



The Podcast Show 2022

The New International Festival for
the Business of Podcasting

25 + 26 MAY 2022 | BUSINESS DESIGN CENTRE, LONDON

WHAT IS THE PODCAST SHOW?

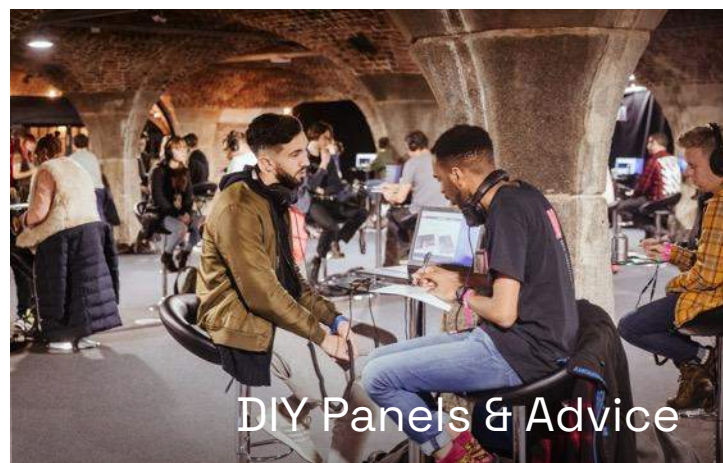
An International Festival And Showcase Of The Global Podcast Industry 350+ Speakers | 100+ Industry Panels | Live Podcast Shows

This two-day international festival for the business of podcasting in London is a unique global gathering welcoming over 6,000 people across this booming sector - from industry pros and independent creators, to business leaders and super fans. The show will have large scale global participation with features including a preview night, pop up stages, networking bars, special guest appearances, featured zones, off-site marquees, showcases, and a full 'in person' conference programme in all of our theatre spaces.

This breakthrough festival will play a pivotal role in celebrating and shaping the podcasting world, at a crucial moment of unparalleled growth and change. As this increasingly influential scene continues to boom globally, London is perfectly primed as host city for the 2022 event.



BY DAY



BY NIGHT

A week of Live Podcast Shows in London

The Podcast Show 2022 & SJM Concerts present

The
Podcast
Show 2022 **LIVE**

The Festival for
Live Podcasts.
One Week.
London.

23 - 29 May 2022

Every night, during the week of The Podcast Show 2022, we're partnering with top promoters **SJM Concerts** to bring you **THE PODCAST SHOW LIVE**: an evening festival programme featuring a week of live public-facing podcasts, bringing your favourite voices and top international shows **from across the globe** to life as part of this **flagship London festival**.

Each night of The Podcast Show 2022 and for a week long, **THE PODCAST SHOW LIVE** will welcome thousands of fans to celebrate some of **the most popular podcast shows** with live podcasts, celebrity meet and greets, drinks, food and entertainment.

Our live programme **extends across the city through the week**, from intimate grassroots theatres to renowned venues across Islington and wider London, **reaching 20,000+ fans**.

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OUR AUDIENCE

By day, over 2 days the event will welcome **a live audience of 6,000+** industry pros, independent creators, business leaders and fans, combined with a huge global reach via on-demand streamed content.

Those in attendance will get to experience, first hand, the next generation of movers & shakers, technology, brands and talent in this space, as well the latest from senior stakeholders and thought leaders driving the business of podcasting forward.

Talent | Producers | New Creators
Brands | Advertisers | Publishers
Commissioners Active Professionals | DIY & Aspiring Podcasters Podcast Fans

Attracting the next generation...

We'll be supporting the future faces of the podcast world with a tailored content programme designed to appeal to young and diverse new creators.

INTERNATIONAL



The
Podcast
Show 2022

JOIN THE COMPANIES SETTING THE TONE FOR THE INDUSTRY

The Podcast Show 2022 will welcome a major gathering of 100+ leading global brands working in and growing the global podcast market.

WHAT TYPES OF PARTNERS CAN PARTICIPATE?

Major Networks | Podcast Hosting
Content Production | Distributors
Monetisation Platforms | Microphones
Headphones | Content Publishers
Mixing & Hardware | Talent Booking
Interfaces | Promoters | Marketing Consultants
Computers/Phones | Software | Media
Agencies | Video Cameras | Web Hosting & App
Dev | Podcast Brands | Studio & Equipment Hire
| Merchandise | Social Media



The
Podcast
Show 2022

WHO'S ON BOARD SO FAR?

