IMSTA·2020

MIAMI ● LOS ANGELES ● LONDON ● SEOUL ● TOKYO ● ATLANTA ● NEW YORK ● SHANGHAI ● TORONTO ● BERLIN

www.imsta.org

BUY THE SOFTWARE YOU USE

www.imsta.org

IMSTA SESSIONS
MIAMI

The NAMM Show
NASHVILLE

The NAMM Show
LOS ANGELES

IMSTA FESTA
LOS ANGELES

IMSTA FESTA
ATLANTA

IMSTA FESTA
TORONTO

Audio Engineering Society
NEW YORK

IMSTA FESTA
NEW YORK

IMSTA FESTA
LONDON

IMSTA FESTA
BERLIN

IMSTA FESTA SONGWRITING COMPETITION
SANTORINI

music CHINA
SHANGHAI

IMSTA FESTA
SEOUL

IMSTA FESTA
TOKYO

IMSTA, a non-profit association, represents the broad interests of the music software industry, which is largely responsible for the massive democratization that music making has undergone over the last 30 years. A primary mission of IMSTA, is to raise awareness of intellectual property issue, especially with regards to software piracy. IMSTA FESTA is a consumer-facing celebration of music technology which exposes a young cohort [16-32 year-olds] to intellectual property awareness through our "Buy The Software You Use" message. IMSTA FESTA visits 8 cities and 4 partner trade shows spanning across Europe, Asia and North America. Since 2016, IMSTA continues to partner with NAMM to host Software.NAMM in Anaheim & Nashville exclusively featuring music software areas. AES partners with IMSTA for a 4th time to host Software@AES that showcases IMSTA Members in designated Software intensive areas. In 2018, Music China approached IMSTA and hosted 'Software Recording Zone' the first software intensive exhibit in China. And for the 5th year, IMSTA will send their global Songwriting Contest winner to Blackrock Studios in Santorini, Greece!

EXHIBITS

Logos (left column):
- accusonus
- AKAI PROFESSIONAL
- Acon DIGITAL
- Antares
- ARTURIA YOUR EXPERIENCE • YOUR SOUND
- AVID
- best service
- BITWIG
- BLUE CAT AUDIO
- celemony_
- Eventide
- fabfilter software instruments
- FL STUDIO
- Focusrite
- IK MULTIMEDIA MUSICIANS FIRST
- iZotope
- MAGIX
- m-DSP
- MODARTT COUPLERS TONNES & PEDALES
- MUSICLAB
- NATIVE INSTRUMENTS
- NUGEN Audio
- PreSonus
- RELAB DEVELOPMENT
- Reveal Sound
- serato
- Softube
- sonible
- Sonnox
- soundtoys
- steinberg
- SUGAR BYTES
- u-he
- UNIVERSAL AUDIO
- WAVES

The foundation of IMSTA FESTA is the unique educational opportunities that our Members provide for attendees. Throughout the day, manufacturers offer product demonstrations to small groups of attendees - many are one-on-one. This creates interactive opportunities for end-users to ask questions and exchange information in ways not possible with YouTube and a more holistic understanding of the production tools. Exhibitors are the largest component of IMSTA FESTA - typically 25 to 50 companies. Although attendees primarily seek tips and tricks about the software and hardware tools they already own, they almost always discover new useful tools to augment and enhance their music production spaces.

MASTER CLASSES

IMSTA Master Classes & Workshops are intensive training in current production tools, techniques and concepts. They are hosted by industry experts, mix engineers, beat-makers, synthesists, vocal editing and tuning, mastering and other technical areas. All in an intimate and interactive environment where attendees are afforded a valuable opportunity to learn, interact, connect, share and build their expertise.

