IMSTA·2021

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YOU USE

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IMSTA   GLOBAL

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MIAMI

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BERLIN

music
CHINA
SHANGHAI

The **NAMM** Show
**NASHVILLE
ANAHEIM**

A Audio
Engineering
Society
NEW YORK

IMSTA FESTA
SONGWRITING COMPETITION
SANTORINI

IMSTA FESTA
SEOUL

IMSTA FESTA
LOS ANGELES

IMSTA FESTA
NEW YORK

IMSTA FESTA
MUMBAI

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 the pandemic, IMSTA has successfully pivoted to deliver content online garering over 1.1M views in 2020 enabling easy explansion in 2021 and beyond. Since 2016, IMSTA continues to partner with NAMM to host **Software. NAMM** in Anaheim & Nashville 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!

IMSTA FESTA ONLINE
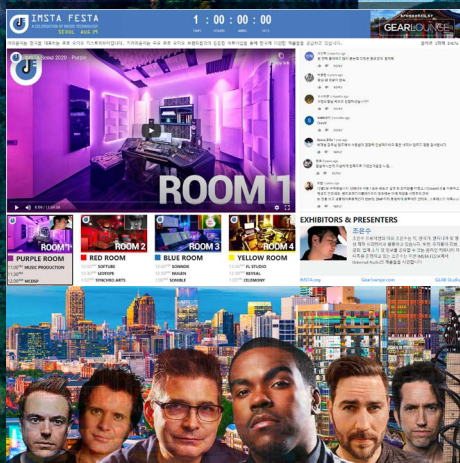
In 2020, IMSTA FESTA went online with truly spectacular results - 1.1 million views of quality product demonstrations in Korean, Japanese, English, German and Portuguese. The IMSTA video library with over 150 30-min videos is a unique repository of product training and advice without parallel. Our unique, proprietary delivery portal allows easy expansion into China, India, Mexico, Russia and beyond. The return of IMSTA to physical shows will not end our committment to the online delivery medium. It is the most cost-effective and accessible way to educate our customers, expand markets and project the IMSTA message of respect for intellectual property and the benefits of supporting the global music software family.
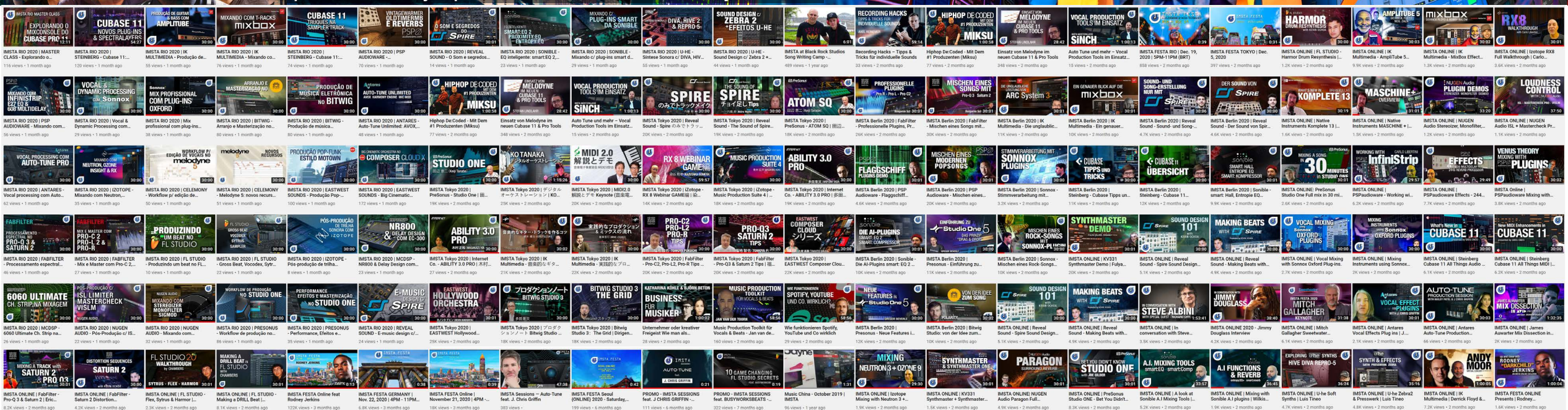
EXHIBITS

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.

INDUSTRY ALLIANCES

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
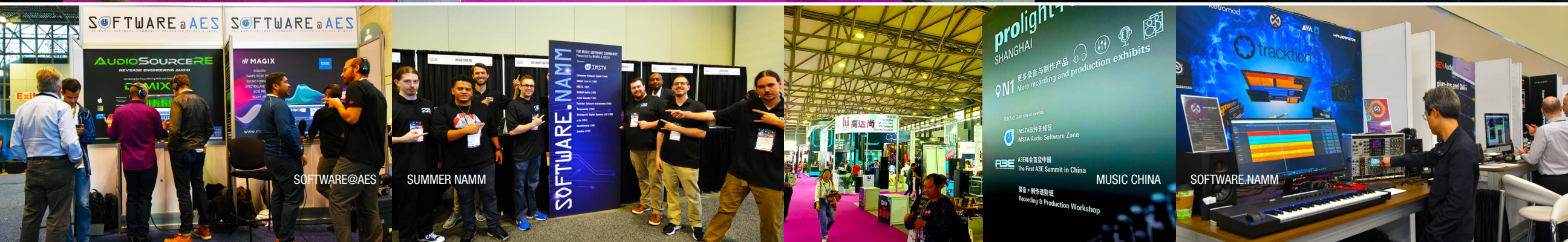
IMSTA Song Reviews have become the initial reason that some musicians/songwriters attend IMSTA FESTA. Song Reviews are hosted by Industry veterans and songwriting experts; giving each songwriter an exclusive, constructive and thorough review of their song creation. In some cases, the songwriters' song 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
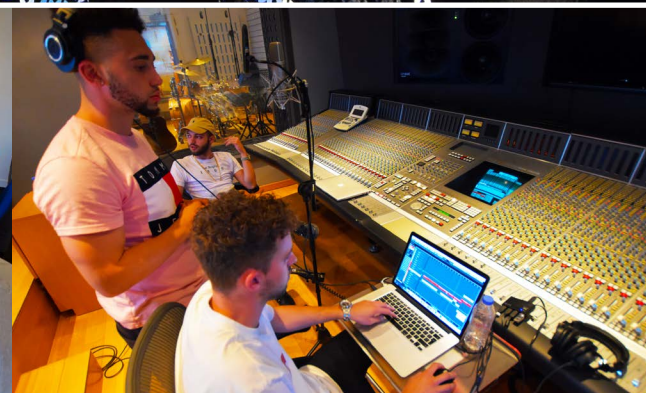
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