IMSTA · 2023

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The **NAMM** Show
NASHVILLE
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AUDIO Audio Engineering Society
NEW YORK

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LOS ANGELES

IMSTA FESTA
NEW YORK

IMSTA is a non-profit association that represents the interests of the music software community, which includes not only the manufacturers, distributors, and retailers but also the music makers who use music software products. One of IMSTA's primary objectives is to raise awareness about software piracy and spread the message 'Buy The Software You Use' to as many music makers around the world as possible.

Music software is largely responsible for the massive democratization that music-making has undergone over the last 30 years. Music makers must help protect this industry to ensure the longevity of the music software companies. Doing so is in the best interest of music makers, as it allows developers to create new products, provide tech support, and offer product upgrades. One of the best tactics used by IMSTA to represent the interests of the

GLOBAL

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SANTORINI

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TOKYO

music software community is by holding annual IMSTA FESTA events around the world. These consumer-facing celebrations of music technology help expose a young cohort (generally 16-32 year-olds) to our message. IMSTA FESTA visits major cities and 3 partner trade shows spanning across Europe, Asia, and North America. IMSTA continues to partner with NAMM to host Software.NAMM in Anaheim & Nashville and with AES to host Software@AES in New York. Both events allow IMSTA member companies to showcase their products in designated software-intensive areas. In 2018, Music China approached IMSTA and hosted the 'Software Recording Zone,' the first software-intensive exhibit in China, a collaboration that we plan to continue in the future.

IMSTA FESTA is a celebration of music technology that fosters direct interactions between manufacturers and their product users. This event offers a wide range of activities, including music technology product demonstrations, industry panels, and master classes covering various aspects of the music business, mixing, songwriting, and more. It caters to musicians, songwriters, producers, audio engineers, music students, and educators, making it a valuable experience for everyone involved in the industry.

A noteworthy feature of IMSTA FESTA is the Song Reviews Section, where professional songwriters attentively listen to songs brought in by visitors and provide invaluable feedback. This element adds an extra layer of engagement and learning opportunities for aspiring musicians and songwriters attending the event.

One of the biggest benefits that we provide to IMSTA members is the opportunity to exhibit at IMSTA FESTA events in major cities around the world. IMSTA FESTA is a celebration of music technology, both software and related hardware. In 2023, we have confirmed IMSTA FESTA in-person events in London (May 20), Tokyo (June 25), New York (Sept 30), Seoul (Oct 4), and Toronto (Oct 21).

There are many music technology companies that have been exhibiting at every IMSTA FESTA event since 2010. The reason is that IMSTA FESTA provides the

biggest bang for your buck – hands down. As a nonprofit association, we can offer these events to our members at a fraction of the cost of other events. The reason is that we are not here to make a profit; we are here to make a difference.

IMSTA FESTA events also provide sponsorship opportunities for retailers, industry media, marketing firms, industry associations, and other partners. Essentially, any organization that has a product or service for the music-making community may become a sponsor of an IMSTA FESTA event. There are different types of sponsorship opportunities available that we can customize for such organizations, depending on their core strengths and the products and services they offer.

EXHIBITS

ACON DIGITAL
Antares
ARTURIA
YOUR EXPERIENCE · YOUR SOUND
AVID
BABY AUDIO.
best service
BITWIG
BLUE CAT AUDIO
celemony_
d16 group
Eventide
fabfilter
software instruments
FL STUDIO
Focusrite
GPU audio
IK Multimedia.
iZOTOPE
MAGIX
McDSP
MODARTT
NATIVE INSTRUMENTS
NUGEN Audio
PreSonus
PSP audioware.com
Reveal Sound
serato
Softube
Sonarworks
sonible
Sonnox
soundtoys
steinberg
SUGAR BYTES

At the core of IMSTA FESTA lies the distinctive educational experience offered by our Members to the attendees. Throughout the event, manufacturers conduct product demonstrations in small groups, often one-on-one, fostering interactive opportunities for end-users to ask questions and share knowledge in ways that go beyond what's possible through platforms like YouTube. This hands-on approach results in a more comprehensive understanding of production tools. The primary focus of IMSTA FESTA's exhibitors, comprising around 25 to 50 companies, is to provide attendees with tips and tricks related to the software and hardware tools they already possess. However, participants invariably stumble upon new and valuable resources to enhance their music production setups.

MASTER CLASSES

IMSTA FESTA Master Classes offer comprehensive and immersive training in the latest production tools, techniques, and concepts, as well as valuable insights into music careers and legal topics. Led by industry experts, IMSTA FESTA technical master classes cover a wide range of disciplines including recording, beat-making, synthesis, vocal production and tuning, mixing, and mastering. Participants can expect an intimate and interactive setting that fosters learning,

interaction, networking, and skill-building. The music career and legal master classes delve into essential areas such as promotions, management, publishing, streaming services, revenue and funding sources, co-writing, career development, song protection, music contracts, and more. Attendees gain a well-rounded education that equips them with the knowledge and expertise to excel in the music industry.

INDUSTRY ALLIANCES

IMSTA maintains strong partnerships with influential industry organizations, including AES, NAMM, Musikmesse, Music China, SAE Institute, GRAMMY P&E Wing, SOCAN, and many others.

Through various collaborations such as Software.NAMM, Software@AES, and Music China, IMSTA effectively spreads its message "buy the software you use" on a global scale.

SOFTWARE@AES

SUMMER NAMM

SPECIAL THANKS TO OUR PARTNERS & SPONSORS

AES • CANADIAN MUSICIAN • GEARLOUNGE • GEARSPACE • IMSTA JAPAN
LONG & MCQUADE • MUSIC MARKETING INC • NAMM
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SOCAN • SOUND ON SOUND
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