Headline Partner
The Origin Theatre



Lead Partners

Partner of the Amplify Theatre



In association with IAB UK

Official Partners



Partners



audio-technica



Anchor

by Spotify



Megaphone

by Spotify



gracenote

A NIELSEN COMPANY

elopage

WONDERY



Audioboom

PATREON

Marshall



TRITON

INSANITY

GROUP



SONY MUSIC

SHURE



Dolby



adswizz



Media & Content Partners

The Guardian

THE RADIO ACADEMY

audiouk

the audio producers association

BROADCAST

iab.uk

somethingelse



podnews

Exhibitors & Participants

S.J.M. CONCERTS



Sound-Link ProAudio



RIVERSIDE

Stak.



STUDENT RADIO ASSOCIATION

CARVER PR

resonate



elgato



Captivate



Podcast Pioneers



Podspike

PODCAST RADIO

Allianz

zoom

CallMe

by VORTEX COMMUNICATIONS LTD

A WIDE REACHING CAMPAIGN ACROSS THE FESTIVAL



60M+

Combined Reach On Social Media
Through Our Partners' Channels



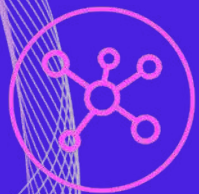
3.7M

Audio Advertising
Impressions Across
the Acast Network



6,000+

Visitors Over 2 days



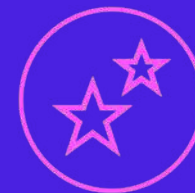
30,000+

Handbuilt Database Access for
Established & Top Professionals
Across the Podcast Industry



40

TPS LIVE
Shows With
Associated
Talent Reach



4.2M

Customer Email
Subscriber Access Via
Our Ticketing Partner



£350k+

Advertising Campaign Value



120K+

Weekly Central London
Views Across
Festival Poster Sites
(17,000+ Seen Daily)

Festival Highlights Streamed To A
GLOBAL AUDIENCE



20k+

B2C Reach Via
LDN LIVE Evening
Live Show Attendees

INTERESTED IN EXHIBITING OR SPONSORING?

Place your brand at the heart of The Podcast Show 2022 by becoming an exhibitor or sponsor.

There are a limited number of highly visible, cost-effective opportunities available, each designed to ensure your brand sits centre stage to a captive industry audience - either in person or digitally.

Promote your brand at Europe's biggest day-to-night podcasting festival and position yourself alongside our A-list event partners; Spotify, BBC Sounds, Acast, Global, IAB and Audioboom.



Space/Stand Rates:

£450 PER METRE
Space Only

£475 PER METRE
Exhibitor Stand



Sponsorship:

All sponsorship packages are bespoke and created to suit your needs. Get in touch with one of the team today.

