



# 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 Podcasting Products and Services 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 business festival will play a pivotal role in celebrating and inspiring 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



Industry Panels



DIY Panels & Advice



Exhibitor & Partner Activations



Live Podcast Matinees



Major Industry Keynotes



International Networking

# 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

We're partnering with top promoters SJM Concerts to bring you **The Podcast Show Live** evening festival programme - a week of live podcasts, bringing your favourite voices to life in venues across the city.

Each night of the show, The Business Design Centre will welcome over 2,500 fans to celebrate some of the most popular podcast shows with live podcasts, celebrity meet-n-greets, drinks, food and entertainment.

Plus, an extended live programme in venues across London, reaching thousands more. BBC Sounds are the first to confirm and will be bringing a range of your favourite BBC podcasts - upfront and personal - to audiences throughout various evenings of **The Podcast Show Live**.

INTERNATIONAL

# OUR AUDIENCE

The 2 day event will welcome a **live audience of 6,000+** industry pros, independent creators, business leaders and fans, combined with a huge global reach via live stream.

Those in attendance are invested in discovering next generation technology and service solutions, as well as wanting to be informed and educated on the business of podcasting.

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

**Attracting the next generation...**

Supporting the future faces of the podcast world with a tailored content programme designed to appeal to young and diverse new creators.



The  
Podcast  
Show 2022

# INTERNATIONAL

# 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 serving the Podcast Community.

Exhibitor & Partner categories include:

**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**

# INTERNATIONAL



The  
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# WHO'S ON BOARD SO FAR?

## Lead Partners



## Official Partners



## Partners



## Media & Content Partners



## Exhibitors & Participants



# A WIDE REACHING CAMPAIGN



**60M+**

Combined Reach On Social Media Through Our Partners' Channels



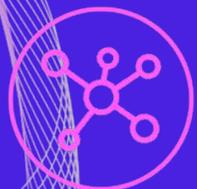
**3.7M**

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

Festival Highlights Streamed To A **GLOBAL AUDIENCE**



**£350k+**

Advertising Campaign Value



**120K+**

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



**20k+**

B2C Reach Via TPS 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.

As an exhibitor, we allow complete creative freedom of the space and include extensive valuable marketing with exhibitor status across our website in frequent newsletters, social media posts and press releases delivered by media partners.

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



### Stand Rates:

**£450** PER METRE  
Space Only

Complete freedom to design and build your space - 8sqm+ only

**£475** PER METRE  
Exhibitor Stand

Shell, carpet and basic build of stand provided. All you have to do is attach your designs.



### 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



PS  
2022

The  
Podcast  
Show 2022

YOUR LOGO HERE

PS  
2022

BUSINESS DESIGN CENTRE

The  
Podcast  
Show 2022

YOUR LOGO HERE

LOREM IPSUM DOLOR SIT AMET,  
CONSECTETUR ADIPSCING ELIT,  
MAURIS LAOREET MASSA LACUS,  
IN FEUGIAT AUGUE ORNARE IN. CURABI-  
TUR ACCUMSAN IN LACUS CURSUS  
ELEMENTUM. SUSPENSISS LOREM  
DUI, PRETIUM AC LOREM AC,  
MOLESTIE PORTA NISL. SED SCLEER  
MOQUE IMPENDIET MI, A EFFICITUR  
MAGNA DAPIBUS ET, NUNC VITAE  
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The  
Podcast  
Show 2022

YOUR LOGO HERE

## 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, with the show being renamed “*The Podcast Show in association with...*”

