ EXPIRY DATE: \_\_\_\_\_ CHECK NO.: \_\_\_\_\_

CARD HOLDER NAME: \_\_\_\_\_ CARD HOLDER SIGNATURE: \_\_\_\_\_

I represent that I am authorized to submit the above company for membership with IMSTA.

AUTHORIZED SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

All prices are in US dollars.  
 Ontario and Canada resident companies will be charged applicable taxes.  
 All sales are final and non refundable.

1160 ELLESMERE ROAD, ON, CANADA, M1P 2X4  
 TELEPHONE: 416- 789- 6850  
 FAX: 416- 789- 1667





# IMSTA FESTA EXHIBIT APPLICATION

EXHIBITING COMPANY'S LEGAL REGISTERED NAME: \_\_\_\_\_

EXHIBITING COMPANY'S LEGAL DBA : \_\_\_\_\_

PRIMARY CONTACT: \_\_\_\_\_ TITLE: \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_

STATE/PROV: \_\_\_\_\_ ZIP/POSTAL CODE: \_\_\_\_\_ COUNTRY: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ EMAIL: \_\_\_\_\_

**CIRCLE APPLICABLE SELECTION:**

IMSTA FESTA 2016	MEMBER COMPANY		NON-MEMBER COMPANY		ACADEMIC & NON-PROFITS	PRICE
	EARLY BIRD	REGULAR	EARLY BIRD	REGULAR		
LOS ANGELES	\$395.00	\$595.00	\$795.00	\$1,195.00	\$195.00	
CHICAGO	\$395.00	\$595.00	\$795.00	\$1,195.00	\$195.00	
TORONTO	\$395.00	\$595.00	\$795.00	\$1,195.00	\$195.00	
NEW YORK	\$395.00	\$595.00	\$795.00	\$1,195.00	\$195.00	
					<b>TOTAL</b>	

PAYMENT METHOD:  VISA  MASTERCARD  CHECK  BANK TRANSFER

CREDIT CARD NUMBER: \_\_\_\_\_ EXPIRY DATE: \_\_\_\_\_

CARD HOLDER NAME: \_\_\_\_\_

CARD HOLDER SIGNATURE: \_\_\_\_\_

I have read and accept the Terms of Agreement, Rules & Regulations of IMSTA FESTA.  
I represent that I am authorized to submit the above company to participate in IMSTA FESTA.

AUTHORIZED SIGNATURE: \_\_\_\_\_ Date: \_\_\_\_\_

1160 Ellesmere Road, Toronto, ON, Canada, M1P 2X4

All prices are in US dollars.  
Ontario and Canada resident companies will be charged applicable taxes.  
All sales are final and non-refundable.

Tel: 416 789-6850  
Fax: 416 789-1667

# IMSTA FESTA . TERMS, RULES & REGULATIONS



1. Current members of IMSTA must renew IMSTA membership to be eligible for member pricing.
2. All prices are in US dollars. Although we are located in Canada IMSTA's base currency is USD.
3. All exhibit sales are final and nonrefundable.
4. All exhibitors must abide by rules and regulations of IMSTA FESTA as well as those outlined by venue/facility.
5. Exhibit space must be used by signing party and must not be shared, sublet or sold.
6. Neither IMSTA nor facilities of IMSTA FESTA are responsible for any lost, damaged, or stolen material, equipment, and or goods of the exhibitor.
7. Exhibitor must follow the Schedule for set-up and dismantle exhibits. Exhibitors may not setup or dismantle exhibits during the show hours. Exhibitor must not leave booth unattended at any time.
8. Company employees, VIPs, Guests that are under the age of 18 must be accompanied by an adult of the exhibiting company.
9. Exhibitors are required to respect other exhibits by keeping sounds to a minimum or providing headphones.
10. Exhibitors must not damage facilities. This includes but is not limited to: posting signs and posters on the walls, doors, and the ceiling. All signs must be freestanding. Failure to follow this rule will result in removal of signage. Any costs incurred as a result will be the responsibility of the exhibitor.
11. Check exhibitor map upto24 hrs before IMSTA FESTA for exhibit location.
12. Exhibitor is responsible to note condition of exhibit space prior to set-up and report any prior damages to IMSTA staff and facility staff.
13. The exhibitor will indemnify IMSTA and facility, and hold them harmless against any and all claims, damages, or liabilities of any kind, which may arise as a result of negligence on behalf of the exhibitor and its employees.
14. If for any unforeseeable reason IMSTA has to cancel the show, it may do so without prior consent of the exhibitor. In such an event, a refund will be issued by IMSTA to the paid exhibitors within 30 days of cancellation.
15. Exhibitors must abide by all applicable state, federal, provincial and municipal laws.







CONTACT US:  
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n.adam@imsta.org