SPONSORSHIP PACKAGES

HEADLINE SPONSOR

Outdoor Venue Branding



HEADLINE SPONSOR | £125k

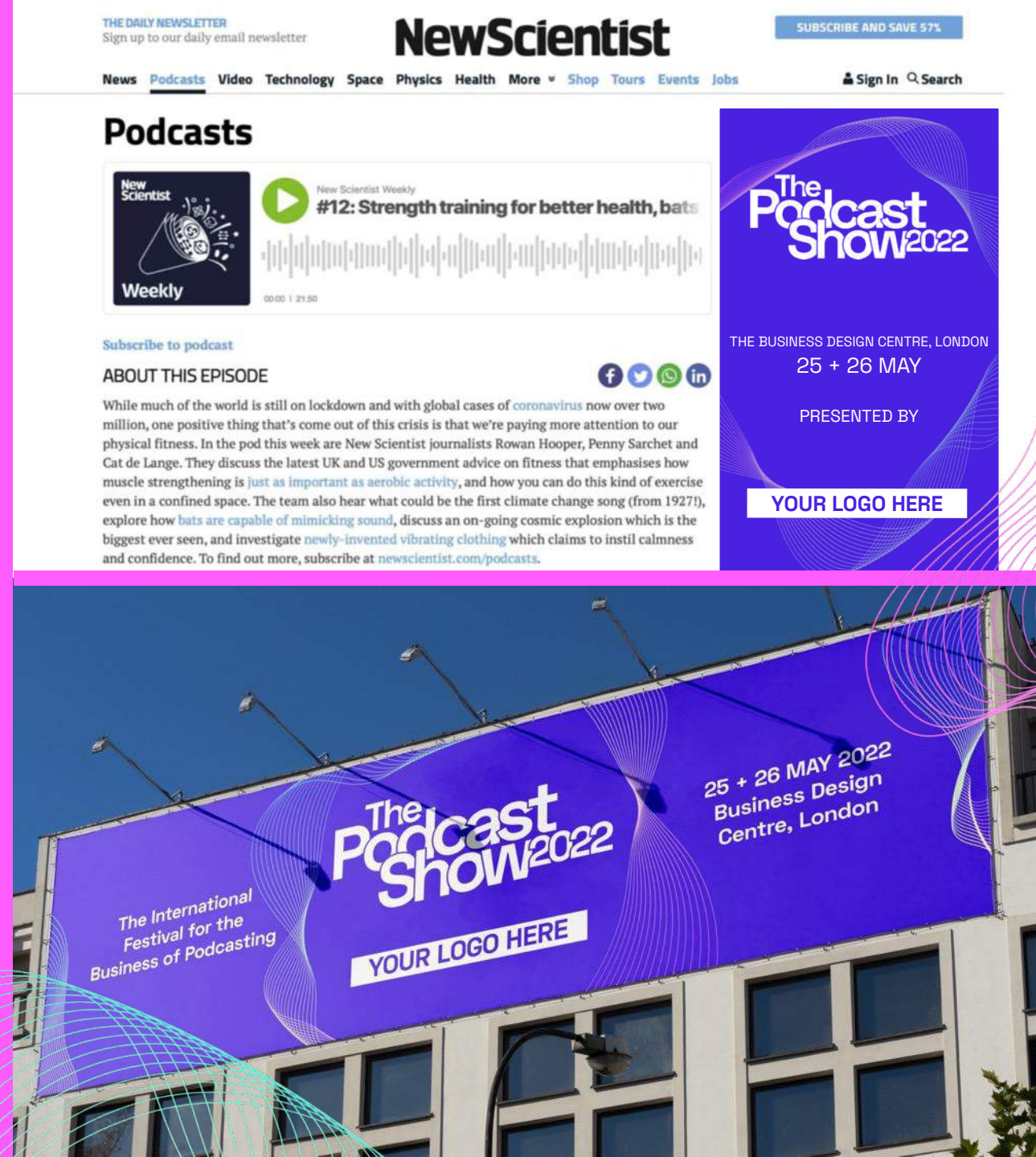
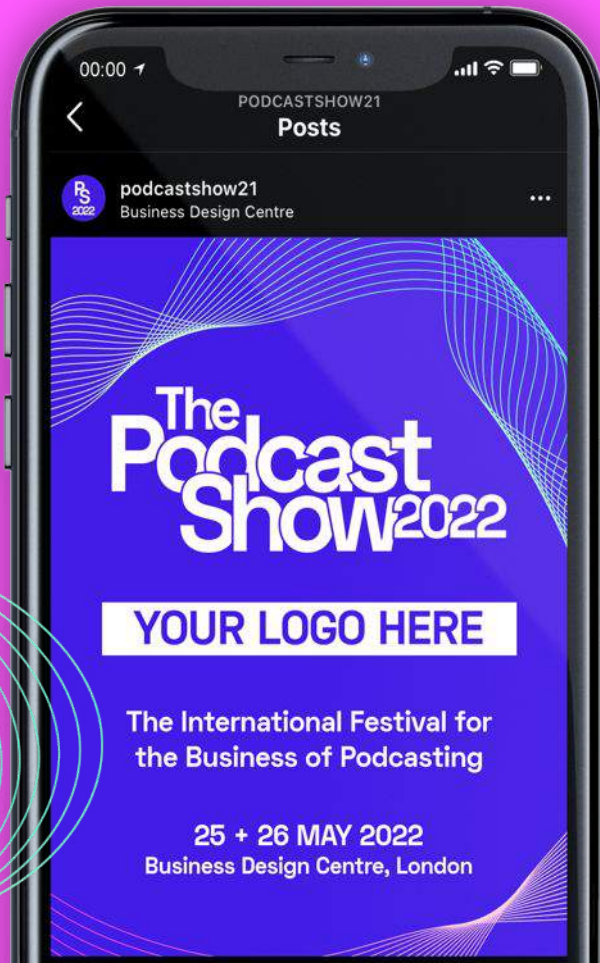
Being our headline sponsor is simply the biggest opportunity to get eyeballs on your brand throughout the whole show. Your brand info will take pride of place on all our marketing collateral - before, during and after the event. Extensive additional perks include:

