



MEDIA KIT 2021

ICON7

Sept. 9 – Sept. 11, 2021

Philadelphia, PA

The Independent Podcast Conference is a unique and immersive experience. Super Joe Pardo runs the event as a single-track event joining everyone in a single setting. This unique approach encourages interaction between the speakers and attendees, and everyone can see every presentation.

ICON7 sees the conference returning to Philadelphia-South Swedesboro, NJ's Holiday Inn. This move allows us to have a more intimate experience for all attendees and a lower cost for attendees.

As the host of the conference, Super Joe, with his warmth and personality, makes everyone right at home. Through his constant attention, he makes sure that all attendees have a chance to not only introduce themselves to the entire room but also feel like they are part of a family throughout the conference.

The expanded conference will be all-day Friday through Saturday.

Admission is a tremendous value with an event t-shirt, lunch, professional headshots, an event badge, as well as several very high-profile speakers in the podcasting industry.

Partners have the chance to be promoted in front of over 300 podcasters and soon-to-be podcasters. This constant contact is both leading up to and during the event.



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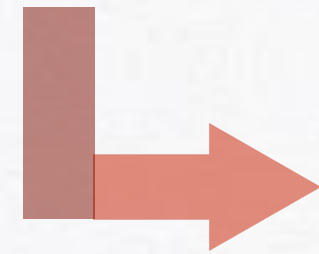


History



2014

Podcast Mid-Atlantic launched December 2014 as a Facebook group for podcasters living in the Mid-Atlantic States (North Carolina, Virginia, Delaware, Pennsylvania, New Jersey, New York, and Connecticut). The idea was to bring podcasters together for meet-ups, Google Hangouts and eventually grow into conferences.



In 2015, the first “MAPCON” was held in West Deptford, NJ. Despite the humble surroundings, the event offered breakfast, lunch, t-shirts, door prize raffle, free headshot from a professional photographer, and featured several prominent podcasting speakers as well as group workshops, and spotlight speakers. The first year, over 50 people attended from all up and down the east coast.

2015



History

2016, 2017, 2018

In 2016, 2017 and 2018, MAPCON made the leap from its modest beginnings in a school gymnasium to a professional hotel. Strategically placed only 20 minutes from the Philadelphia International Airport, attendees traveled from as far as Texas, Washington, and California in the West to the United Kingdom across the pond to attend the event. The event again offered a great bounty with lunch, t-shirts, free headshots from a professional photographer, also featuring prominent podcasting speakers, group workshops, and spotlight speakers. Year over year attendance increased and ultimately doubled to well over 100 by 2018.



MAPCON5



September 2019 Ocean Resort Casino - Atlantic City, NJ

2019 saw the 5th annual Mid-Atlantic Podcast Conference move to incredible Ocean Resort Casino in Atlantic City, NJ.

Well received by the over 100 attendees that travelled from all over the world, including Australia and Canada!



This landmark event was also where it was announced that MAPCON would be changing to the Independent Podcast Conference! (ICON, Indie Pod, Indie Pod Con, IPC) It was time to change the name of the conference to fit the demographic of people who come to and enjoy the conference year after year.



About The Organizer ---

Joe Pardo, Founder and Host of The Award Winning *Dreamers Podcast*

Joe Pardo has always loved bringing people together. His roots in hosting big events started with his family's multi-million dollar company bringing over 1,000 customers a year together for a vendor show. As Joe got older he got into throwing DJ parties and LAN parties. His love of the podcasting community made it a perfect fit for him to throw his first podcasting conference in September 2015. This is where Joe incorporated traditional conference structure with outside the box sessions.



The Reach



Attendance at ICON7

300+ Attendees

30% New-To-Podcasting

Website Visitors

85% Increase in New Users 2020 over 2019

Facebook Group

Passionate members and growing 5-6 new members daily with tons of interaction

Live Streams

Growing New Views Each Week 10-20%

Email Audience

20-45% Open Rate with 1-2% Click Through



Base Packages



609 868 9301

Joe@SuperJoePardo.com



Attendance this year is planned to reach over 300 attendees. We would like to welcome partners that have a target audience of podcasters in all stages of education and all levels of technical skill. We want to make this year's event the best it can possibly be! And to do that, we need your help. Below are the sponsorship packages, please contact Joe with any questions!

