



## **In The City**

18th, 19th, 20th October 2009  
Manchester, England

Perception is everything

**IN  
THE CITY™**

[www.inthecity.co.uk](http://www.inthecity.co.uk)

# “ITC is the UK’s premier international music convention and new music event...”

It is worth remembering that before In The City, the UK did not have a music industry convention, let alone an International music convention. In fact in 1992, when ITC was launched, there were only two such conventions anywhere in the world: MIDEM in Cannes and the New Music Seminar in New York. And at the time, ITC was the largest convention the city of Manchester had hosted.

Then as now, ITC was built on two central tenants - education and inspiration. Bring the music industry to Manchester, teach them a thing or two, get them excited about the industry they're in and show them some of the best unsigned bands in the world while we were at it.

(You can have a look at the first appendix to see how accurate our hit rate has been)

18 years later, that initial idea has grown into an event that has become one of the main dates in the international music calendar. And as the fortunes of the industry fluctuate, the need for ITC remains the same. Regardless of the bottom line, there will always be the need for innovative, rebellious, forward-thinking answers to the questions that make up so much of what we all do; ITC brings the sharpest, most fearless minds in the creative industries together to provide those answers. Controversial, intelligent characters from across music, film, photography, art, new media, computer gaming and more all coming together in one place to debate, discuss and do business.

(And here you can have a look at the second and third appendices to see just who we're talking about)

But equally importantly In The City is not just an industry event – in fact, it has never been just an industry event. Our live festival is free to the general public, running alongside fringe events and some larger independent gigs that make a total of In The City, In The City Live and In The City Unsigned. BBC Radio 1, Xfm, Drowned In Sound, NME and MTV are just a few examples of the media that participate in these events and all fully support what we do.

In addition we host showcases from record labels, educational institutions and related industries as well as bringing together the best promoters and nights that we can find. There is nothing in the country that rivals the integrity and quality of the live events and this is due in no small part to the ability and work ethic of the people we involve in ITC. It truly is the best the UK has to offer and provides an annual focal point for the city's music scene.

(Rather than direct you to YET another appendix, if you want to get hold of a press pack from ITC 2008, or want a more in-depth look at the showcases we run, just drop the ITC office a line)

And there's still room to grow. This year ITC will be even more accessible – running a series of education seminars throughout the year for the next generation of young talent, more culturally diverse and more inclusive. While by night ITC's live offering is becoming a true urban music festival, bringing together the best new and established acts to the city over ITC weekend and tapping into the passion and loyalty of the North West of England's legions of music fans.

# ITC Partnerships

ITC offers a limited number of exclusive headline partner opportunities. These headline partners share branding across all our media properties – exclusive to their sector - and benefit from the profile generated by In The City's extensive international, national and regional promotional campaigns.

Key sectors traditionally linked with ITC include: mobile technologies, digital music delivery platforms, internet specialists, drinks companies, financial institutions, electronic software, travel, fashion and more. In fact any serious, like-minded business that wants to reach the vital youth market.

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**The ITC media properties include:**

## Online

- [www.inthecity.co.uk](http://www.inthecity.co.uk): the ITC website attracts more than 170,000 unique users throughout the year, each spending an average of 5 minutes on the site. Peaking in the festival month of October, the site drives the majority of our live music footfall. In addition ITC has a presence on Facebook, Twitter, MySpace, LinkedIn and more - meaning even more people can see your message. Contact the ITC office for a bespoke online partnership package.
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## Outdoor

- 75 Back-lit JCDecaux sites: in prime city centre locations up to and over the event itself.
  - M Boards: 8 x 48-sheet Clear Channel roadside billboards - strategically placed for maximum impact at the gateway to the city.
  - 300 Full colour 60 x 40 customised posters: displayed in all ITC venues up to two weeks in advance of the convention.
  - XXXX Bay Media banners lining the immediate area around ITC HQ The Midland Hotel
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## Print

- 3,000 Convention directories: given to all delegates and press on arrival with full and half page ads available.
- 40,000 Full colour ITC Live Guides: a full listings guide available from participating bars, venues, shops, cinemas and galleries across the northwest - again with full and half page ads available.