- Naming rights next to The Podcast Show and TPS LIVE
- A large exclusive exhibition space for maximum visibility at the heart of the daytime business event
- Opportunity to host one 45min talk in a main show theatre on both days
- Host 2 x drinks receptions / networking events (one on each day) at event
- Composite logo across all outdoor venue branding at the daytime event
- Opportunity to takeover the venue's vast Lower Forecourt space through both billboards and a physical activation
- Brand prominence on all promo material
- Brand prominence across all social media posts and newsletters
- Tickets to the preview night and the main show
- Exclusive brand profile page on TPS website & features on guest blogs
- Opportunity to ask a number of questions in the post-show visitor survey with breakdown of data and results
- Opportunity for opt-in question in the visitor registration page with breakdown of data and results
- Use of the show IP on your promotional materials/channels



HEADLINE SPONSOR | £125k

Digital Branding, Print & Billboard Designation

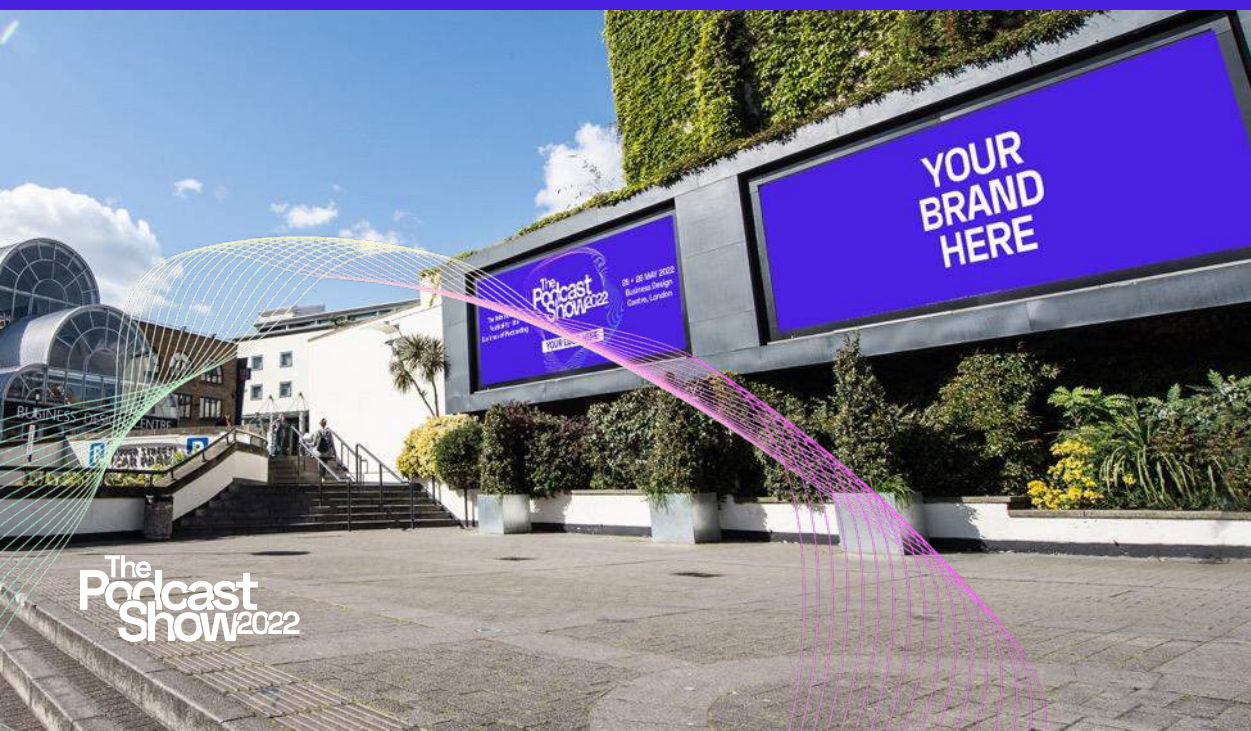


HEADLINE SPONSOR

Additional Branding Opportunities

As Headline Sponsor, you have the opportunity to takeover the Business Design Centre's vast **Lower Forecourt** space through both billboards and a physical activation.