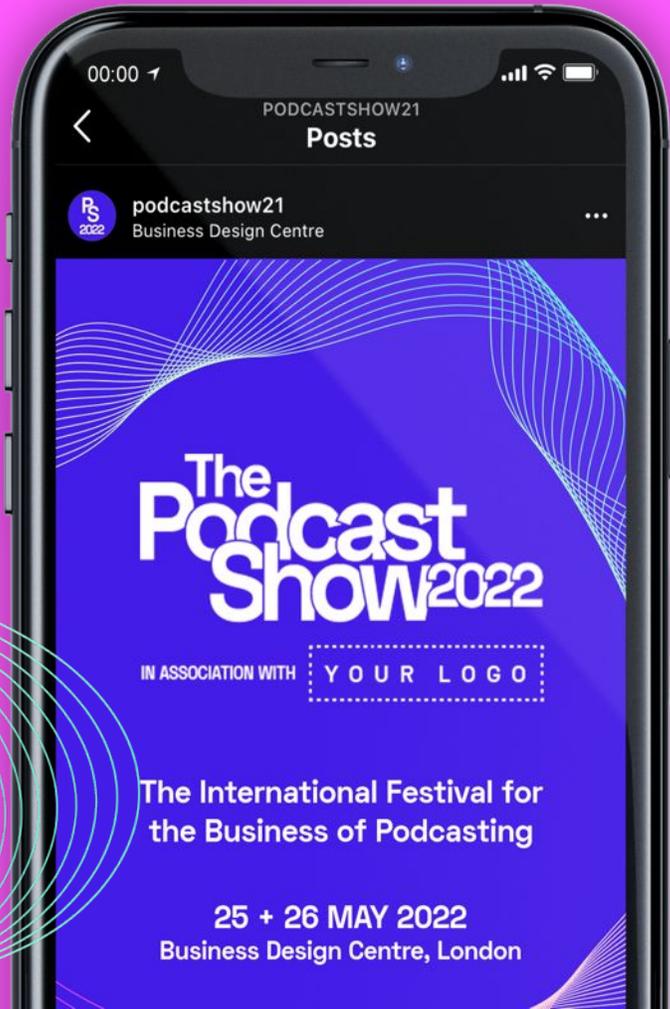
- **75 square metres of exclusive space** for maximum visibility at the heart of the show
- Opportunity to host one **45min talk** in a main show theatre each day
- Host **drinks receptions** and **networking events** across the two days
- **Brand logo** and **Twitter handle** across screens in **4 Talking Podcast rooms**
- **Brand presence** on **all promo material**



- **Tickets** to the preview night and the main show
- **Social media** posts and **newsletter** inclusions
- Exclusive **brand profile page** on the show's website and features within **guest blogs**
- Opportunity to ask a number of questions in the **post-show survey**
- Use of the **show IP** on your promotional materials/channels