The specifications and number of advertising sites/marketing literature remain subject to change

**In addition ITC has a collection of ways to present a company, which can be added to the headline sponsorship package or acquired individually:**

### **ITC Exhibitor Status**

The chance to physically connect with the global music industry by hosting a stand or display in ITC HQ at The Midland Hotel – giving unprecedented access to ITC delegates and bands.

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### **ITC Live Guide advertising**

40,000 copies of the ITC Live Guide are distributed free throughout the city's shops, bars & clubs and sent to all of Manchester's student population. Opportunities include covermounts, inserts and regular advertising.

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### **In The City Unsigned Sponsor**

Association with the legendary In The City Unsigned showcase will include business and public press campaigns, brand coverage on the wealth of printed material and of course the chance to be involved in the history of music's next big things. As well as your logo all over Manchester...

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### **Staff T-Shirts**

Have your company logo across the chest of each In The City staff member. From crew at the ITC Live venues through to support staff at the hotel you'll have coverage at every point of the conference.

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### **The Lanyard**

The lanyard bearing the revered ITC delegate pass maintains its place as one of the best and most in your face ad opportunities of the convention. Round the neck of every band, delegate, staff and crew member at In The City, you just can't miss it.

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### **Delegate Bag Branding**

The ultimate all year round branding opportunity: given to delegates, the quality bag is ideal for use as a travel or overnight bag – with previous year's bags still in daily use worldwide.

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### **Events at ITC**

Throw your own party, stage a launch event, have a membership meeting or simply create a reason for a good old-fashioned shindig. In The City will co-ordinate the catering, production and publicity for your open or closed event.

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## Registration Area Branding

The first port of call for anyone attending the convention: as 3000 delegates register, they'll be looking at your branding.

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## Band Registration Area Branding

If you're more interested in reaching the bands than the delegates, this is the perfect mechanic to utilise - meet and greet the next big things and introduce what you do to what they do.

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## The Panels

With panels, talks and seminars throughout ITC this is ideal for companies who wish to be perceived as an authority. Sponsorship includes full branding of the panel, advertorial opportunities in the delegate directory, a goody bag insert & the opportunity to assist in the formulation of the panel concept & panelists.

To get involved contact us via  
[office@inthecity.co.uk](mailto:office@inthecity.co.uk)  
or by calling 0161 839 3930



