

Gibson Guitar to Sponsor the Return of the New Music Seminar



New York, NY—June 4, 2009—Gibson Guitar, the world's premier musical instrument manufacturer and leader in music technology, is proud to announce that it will be sponsoring the return of the New Music Seminar, taking place in New York, New York on July 21, 2009. This low-cost one-day event aims to give individuals and companies the knowledge and the tools to step into tomorrow's music business today.

On Tuesday, July 21st, at New York University's Skirball Center for the Performing Arts, the reincarnated New Music Seminar will announce the dawn of a new music business, offering practical, straightforward, cutting edge solutions for musicians trying to make it in these challenging times. NMS promises to give musicians the knowledge and tools to step into tomorrow's music business today. The conference will kick off with Courtney Holt, President of MySpace Music as its inaugural Keynote Speaker, followed by four educational

sessions on how to combine new and old methods with technology for career success. NMS will be presented in association with the Music Business Program at NYU's Steinhardt School of Culture, Education, and Human Development.

"I take part in music industry conferences and speak on panels nearly every month," said co-founder and director of the New Music Seminar Tom Silverman. "I hear the frustration of artists desperate for information that can make a difference in their career. Instead, they hear how Beyonce got a sponsorship deal, how Flo Rida got to number one in radio airplay, or how ISPs need to stop illegal file-sharing."

The New Music Seminar is different. It is not a debate about DRM, how to get signed or the politics of the music business. It is about seeing music business opportunities in new ways, and learning to create the music and master the tools needed to put careers into overdrive. Gibson Guitar, a leader in the music business, will provide attendees practical on-site advice, expert demonstrations and the opportunity to create your own music with the help of some of the world's greatest instruments. Gibson Guitar will also provide an opportunity for people to network with the other Seminar delegates at the official "Schmooze-a-torium."

Delegates will also receive the NMS Guide Book, an invaluable guide filled with vital information, including forms, contacts and discount offers worth well over \$150.

Tickets are extremely limited and are only \$99 in advance. They can be purchased online at www.newmusicseminar.biz

For more information, please visit www.gibson.com or www.NewMusicSeminar.biz

For information on the legacy and purchasing of a Gibson Guitar please visit [Beginner Guitar HQ](#)

About New Music Seminar:

On a hot 1980 summer day, 220 people met at a New York City rehearsal studio to discuss and debate the problems in the music business. It heralded the birth of the legendary New Music Seminar, bringing new ideas, new talent and new connections to the industry, along with the introduction of hip hop, new wave, house and many other new forms of music. During its 15-year run, the first NMS became the world's biggest and most influential music business gathering attracting over 8,000 people from 35 countries. The seminar has since spawned almost every important music event worldwide, including SXSW, Winter Music Conference, In the City, and Canadian Music Week www.newmusicseminar.biz