# HEADLINE SPONSOR

Digital Branding, Print  
& Billboard Designation

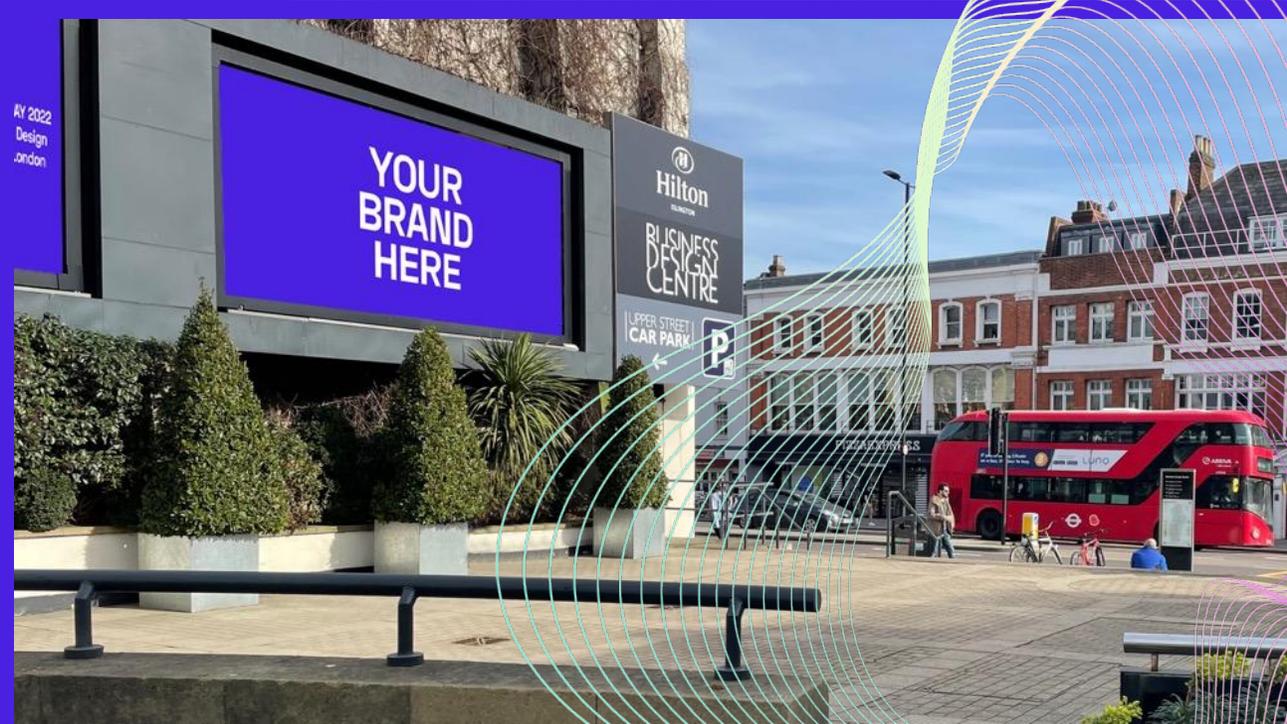
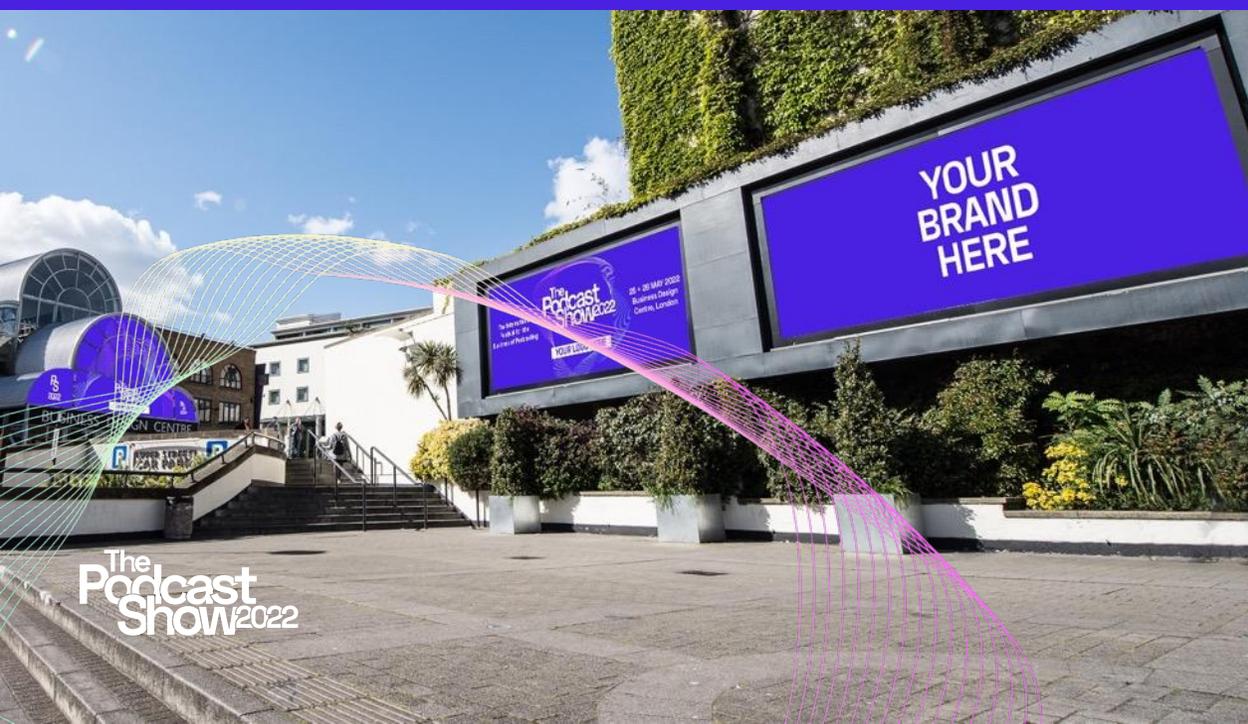


# HEADLINE SPONSOR | £125k

## Additional Branding Opportunities

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

With a **footfall of 1,000 people an hour (120K weekly)**, you're guaranteed maximum visual exposure and an opportunity to increase your ROI at the festival.



# REACH 20,000+ PODCAST FANS ACROSS LONDON THROUGH THE PODCAST SHOW LIVE

The Podcast Show 2022 & SJM Concerts present

# The Podcast Show 2022 **LIVE**

23 - 29 May 2022

IN ASSOCIATION WITH

YOUR  
LOGO

The Headline Sponsor of The Podcast Show 2022 has the exclusive right to sit their logo across all of our The 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.