# Appendix 1: Previous ITC Bands

The following acts have played during In The City: Aidan Smith, Alfie, Alice Russell, Alishas Attic, Alphabeat, Arab Strap, Arctic Monkeys, Ash, Attic Lights, Babybird, Badly Drawn Boy, Bananarama, Beth Orton, Biffy Clyro, Big Country, Bjork, Cast, Catatonia, Chemical Brothers, Clinic, Clint Boon Experience, Coldplay, Comershop, Cosmic Rough Riders, Crazy Penis, Cypress Hill, David Gray, Dear Eskimo (Ting Tings), De La Soul, Delgados, Deus, Dodgy, Does It Offend You, Yeah?, Dogs Die In Hot Cars, Doves, Duke Spirit, Edwyn Collins, Elastica, Elbow, Eliza Carthy, Elle S'appelle, Eugene McGuinness, Fear Of Music, Foo Fighters, Forward Russia, Friendly Fires, Funeral For A Friend, Gallows, Gene, Get Cape Wear Cape Fly, Good Shoes, Gorky's Zygotic Mynki, Granddaddy, Hadouken, Har Mar Superstar, Hard-Fi, Haven, Hearsay, Howling Bells, Hugh Cornwell, Idlewild, Imogen Heap, Jamelia, James Yuill, Johnny Borrell, Karima Francis, Kathryn Williams, Killa Kella, Kings of Convenience, Kubichek, Kula Shaker, LA Guns, Lady Sovereign, Larrikin Love, Levellers, Liam Frost, Little Man Tate, Longview, Maximo Park, Menswear, M-People, Muse, Mystery Jets, Nightmares On Wax, Nine Black Alps, Nizlopi, Noah & The Whale, Northern Uproar, Nylon Pylon, Oasis, Oceansize, One Night Only, Orson, Peaches, Pitchshifter, Placebo, Presidents of the USA, Purescence, R Kelly, Radiohead, Raveonettes, Reef, Regina Spektor, Republica, Ride, Rodrigo y Gabriela, Roll Deep, Roxy Music, Royksopp, RSL, Russell Watson, Sam Isaac, Scouting For Girls, Semisonic, Shack, Shed Seven, Skunk Anansie, Sky Larkin, Smashing Pumpkins, Sneaker Pimps, Snow Patrol, Soundtrack of our Lives, Space, Spiritualized, St Etienne, St Germain, Stephen Fretwell, Stereolab, Stereophonics, Suede, Super Furry Animals, Teenage Fanclub, The Brand New Heavies, The Charlatans, The Courteeners, The Crimea, The Darkness, The Delgados, The Divine Comedy, The Durutti Column, The Fall, The Fratellis, The Long Blondes, The Longcut, The Maccabees, The Noisettes, The Orb, The Paddingtons, The Rakes, The Rifles, The Saw Doctors, The Subways, The Sugars, The Sunshine Underground, The Verve, The Wedding Present, The Wombats, Thea Gilmore, Thomas Tantrum, Tom Vek, Twisted Wheel...