Digital	Digital + Swag	Executive Partnership	Presidential Partnership
\$786	\$986	\$1486	\$7086
<ul style="list-style-type: none"> • Company logo on Independent Podcast Conference website, linked to your website • 1 Mention in newsletter 	<ul style="list-style-type: none"> • Company logo on Independent Podcast Conference website, linked to your website • 1 Mention in newsletter • Swag allowed at the event 	<ul style="list-style-type: none"> • Company logo on Independent Podcast website, linked to your website • 3 Mentions in newsletter • Swag allowed at the event • Social media promotion • Thank you at the opening and closing of the conference • Door prizes sponsored by your company • Booth at the event • 1 Event Ticket 	<ul style="list-style-type: none"> • Independent Podcast Conference Brought To You By "Your Company Name". • Logo on sleeve of official t-shirt • Logo on event badge • Logo on website and linked • Banner on main stage • Booth at event • 3 Event Tickets • Plus Executive Package
			1 available



A la Carte

Below are additional sponsorship packages that are available a la carte.
All packages below will have their logos on the homepage and linked to your site.



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Live Streams Podcast Episodes

\$86

- Sponsor a live stream episode of the Indie Pod Podcast (60 minutes) leading up to Indie Pod 2020. Reaching the entire community and promoted to over 2000 email subscribers.
- Sponsorship read at the beginning and end of the episode.

Bulk Sponsorship Discount:
Sponsor 11 episodes: \$786

Food

\$1486

- Sponsor the food that will be served to all attendees on Saturday's lunch break.
- Signage with your company logo will be shown as people walk into the lunch area.
- Your sponsorship helps provide snacks and a variety of drinks during the event.

Podcast Coach Dating Game

\$1486

- 1 lucky newbie podcaster will be the "bachelor(ette)" asking questions to 3 or 4 expert podcast coaches without knowing who they are.
- At the end of podcasting related questions, the newbie podcaster will have to pick one of our podcast coaches to give them free sessions.
- Your sponsorship will include naming it "brought you by "Your company".

1 available

Creative Podcast Workshop

\$1486

- Sponsor the famous podcasting competition that will be brought to you by "Your Company Name". Mentioned several times throughout the event.
- Your sponsorship does not include the prizes that you will supply for the winning podcast team.

Prizes in the past have included ATR-2100 mics (4) and other hardware and software packages.

1 available

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Pen and Paper

\$1486

- We want to provide our own notepads and paper for our attendees.
- As we have found in previous years attendees love to write notes and then post them on social media. This enables your brand to be in front of many followers outside of our attendees and circle.
- You will get your logo on both the pen and paper letter header placed each day in front of attendees to use and keep.

2 available

Logo On Main Stage

\$1486

- Have your logo front and center on the main stage for the entirety of the conference!

Podcast Guest Pitch Workshop

\$1486

- Getting your dream guest on your podcast doesn't have to be a dream!
- Attendees will have their opportunity to craft an email meant for their dream guest and send it in to be judged by an expert panel of podcasters and guests attending the conference.
- The top 3 pitches will be presented to the entire conference and cheered on to select a winner.
- The winner will have their dream guest tweeted at by attendees.

1 available

Podcast Genius Bar

\$1486

- Attendees are encouraged throughout the event to go and podcast.

Podcasters may need a helping hand. We are looking for partners that want to help sponsor a podcast genius bar with podcasting experts at the genius bar throughout the conference.

4 available

A la Carte



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Headshots Sponsor

\$986

- Indie Pod Con is known for giving every attendee the ability to get their headshots professionally taken at the event for **FREE**.
- This perk is mentioned many times throughout the event right before breaks.
- Sponsor the headshots for Indie Pod and your company name will be mentioned every time headshots are announced. (“Headshots brought to you by ‘Your Company’”)

1 available

Mixer Sponsor

\$986

- In 2018 we held the first ever private mixer event for a MAPCON event. We had well known podcasters: Harry Duran, Mary Nichols and Super Joe Pardo DJing the night away. Private bar in the room and everyone got a drink ticket for a free drink.
- Let’s make that happen again with a 2-hour event on Thursday night and on Friday night with your help. Your logo will be displayed at the mixer

Podcasting Booth

\$2486

- Sponsor a private meeting room and allow attendees to go in and record their shows live at the conference.
- There will be long breaks to allow attendees to schedule and go and record in your recording booth.
- You’re responsible to provide the recording equipment and attendee (one free ticket included)
- Your recording booth will be announced on the website and in a minimum of 1 newsletter.

4 available

Podcast Stage

\$3486

- For the first time ever we are going to feature a second room just for podcasters to record their show live. (1 Day Only)
- Sponsoring the stage means having your name show as “brought to you by ‘your company’”.
- This will be heavily promoted on all channels and only the best of the best podcasts will be picked to perform their show live.

2 available

MAGIC




Let's Make Some Magic!

For this year's event we are looking to create an event MORE unique experience for our attendees. We want to know what you would love to see at a conference, but never have.

Let's make that happen at ICON7!

Reach out to me and my team and I will put our creative genius together to make it happen!

Super Joe Pardo

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