With a **footfall of 1,000 people an hour (120K weekly)**, you're guaranteed maximum visual exposure in the affluent and discerning Upper Street location in the summer, providing a unique and creative opportunity to skyrocket your brand awareness and maximise ROI at the festival.



REACH 20,000+ PODCAST FANS ACROSS LONDON WITH EVENING LIVE SHOWS

The Podcast Show 2022 & SJM Concerts present



IN ASSOCIATION WITH



The Headline Sponsor of The Podcast Show 2022 has the exclusive right to sit their logo across all Podcast Show LIVE evening festival activities from 23-29 May.*

With 40+ live, world class podcasts set to take place - and huge names flying in from around the globe to participate - the Headline Sponsor would reach a minimum of 20,000 fans, aligning their brand with top talent in podcasting internationally. You can expect emerging talent showcases, celebrity meet and greets and private events and after parties, all week long.

*To include all print & promo and marketing collateral, plus, communal venue/bar spaces and outside venue branding, but not on stage or inner venue branding.



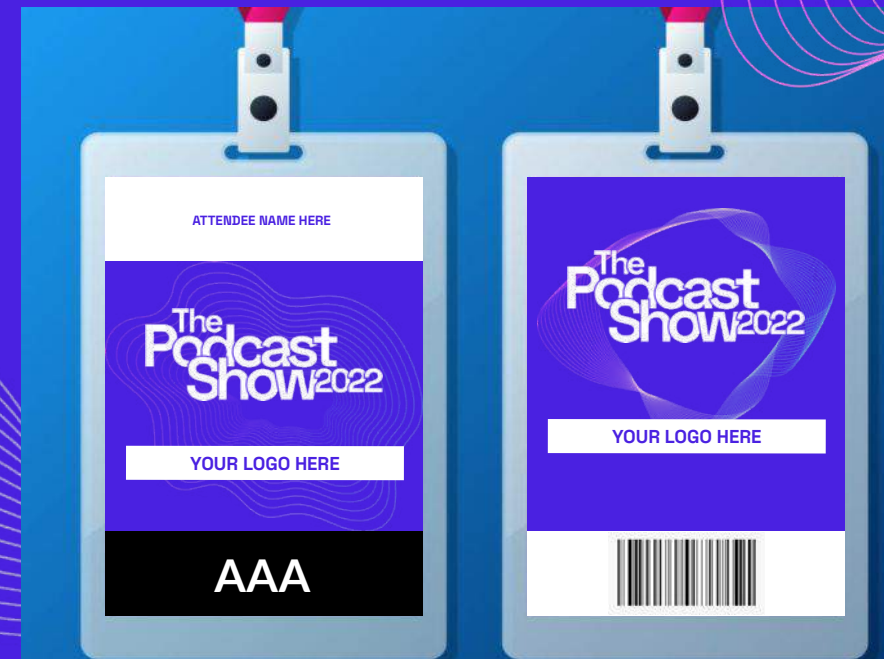
SOLD

ORIGIN THEATRE | £60K

Print & Digital Branding

The Main Theatre is our headline stage at The Podcast Show, with an audience capacity of 500. This space hosts our most impressive content, boasting some big industry names and talent. As Main Theatre Partner you'll bag naming rights to this space, extensive branding and the chance to curate your very own sessions during each day of the line up. Extensive additional perks include...

- 75 square metres of prime activation space
- Onsite meeting room
- Logo within the show's 'main logo' stack
- Brand presence on all promo material
- Tickets to preview night and the main show
- Social media posts and newsletter inclusions
- Access to the show's PR Agency
- 200-word mention in all press releases
- Rights to create content
- Use of show IP on your promotional materials/channels
- Elevated presence on the show's website and official app



STUDIO STAGE | £40k

SOLD

Print & Digital Branding



The Studio Stage is our second most prestigious content space at The Podcast Show, with a 250 audience capacity. As a Studio Stage Partner you'll snap up naming rights to this space, extensive branding and a shot at curating your very own sessions during each day of the line up.