## Appendix 2: Attendees

In 2008 ITC featured the following speakers: Andrew Loog Oldham, Andy Burnham MP, Wiley, Bless Beats, Greg Haver, Lyor Cohen, Jazz Summers, Dick Carruthers, Kevin Cummins, Seymour Stein, Richard Gottelher, Jarvis Cocker, Sean Adams, Eric Garland, Faisal Islam (Channel 4 News), Heather McGill (2Rock), Fiona Stewart (Green Man Festival), Gareth Cooper (Outgoing & Snowbombing), Anton Lockwood (Daybrook House Promotions), Jade Garrow (Euro RSCG KLP), Steve Machin (Tixdaq Ltd), Peter Elliot (Primary Talent International), Ben Jones (Musicians Union), Geoff Ellis (DF Concerts Ltd), Ray Cooper (Former Co-President, Virgin Records; Founder Zama Media Management), Natasha Kizzie (KLP), David Rowell (Autonomy Music Group), Oliver Issacs (This Is Music), Henry Semmence (Absolute Marketing), James Sandom (Kaiser Chiefs / The Cribs), Cerne Canning (Franz Ferdinand), Nathan McGough (White Lies/Happy Mondays), Conrad Murray (The Courteeners), Andy Booth (Turner Parkinson), Jason Yang (Dragon Page Management), Petri Lunden (IMMF), John Woolf (Wiley), Alex Andrews (Dirty Pretty Things), Barney Wragg (Former Global Head of Digital, EMI), Ben Drury (7 Digital.com), Vince Bannon (Getty Images), Graeme Ferguson (Sony BMG), Mark Mulligan (Jupiter Research), Tim Hadley (Omnifone), Gareth Currie (Gulp! Marketing), Tom McLennan (Vodafone), Tim Grimsditch (Nokia Music), David Taghioff (William Morris Agency), Tom Robinson (BBC 6Music), Peter Hook (New Order, Monaco, Freebass and Joy Division), Clint Boon (Inspiral Carpets and Xfm Manchester), Steve White (Trio Valore, The Style Council, Paul Weller), Steve Chandra Savale (Asian Dub Foundation), Marc Marot (Terra Firma Management), Neil Boote (Firebrand), Andrew Martyn (Mubito), Raoul Chatterjee (Trinity Street), Andy Allen (Backstreet International Merchandise), Russel Coultart (Digital Stores), Nick Stewart, Craig Averill (Serling Rooks and Ferrara, LLP), Ian Ramage (Sony/ATV Music Publishing), Blair MacDonald (Netzwerk UK), Nora Mullally, Paul Brindley (Music Ally), Steve Purdham (We7), Charles Caldas (Merlin), Anthony Lukom (Myspace), Ted Cohen, Jon Webster (MMF), John Glover (Go West, ABC), Jake Beaumont-Nesbitt (International Royalty Rescue), Andy Spinoza, John Robb, Chris Cowey (Executive Producer), Phil Poole (Box TV), Chris Price (MTV Networks UK & Ireland), Symon Hallam (Joost), Dylan White (Dylan White Promotions), Michael Barry (BT Vision), Emma Smithwick (BBC Switch), Caroline Bottomley (Radar Music Videos), Martin Talbot (Official Charts Company), Lucy Wilson (Notion magazine), Stuart Green (These New Puritans and Patrick Wolf), Rachel Kirby (Adidas), Stephen Craig (All Saints), Will Skeaping (Lex Records), Kimberley Nicholson (PPQ clothing), Jenna G (1 Xtra), Matt Verovkins (Hyponik and Civil Music), Benga (Artist), Shifty (Artist), Geli Berg (World Music DJ/Broadcaster/Agent/Promoter), Kanda Bongo Man (Musician), Mike Chadwick (Broadcaster/Venue Programmer), Ann Tucker (International Arts Festival Producer), Helienne Lindvall (Swede As Candy), Todd Eckert (Eutechnyx), Lance Phillips (Sheridans), Joe Taylor (Record of the Day), Jude Rogers (The Guardian), Chris Price (MTV), Bethan Elfyn (Radio 1), Andy Ross (Boss Music), Mike Walsh (Xfm), Piers Miller (Turning Worm), James Foley (Record of the Day), Jode Steele (Verbal Vigilante), David Wainwright (Verbal Vigilante), Neil Claxton (Mint Royale), Gareth Smith (Chrysalis Music), Jonathan Tester (Bucks Music Group), Marc Robinson (Universal Records), Pete Mitchell (Radio 2), Kenny McGoff (EMI Publishing), Jason Carter (Radio 1), Huw Stephens (Radio 1), John Kennedy (Xfm), Eden Blackman (Head of Ish Media), Korda Marshall (Warner Bros Records UK), Martin Coogan (Radio Republic), Matt Cadman (All Around The World), Cris Nuttall (All Around The World), Gareth Davies (Kontor Records), HP Baxxter (Scooter), Jens Thele (Kontor Records), Kate Brockhurst (Kdot Management), Brent Tobin (Galaxy FM), Alex Paterson (The Orb), Dom Beken (Higher Frequency Bandwidth), Graeme Park (107.6 Juice FM), Kutski (Radio 1), Carl Sukonik (Tillate.com), Nick DeCosemo (Mixmag), Johnny Jay (Music Entrepreneur), Jay Reynolds (Long Island Records), Jonathan McNamara (Retro Fuzz Ltd), Jon Grant (Black Country Grammar Blog), Paul Griffiths (Babycakes), Ben Mawson (SSB Lawyers), Alan McGee, Mike Smith (Columbia)

