

NEWMUSIC SEMINAR

International. Music. Business.

Bridging the US Market and the Rest of the World.

NMS is a US-based music and media consortium established to assist International artists and organizations by providing strategic support to achieve the best return on their objectives.

- 1. Services Overview*
- 2. Detailed Information*
- 3. Executive Team*



IT'S NOT JUST A MUSIC CONFERENCE... **IT'S WHERE BUSINESS GETS DONE**

EVENT PRODUCTION

Our mission is to produce the highest quality events suited to your organization's needs.

Any size, anywhere, whether a one- or multi-day event, the NMS team handles all your crucial planning needs to create a real and memorable experience with quality music integration, audience engagement, and business connections.

Leave the legwork to us so you can tell your story and get the best return on your objectives.

REPRESENTATION

Growing your brand/exposing your music or service requires knowledge of the US market, development of a proper strategy, and right connections.

Headed by industry legend, Tom Silverman (Founder & Executive Director, New Music Seminar, Founder & CEO Tommy Boy Entertainment) - we consult, educate, evaluate, strategize, and nurture artists and companies on your plans to properly position and develop the right relationships in the US market.

Let us be your on-the-ground team.

EDUCATION & INTERNATIONAL COLLABORATION

Partner, or co-brand with NMS for your educational event, showcase, or conference. New Music Seminar launched in 1980 and attracts the highest level speakers in the business. NMS has the most extensive network in the music business and can work with you to attract the right speakers to fulfill the mission of your event. When you want to bring the best of the US music business to your city (near and far), NMS can help.

ANNUAL MEETING OF THE INTERNATIONAL MUSIC BUSINESS

Each year, 1,500 ambitious music business delegates from over 40 countries convene in NYC for 3 days and nights to hear from over 180 visionaries and industry leaders, to network, and to make business deals. In addition to the panels and networking, the highly-curated New Music Nights discovery festival features over 60 performers and International showcases. Quality over quantity is our motto. Whether you are an Exhibitor or a Performer, you aren't competing against hundreds, or thousands of others vying for the same attention. Be part of the most influential music business event.
www.newmusicseminar.com

NMS is far more than a conference. It is a community of thinkers and doers who are exploring new ideas and forging new relationships that respect both the art and business of music. For any of the doubters, NMS proves that music is alive-and-well and full of possibilities.

– Frank Cooper - Global CMO, PepsiCo

**BUILD YOUR
FUTURE WITH NMS**

Contact: Peter Schwinge | peter@newmusicseminar.com | +1 917.202.1809



NMS Representation: A Collaborative Evaluation of your Goal to Infiltrate the U.S. Market

- Strategic support, advice, and counsel from industry legend, Tom Silverman (Founder & Executive Director, New Music Seminar, Founder & CEO Tommy Boy Entertainment) and Peter Schwinge (General Manager, New Music Seminar & Founder, Moving Target Group)
- One-on-one meetings with NMS team and your company to help achieve your goals
- Updates on your inquiries of the U.S., and provide solutions
- Support with import/export activities by facilitating collaboration and open channels of communication in order to build your business networks
- Consult, educate, and nurture your artists and organization by advice on strategic plans and logistics in the U.S.
- Promotions through the New Music Seminar Industry channels, socials, and emails
- Tap into the \$4.7 Billion U.S. market
- Increase Music Exports to the U.S.

Evaluate	Strategize	Position	Execution	Results
<ul style="list-style-type: none"> • NMS helps you evaluate your artists and/or organization's needs and desire to do business in the U.S. 	<ul style="list-style-type: none"> • We work with you to define your goals and objectives • Guide through processes • Business model assessment 	<ul style="list-style-type: none"> • We advise on best market opportunities • Timing • Assistance on best practices • Identify and price out other potential partners (e.g., PR companies, marketing teams, radio, distribution, etc.) 	Advisement on: <ul style="list-style-type: none"> • Project Management • Financing • Development • Introductions to strategic partners • Building a two-way bridge between your territory and the U.S. 	Working together we can then monitor and review: <ul style="list-style-type: none"> • Sales and Attention • Marketing results • Analytics on outcome of meetings and deals



NMS International Collaboration: Co-brand NMS for your event

- License the NMS brand and receive access to our team and resources
- NMS will promote your event through our channels
- Introduce your music and organizations to the U.S. audience
- NMS will advise and invite the right Industry reps from the U.S. to speak at and/or attend as buyers at your event
- Develop a targeted storyline for your audience on how to break the U.S. market



NMS Event Production: Custom-tailored events and showcases to suit your needs

- From concept to experience, NMS handles all stages of event production – speaker invites, music programming, venue booking, activations, event logistics, sponsorships, promotion and marketing – so you don't have to worry about anything
- Making sure the right people are in attendance: out-reach and targeted Industry invites
- Concierge Service: NMS will coordinate meetings with key industry reps – where you can develop important long-lasting business relationships – and increase education and knowledge of the U.S. market
- Expose your country's talent and gain exposure in the U.S.



Tom Silverman – Executive Director

Thomas Silverman is the founder of Tommy Boy and has served as Chairman and Chief Executive Officer since 1981. He has over 30 years experience in the hip-hop, urban, alternative, dance, rock and gospel music markets. He is founder of the legendary New Music Seminar – the world's most influential music industry convention, and also founder of the Dance Music Report the preeminent newsletter for DJs from 1978-1993.

Mr. Silverman serves on the board of SoundExchange, A2IM, Merlin, and RIAA, and has served for many years on NAIRD/AFIM board, the Rock and Roll Hall of Fame, and the Dance Music Hall of Fame, as well as the NARM Manufacturer's Advisory Board.

Tom is a recipient of the NARAS Heroes Award (2000) and the A2IM Lifetime Achievement Award (2013).

Mr. Silverman has a degree in environmental science from Colby College and attended Graduate School at Western Michigan University in Environmental Geology.



Peter Schwinge – General Manager

Peter Schwinge is the General Manager of New Music Seminar. Since joining in 2012, Mr. Schwinge has brought more attention onto international growth, facilitation, and opportunities for International music into the U.S.

Mr. Schwinge has a rich professional history in event coordination, management, licensing, audio and video production, web development and performance. Previously, he owned and operated NakedEdge Productions, a multimedia production facility in NYC. In addition, he founded Moving Target Group, which in the umbrella company for divisions of media and live showcases focused on music from the Nordic territories.

Mr. Schwinge received a Bachelor of Music with a concentration in Sound Recording Technology and Performance from the University of Massachusetts Lowell in 1994 and later, a Master's in Music Business from New York University. At NYU, he was President of the Music Business Graduate Ambassador Board and received both the President's Service Award and the honor of distinction as Valedictory Banner Bearer.

NEWMUSIC SEMINAR

International. Music. Business.

Bridging the US Market and the Rest of the World.

Contact:

Peter Schwinge

peter@newmusicseminar.com

+1 917.202.1809