



September 13-14, 2024
ICON9 MEDIA KIT

ICON9

Sept. 13 – Sept. 14, 2024

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.

ICON8 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.

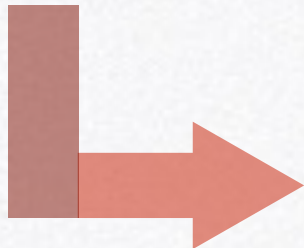


History



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.



September 2023

West Deptford, NJ

After years of virtual conferences including 11 in 2020 alone. We finally got back together in person in a smaller capacity due to some setbacks and many in our community wanting to avoid large gatherings. We still brought together close to 50% of our normal attendance level to have a great event.



About The Organizer

Joe Pardo, Founder and Host of The Award Winning *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 at ICON9

200+ Attendees

30% New-To-Podcasting

Website Visitors

85% Increase in New Users 2020 over 2019

Facebook Group

Passionate members and growing 7-10 new members daily with high interaction

Email Audience

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

Base Packages



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!

 Joe@IndiePodCon.com



Digital	Digital + Swag	Executive Partnership	Presidential Partnership
\$799	\$999	\$1499	\$6999
<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.



 Joe@IndiePodCon.com



Food

\$1499

- 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.

Logo On Main Stage

\$1499

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

Creative Podcast Workshop

\$1499

- 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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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’”)

2 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 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



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 ICON9!

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

Joe Pardo



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