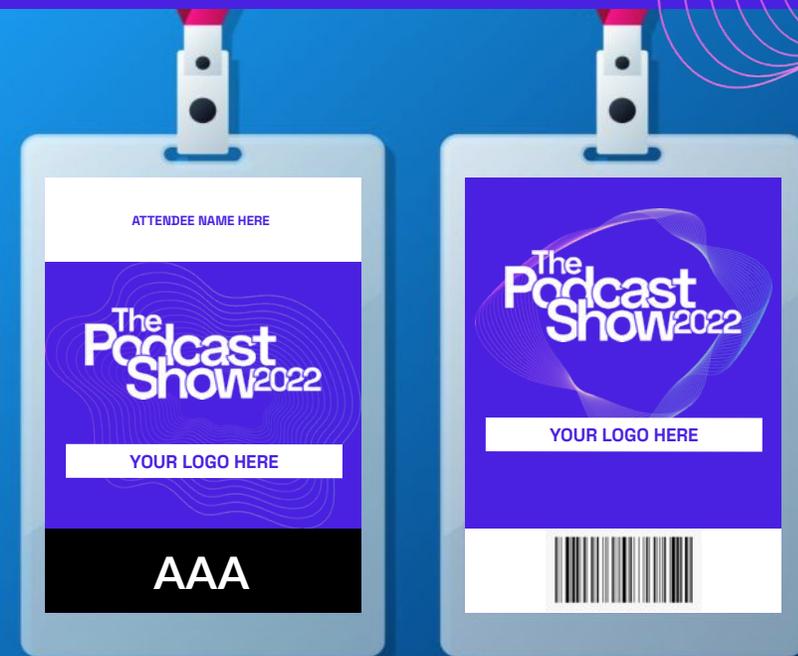
SOLD

# 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



SOLD

# STUDIO STAGE | £40k

## 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

 **PREVIEW**

 **DAY ONE**

 **DAY TWO**

# 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



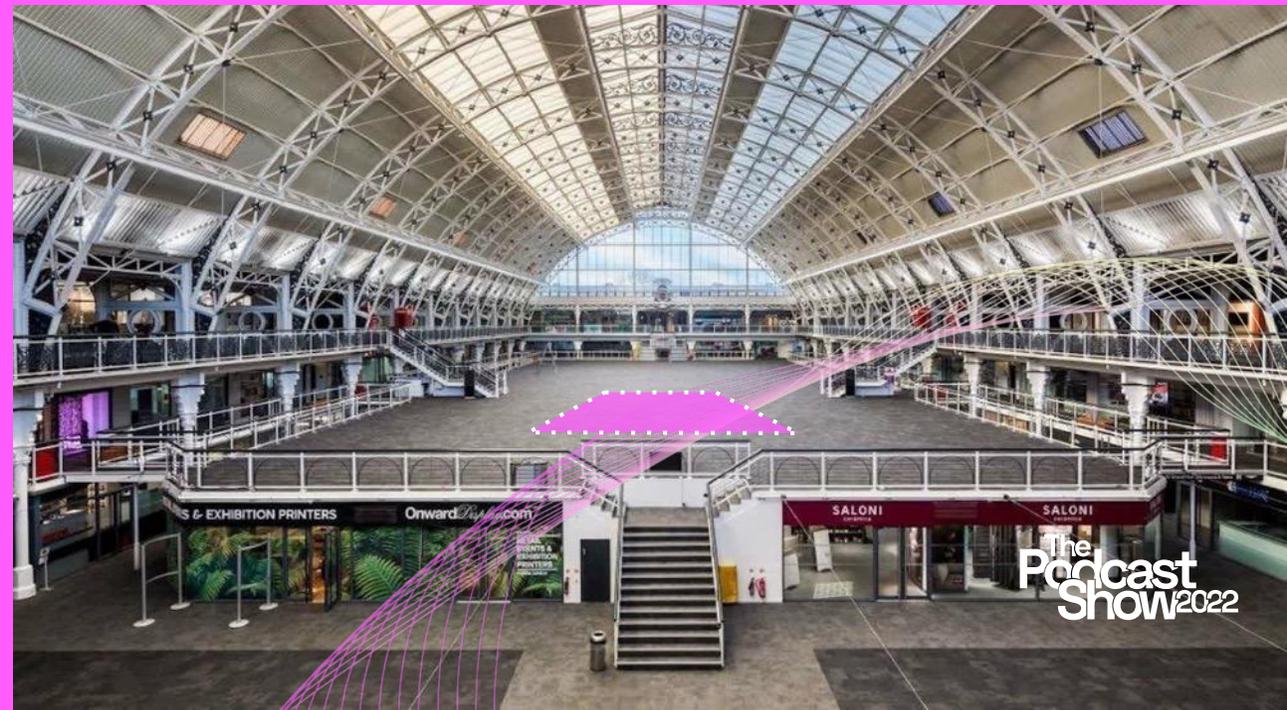
# THE HUB BAR | £55k

## 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.



The  
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## CREATOR'S CORNER | £35k

### 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**

## INNOVATION LAB | £35k

### Print & Digital Branding

Situated on the main mezzanine floor at the show, our Innovation Lab gives you the chance to discover and play with cutting-edge tech, plus innovative ways to enhance your creativity - whatever your experience! The Innovation Lab will provide daily informal talks, demos, and reveal