INDUSTRY PANELS

Our panels focus on music career themes like Promotions, Legal Matters, Management, Publishing, Streaming Services, Funding Sources, Co-Writing, Career Development, etc. Panels are hosted by members, friends, sponsors, supporters like GRAMMY's P&E Wing, SAE Institute, SOCAN and AES. These events round out what is a balanced technical program.
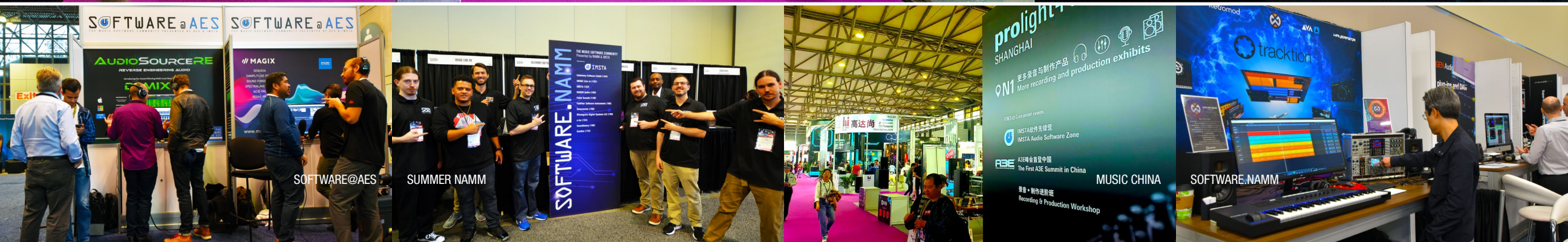
IMSTA continues to be recognized by like-minded industry organizations like AES, NAMM, Musik Messe, Music China, SAE Institute, GRAMMY P&E Wing, Ryerson University, SOCAN, and others. Hosting collaborations like Software.NAMM and Software@AES enables IMSTA to continue to spread our anti-piracy education. Hosting events in eight countries across three continents, IMSTA's reach is global enabling this non-profit organization the ability to engage and retain mutual industry partnerships.

SOFTWARE@AES

SUMMER NAMM

MUSIC CHINA
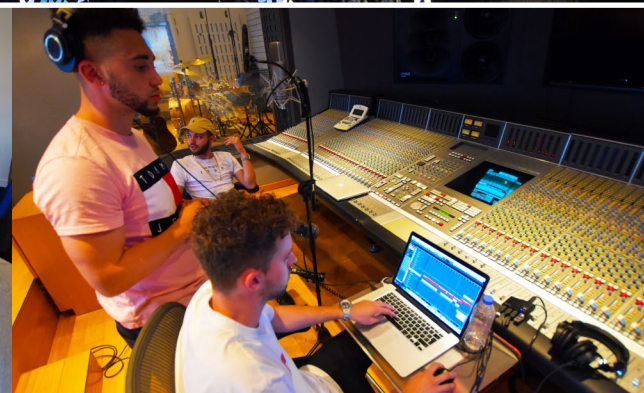
SOFTWARE.NAMM

SONG REVIEWS

SONG COMPETITION

IMSTA Song Reviews have become the initial reason that some musicians/songwriters attend IMSTA FESTA. Song Reviews are hosted by Industry veterans and songwriting experts; giving each songwriter an exclusive, constructive and thorough review of their song creation. In some cases, the songwriters' song is so extraordinary that they win a "Wild Card." There are a limited number of Wild Cards alloted for Song Reviews at IMSTA FESTA. The Wild Cards are automatically entered into the regional finals competing for First Place or Runner Up in that city.

Before each IMSTA FESTA, songwriters submit their song online to IMSTA's website and Top-3 finalists are confirmed for that city. At the end of the day, Wild Cards and Finalists are pooled together. Judges review all songs and First Place & First Runner Up are confirmed and awarded prizes.

At the end of the year, 1st place winners from every city are entered into another draw and the Grand Prize Winner goes to a songwriting camp at Black Rock Studios in Santorini, Greece. There they participate in a 3-day songwriting camp with professional songwriters, producers and vocalists from around the world.

2017 WINNER
MADEME X

SPECIAL THANKS TO OUR PARTNERS & SPONSORS

AES ● AUDIO DELUXE ● CANADIAN MUSICIAN ● ELECTRONIC MUSICIAN
GEARLOUNGE ● GEARSLUTZ ● GRAMMY'S P&E WING ● LG ● LONG & MCQUADE
MUSIC MARKETING INC ● MUSICARES ● NAMM ● PACE ● PLUGIN BOUTIQUE
RYERSON UNIVERSITY ● SAE INSTITUTE ● SOCAN ● SOUND ON SOUND
WALL ST. COMMUNICATIONS ● SWEETWATER SOUND ● THOMANN

IMSTA FESTA ● IMSTA SESSIONS ● SOFTWARE.NAMM ● SOFTWARE@AES ● MUSIC CHINA

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