- Additional perks include...
- 75 square metres of prime activation space
- Onsite meeting room
- Logo within the show's 'main logo' stack
- Presence on all promo materials
- Tickets to Preview Night and the main show
- Social media posts, PR mentions and newsletter inclusions
- Rights to use show IP
- An elevated presence on the show website and official app



AMPLIFY THEATRE | £60k

SOLD

Print & Digital Branding

The Amplify Theatre, in association with IAB UK, is a 650 capacity venue, open during the evenings at The Podcast Show. This area hosts live recordings of world-class podcasts, offering fans a chance to witness their favourite shows brought to life.

As a Live Partner you'll have naming rights for the space, exclusive branding of the theatre, and branding on all marketing for these shows. You'll even get to curate the line up, promote your own shows and IP, and record & publish live recordings. Additional perks include:

- Standalone composite logo on all show marketing
- 50 square metres of activation space
- Onsite meeting room
- Tickets to preview night and the main show
- Social media posts, PR mentions and newsletter inclusions
- Access to show PR Agency
- Rights to create content
- Use of show IP on your promotions
- An elevated presence on the show's website and official app



THE INNER CIRCLE | £55K

Print & Digital Branding

The Inner Circle is a thrilling, multi-purpose show feature providing the best in narrative storytelling and audio fiction. Complete with live podcasts, special appearances and all in-the-round. Think if Shakespeare's Globe did podcasts...

Key features of The Inner Circle include:

- Prime positioning at the main show entrance to guarantee maximum footfall & visibility from everyone attending the show
- A 70 SQM 'theatre in the round' style content area for creating cinematic listening experiences, activations, Q&A's, keynotes, pop up events & more
- Perfectly suited for showcasing scripted audio and fictional content
- Curated in conjunction with TPS content team to deliver a 2 day programme
- Space highly suitable for showcasing world-class, cinematic live podcasts



THE HUB BAR | £55k

Print & Digital Branding

There's nowhere else at the show that feels more at the centre of the podcasting community than The Hub Bar. Positioned front and centre on our main mezzanine show floor, The Hub Bar is surrounded by all of the main exhibitors and participants of the festival. Its 'eye of the storm' location makes the perfect place to meet and greet key players within the hustle and bustle of the show. Additional perks as Partner of The Hub Bar include:

- 75 SQM of exclusive space for maximum brand visibility at the heart of the show
- A café bar with seating, serving drinks, coffee and light bites throughout the day
- Opportunities to programme partnered networking takeovers, drinks receptions and content pieces
- Options to explore 360° bannered and standing branding
- Full visibility from East and West terraces and all Partner Entertainment Suites
- Adjacent to the staircase leading to the main show theatres and content spaces to maximise footfall



POD BAR | £35k

SOLD

Print & Digital Branding

The Pod Bar is one of the biggest standout areas of the show, and the second of our purpose-built main bars and catering areas. It's another comfy hangout and networking area. As our Pod Bar sponsor you'll bag exclusive brand ownership and naming rights, featured across all related promotion of the space. You'll also get your very own cordoned-off meeting area for breakfast briefings, pop up Q&A's or drinks receptions. You can even host your own curated content sessions from this space.



CREATOR'S CORNER

£35K

SOLD

Print & Digital Branding

A main feature for new creators from across the podcast community to meet up and seek advice from key figures in the industry. It will provide an opportunity to interact with our show partners and their commissioners, network, learn and absorb. The Creator's Corner daily programme will include moments like Pitch A Podcast, Meet The Players, Coffee With...and more! A place to show off how your brand can enrich the lives of creators and provide education for them.



JUST RELEASED

THE BRANDS LAB | £35K

Print & Digital Branding

Situated on the main mezzanine floor at the show, our Brands Lab gives you the chance to discover and meet with cutting-edge brands getting involved with podcasting and learn how they're making moves in the sector - and every market niche! The Brands Lab will provide daily informal talks, demos, and reveal the latest shows the top international players are making plays for so you can engage, interact with and immerse yourself in this key industry topic.

TALKING PODCASTS | £30K

SOLD

As sponsor of our Talking Podcast Workshops, you will have the rights to co-curate up to **30 sessions** alongside The Podcast Show programming team. They will be hosted in 5 intimate theatres (90 capacity), offering your brand a footfall of **2,700** throughout the show. These stages will form the **interactive heart** of the show, with more workshops, presentations, industry panels, roundtables, demonstrations and 'how to's' than you can shake a stick at.

