

IMSTA
International Music Software Trade Association
1160 Ellesmere Road
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PRESS RELEASE

IMSTA FESTA Chicago to Feature Top Music Technology, Acclaimed Artists and Experts, and Renowned Song Competition

Platinum-Award-Winning Producer Rob Lyrical Will Present Keynote

TORONTO — June 21, 2017 — The International Music Software Trade Association (**IMSTA**) will bring its renowned IMSTA FESTA music technology event to the SAE Institute Chicago on July 22. Free with registration, **IMSTA FESTA Chicago** will offer panels featuring prominent industry experts and exhibits of the latest and greatest music-making technologies, as well as master classes, professional song reviews, a custom earplug clinic hosted by Grammy’s MusiCares, and IMSTA’s renowned international song competition. Three-time platinum-award-winning music producer Rob Lyrical will present the event’s keynote.

“The 2017 series of IMSTA FESTA events launched with a bang, and IMSTA FESTA Chicago promises to be another great day dedicated to the craft and technology involved in making music,” said Ray Williams, managing director at IMSTA. “We’re proud to announce that Rob Lyrical will be our keynote speaker. Born and raised in Chicago and now part of the city’s Chinza Fly music collective, Rob is a talented and hugely successful artist who can offer a unique perspective on making music in this great city.”

Joining Lyrical in addressing IMSTA FESTA Chicago attendees, industry leaders will take part in the **IMSTA Professional Panel Series** and provide their own fresh perspectives on music production. Panelists will discuss topics and techniques of interest to attendees ranging from professional and semi-professional musicians, songwriters, music producers, and audio engineers, to music students and educators.

During the day’s **IMSTA Master Class** sessions, full-time music professionals and experts from nearly two dozen of the industry’s top music-production technology companies will offer **technology demos and exhibitions**. Film composer, session musician, and Grammy Award-winning songwriter Michael Boddicker is bringing his popular IMSTA FESTA “Modular Synthesis” master class to Chicago. He will offer

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a comprehensive introduction to synthesis, explain various sources, and delve into filters, amplifiers, modulators, controllers, and much more.

Featured companies at IMSTA FESTA Chicago include Avid, Arobas, Blue Cat Audio, Celemony, D16 Group, EastWest Sounds, FabFilter, FL Studio, Focusrite, Gobbler, IK Multimedia, Image-Line, iZotope, Komplete, Maschine, Musiclab, Native Instruments, Novation, Pianoteq, PreSonus, RME, Slate Digital, Traktor, and Wave Arts. Music makers will be able to meet product specialists face-to-face and get hands-on experience with the latest music technologies. In addition to offering product-specific tips and techniques, exhibitors will provide prizes for hourly raffle giveaways.

MusiCares, established by the National Academy of Recording Arts and Sciences to provide industry members with a safety net of critical assistance, will host its popular hearing clinic and fit attendees for custom earplugs.

Live song reviews at IMSTA FESTA Chicago will give attendees the chance to present their work to experienced industry professionals for one-on-one appraisal. Exceptional songs are awarded a “Wild Card.” At the end of the day, these Wild Cards will be judged along with other regional entries for the 2017 IMSTA FESTA International Song Competition. The regional winner crowned June 22 at IMSTA FESTA Chicago will move on in the competition, earning the chance to win a free trip to Santorini, Greece, to be part of a song camp at Black Rock Studios.

IMSTA FESTA Chicago begins at 11 a.m. and runs until 6 p.m. at the SAE Institute Chicago, located at 820 N. Orleans in Chicago.

Registration is available at http://www.imsta.org/chicago_2017.php#section-topline-2. Further information about IMSTA, IMSTA FESTA, and the IMSTA FESTA International Song Competition is available at www.imsta.org.

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**About IMSTA**

A global nonprofit association of music software companies, IMSTA is dedicated to conducting public education about piracy in the music software space. IMSTA exposes the public to the industry and to the organization's "Buy the Software You Use" slogan through initiatives and events, including its popular IMSTA FESTA music technology events across North America.

Photo Link: www.wallstcom.com/IMSTA/IMSTA_robLYRICAL.jpeg

Photo Caption: Rob Lyrical, IMSTA FESTA Chicago Keynote Speaker

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