the latest tech from the top international players for you to engage, interact with and immerse yourself in. A real opportunity for your brand to be seen as leaders of the tech space.

# TALKING PODCASTS | £30K

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

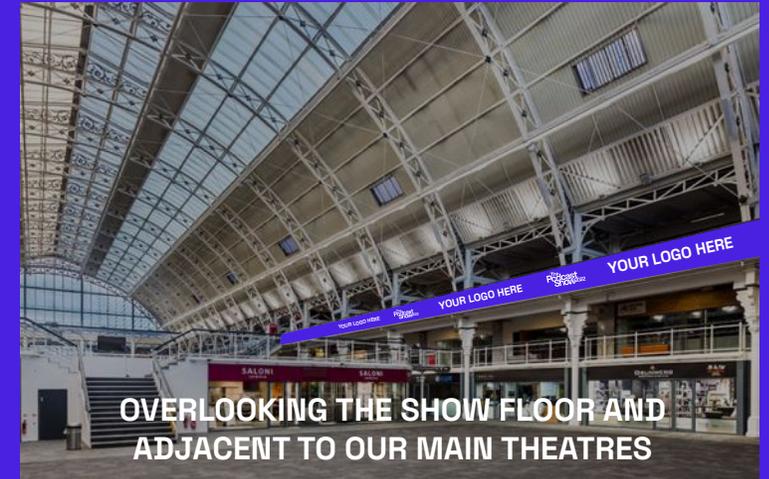
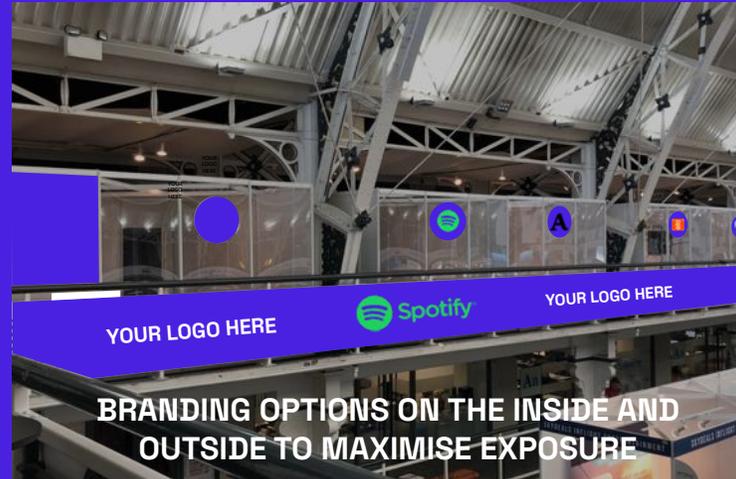


# ENTERTAINMENT SUITE | £15k Less than 5 now available

## 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.



# Meet The Industry | £1.5k

## Only 6 Opportunities per day

### Print & Digital Branding

Another more intimate 80 capacity venue, this area gives our visitor the opportunity to 'meet the industry' 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.



# NETWORKING & DRINKS RECEPTIONS | £10-20k

## Print & Digital Branding

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**

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