## Appendix 3 - ITC 2008 was attended by the following companies:

2 Rock, 53DEGREES, 7digital, 140db, Abbey Road Studios, Absolute Marketing And Distribution Limited, Academy Of Contemporary Music, Acousticfest Promoter, AIM, Airship, Alan McGee Management, All Around The World, All On Red, AnECHO, Anglo Plugging, ASCAP, Assets Media, Autonomy Music Group, Babycakes, Backstreet International Merchandise, BBC Performing Arts, Fund, BBC Switch, BBC Radio 1, BBC Radio 2, Big Active, Big Help Management, Big Life Management, Billboard, Black Country Grammar, Blackberry/RIM, Blueprint Studios, Boileroom, Bossmusic, Box TV, BT Vision, BPI, Bucks Music Group, Bucks Music Group Ltd, Canned Panther, Channel M, Chaos And Bedlam Management, Cheese Film & Video, Chrysalis Music, Chuff Media, Cityscape Records, Clash Magazine, Club Fandango, Clubland, Cobbetts LLP Solicitors, Coke Music, Cologne On Pop GmbH, Connected Artists, Cool For Cats Records, CMC Promotions, Crown Management, Cult Records, Dawson Breed Music, Daybrook House Promotions, DCMS, Deloitte, DF Concerts, DHP, Digital Stores, Dragon Page Management, Drowned in Sound, Dylan White Promotions, EMI, EMI Music Publishing, Evil Genius Media, Eye Dog Eye Records, Faith & Hope / Mint Royale, Fantastic Artist Booking, Fear And Records, Fierce Panda, FKP Scorpio, Formidable Management, Foyer Music, French Music Bureau, Frenghish Music, Galaxy FM, Galaxy Radio, Graeme Park Productions Ltd, Green Man Festival Ltd, GULP! Marketing Ltd, Hart Media Ltd, Heavenly Records, High Frequency Bandwidth, Hitsheet, Iagem Music, Imeem, Inku, Intact Records / Marillion, International Royalty Rescue, IMMF, Ish-media, Island Records, iTunes, James Ware Baxter Schoenfeld LLP, Jeffrey James, Joost, Juice FM, Jupiter Research, Karim Fanous / KKN Records, Kdot Management, KLP, Kontor Records, Last FM, Lee And Thompson, Lingua Franca World Music Agency, Long Island Records, Lucky Number, Mab Records, Machine Management, Manchester Metropolitan University, Mayhem Crew, Mercury Records, Merlin, Minimum Music, Mint Royale, Mixmag, MMF, MTV, Mubito, Murray Buchanan Solicitors, Music Ally, Music.com, Music Labb, Music Week, Musicians' Union, My Kung Fu / SWN / Sebon, Myspace, MySpace Records, NME, No Half Measures, Nokia, None, North Glasgow College, Northern Lights Management, Official Charts Company, Old Pro Ltd, Omnifone, Orange, Outgoing, Out There Management, Parr Hall, Pet Sounds, Piccadilly Records, Roadrunner Records, Popjustice.com, Poplandia Music Oy, Popmorphic, Primary Talent International LTD, Prime Management, Qtrax, Radar Music, Radar Music Videos, RAWRIP, Real World, Record Of The Day, RetroFuzz Ltd, Riverside College Halton, Riot Act, Rock City, Rock Sound, Rough Trade, Ruby Lounge, Serling Rooks & Ferrara, LLP, Seven Four music, Sheridans Solicitors, Silver Levene, Sire Records, Solar Management, Sony/ATV Music Publishing, Sony BMG, Sound + Light Productions, Soundseed Ltd, SJM, Sparkle Street, Spegel Spegel, SportyONE.com, SSB Lawyers, Steve White/Trio Valore, SuperVision Management Group, Suze Randall Productions, Terra Firma, The Guardian, The Orchard, The Point, The Quietus Group, This is Music, Three Little Pigs Limited, Tillate.com, Tixdaq Ltd, Tollbooth, Trinity Street, Turner Parkinson LLP, Turning Worm, Twisted Nerve/B Music, Uitrastar, UMPG, Upp Records, Uni Of Bedfordshire SU, Union Square Music Publishing, Unique & Natural Talent, Universal Music, Universal Music Publishing, Upper 11 Records, UW Newport Students Union, Verbal Vigilante Videopluggers, Vodafone, VVMusic, Warner Bros Records, Warner Music Group, We7, Wiggin LLP, Wing Management Music Limited, WMD Music Ltd, Working Title Film, Worlds End (America) Inc, X Factor Management Ltd, XFM, X-ray Touring, Zama Media Management and more.