As our Talking Podcasts sponsor, you'll get naming rights to these spaces and exclusive branding opportunities:

- 50 square metres of activation space
- Onsite meeting room
- Logo within the show's 'main logo' stack
- Presence on all promo material
- Tickets to preview night and the main show
- Social media posts and newsletter mentions
- Rights to show IP
- An elevated presence on the show's website and official app

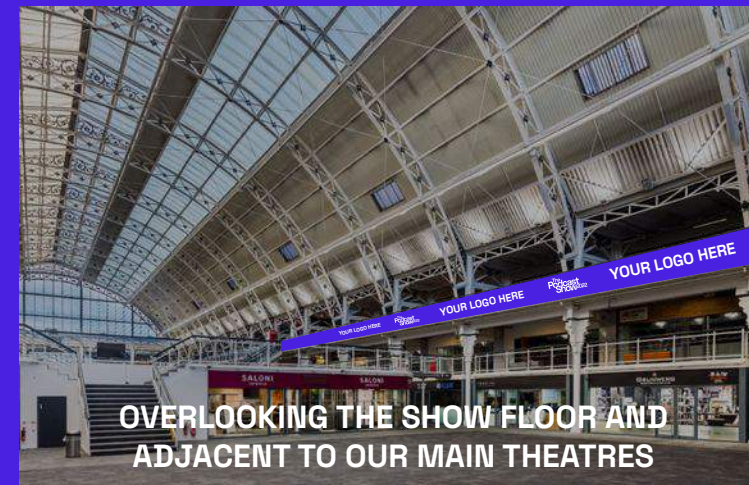
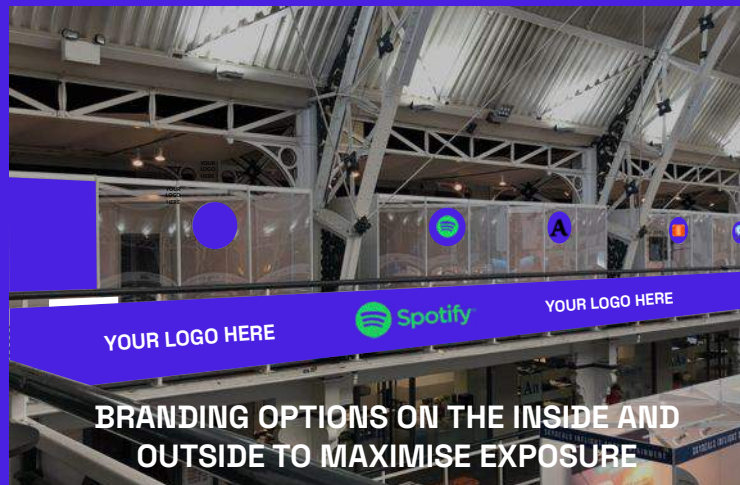


ENTERTAINMENT SUITE | £15k - ONLY 2 OF 20 LEFT!

Print & Digital Branding

Our Entertainment Suites perch on the gallery bay, overlooking the buzz of the event and next to a main walkway leading to the theatres and sessions.

It's the perfect spot for brands without a physical product to attend the show, arrange meetings, host your own workshops - and get your brand seen from up high by all our visitors.



Ask The Experts | £1.5k

Only 6 Opportunities per day

ALL SOLD

Print & Digital Branding

Another more intimate 80 capacity venue, this area gives our visitor the opportunity to 'ask the experts' and gain insightful advice about the next step on their podcasting journey.

It's a valuable chance for you to take ownership of the space and give our audience in-depth knowledge of the skills and services you offer, and show how you can help them boost or kick start their career.



The
Podcast
Show 2022

NETWORKING & DRINKS RECEPTIONS | £10-20

Print & Digital Branding

ALL SOLD

No matter where you're from or what part of the industry you're in, we have a whole array of prime opportunities to host networking & drinks receptions at the show, whether you're looking to meet new clients or key industry professionals, or launch a new product to a captive audience.

Everyone loves a gathering, and it pays to be the host - so if your little black book needs filling, or you just want to spread the word about your brand, why not take over one of our networking & reception spaces for a day?

Get in touch to learn more and grab your spot in one of the following:

The Hub Bar | Halo Bar

The Skinny Kitchen (Indoors & Outdoors)

The Upper Forecourt

The Screen On The Green



GET IN TOUCH!

Alex Booth, Partnerships Director
abooth@thepodcastshowlondon.com