



What is **MAC**?

The Music Atlanta Conference and festival is a three day event designed to gather some of the music industry's premiere creative and business professionals to foster a stronger sense of community, education and application with the primary focus on "BETTER MUSIC". This year, Music Atlanta's theme is "MUSIC FIRST, BUSINESS & COMMUNITY ALWAYS". The focus is on developing more effective entrepreneurs and creating positive, quality entertainment products.

Why **MAC**?

The recording industry has been drastically affected by technology, new media and corporate restructuring. More focus has been placed on branding and promoting artists via music licensing instead of traditional outlets. The primary issue resulting from this corporate makeover is that more emphasis is placed on the bottom line instead of developing artists and creating exceptional music, which will ultimately result in positive financial goals. A team of veteran entertainment executives have come together to form The MUSIC ATLANTA CONFERENCE to be an outlet and to design a blueprint for continued success for music professionals. Our goal is to continue to influence the quality of music and talent by becoming a resource to attendees by providing guidance and education on the components necessary to sustain a thriving career in entertainment.

What inspired **MAC**?

In the 90's, Atlanta set the tone for a thriving music community as a result of successful, nationally acclaimed companies and music professionals such as LA & Babyface's LaFace Records, Brendan O'Brien, The Indigo Girls, Jermaine Dupri's So So Def Records and Dallas' Austin's DARP Studios.

What inspired **MAC**? cont'd

Atlanta is now rated in the top five of best cities for music and film production. Many multi-million dollar selling artists and film projects have been produced in Atlanta. However, unlike many of the Atlanta based companies of the 90's, there is a lack of professional camaraderie and support for business development for aspiring executives and artists. The MAC team recognizes the need for a support system in the entertainment and music business, therefore it is befitting to launch the first annual Music Atlanta Conference, scheduled Thursday, October 10, 2013 to Saturday October 12, 2013.

Who is involved?

Rolling Out Magazine and Writing Sessions America in association with Muddy Waters Group, Eddie F. of Untouchables Digital Entertainment and For the People by the People (501-C3) non-profit organization are partnering to bridge the educational and generational gaps between old school methodologies and new school strategies. In addition to educational panels, THE MUSIC ATLANTA CONFERENCE will also present live performances from some of the best R&B, POP and GOSPEL singers. Attendees will consist of singers, songwriters, producers, engineers and executives. This crop of talent and music patrons will be eager to share their love of music and business over an informative and exciting four day period.

How to get **involved**?

Music Atlanta offers valuable brand exposure opportunities for businesses and organizations to reach a uniquely targeted audience of men and women of ages 18-55 of all ethnicities. Through M.A.C. you can provide an estimated 1000 conference attendees, festival goers and countless others with a demonstration of your brand and a commitment to our theme: "MUSIC FIRST, BUSINESS & COMMUNITY ALWAYS". Opportunities are vast and include support of a music festival, panels, showcases, listening suites, gift bags, give-a-ways, specially hosted events, MAC brunch and Rolling Out Magazine Award Dinner and much, much more. We offer various sponsorship packages to our potential partners. Every situation will be handed on a case-by-case basis. MAC offers a unique opportunity for everyone to share their love of music.

We thank you for your time and look forward to seeing you at the 2013 Music Atlanta Conference.

C
O
N
F
E
R
E
N
C
E