



VIRTUAL CONFERENCE SPONSORS KIT

ICON VIRTUAL SERIES

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.

ICON Virtual Series brings podcasters together from across the planet for one day online. 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.

Admission is totally free for all attendees! All that is needed is joining the Independent Podcast Group on Facebook.

Partners have the chance to be promoted in front of over 4700+ podcasters and soon-to-be podcasters in the group.



© Janette Pellegrini



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 *Super Joe Pardo Show*

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 For Virtual Events

Average 30-60 Live Concurrent Viewers

Averaging 1,000+ Views Total

~30% New-To-Podcasting

Website Visitors

22% Increase in New Users 2020 over 2019

Facebook Group

5,500 Members as of November 2021

Active, Passionate members
and growing daily!

Email Audience

20-30% Open Rate with 1-2% Click Through

Growing list of 5% Month Over Month



Testimonial



We chose to launch Poddit at MAPCON5 (2019).
We sponsored Super Joe, rushed hard to get it out there.
Joe and the ICON team were fantastic at supporting us,
getting us going, and helpful in getting the community to engage with us.
It was a really great decision and we'd 100 times over again!

Brent Basham
Co-Founder Poddit.net



Base Packages



609 868 9301

Joe@SuperJoePardo.com



Attendance is limited to the members of the ever-growing Indie Podcaster Facebook Group (over 5500 members as of November, 2021). We would like to welcome partners that have a target audience of podcasters in all stages of education and all levels of technical skill. Below are the sponsorship packages, please contact Joe with any questions!

Support	Live	Live + Giveaway	Presidential Partnership
\$197	\$397	\$697	\$997
<ul style="list-style-type: none"> • Company logo on Independent Podcast Conference website and group, linked to your website • 1 Mention in newsletter • 3 Facebook Group posts 	<ul style="list-style-type: none"> • Company logo on Independent Podcast Conference website and group, linked to your website • 3 Mentions in newsletter • 3 Facebook Group posts • Thanked at the beginning and end of the event. • Your name/website in the lower 3rd throughout the event. 	<ul style="list-style-type: none"> • Company logo on Independent Podcast Conference website and group, linked to your website • 3 Mentions in newsletter • 5 Facebook Group posts • Your company mentioned throughout the event in the lower 3rd. • Sponsorship read 3 times throughout the event (30 seconds or less) • Sponsor a giveaway of your products/services. 	<ul style="list-style-type: none"> • Independent Podcast Virtual Conference Brought To You By "Your Company Name". • Live + Giveaway Package



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!

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

Super Joe Pardo

 609 868 9301

 Joe@SuperJoePardo.com

