



BANDTAG partners with BIG SOUND 2008

BANDTAG this week aligned with BIG SOUND 2008 for the first time to create a unique music compilation for the event – and met with an overwhelming response from showcasing artists

BIG SOUND 2008, the Asia Pacific region's premier music business conference, takes place in Brisbane, on 10th -12th September 2008.



Showcasing artists were invited to place a track on the BIG SOUND BANDTAG, to be handed out free to fans and conference delegates at the Showcase gigs.

However, so many artists have taken up the offer that two BIG SOUND BANDTAG compilations have been created – one for each Showcase.

Stephen Green, Program Director for BIG SOUND says, *"BANDTAG is a great new concept from a new Queensland company and we're very excited to have their support for BIG SOUND 2008."*

Some well-known artists appearing on the BANDTAG compilations are:

The Boat People, Abbe May, Bobby Flynn, Abby Dobson, Emma Dean, Watussi, Kara Grainger, The Gin Club, Temper Trap, Wind & Brackets, The Rocketsmiths, Stone Parade, Ruby Tigers, Skipping Girl Vinegar, Hungry Kids of Hungary, 8 Ball Aitken, The Optimen, The John Steel Singers & Repeat Offender

Erin Wheatley, the Queensland-based Director of BANDTAG, is delighted at the response from showcasing musicians and artists. *"With so many world-class bands wanting to be on the BIG SOUND BANDTAG, we just couldn't say no. So now we're making two BANDTAGS! It's a great opportunity for everyone - we're proud to be involved."*

What is BANDTAG?

BANDTAG is a revolutionary method of music distribution brand new to the Australian market, created by former band manager & JB Seeds award recipient, Erin Wheatley. BANDTAG comes in the form of a digital business card, imprinted with artwork and a unique coded link allowing access to up to 15 tracks and other content for download by fans. Punters log in with their email address and postcode, providing valuable demographic information for the artist, in return for exclusive access. Simple, collectible, cheaper than CDs and effective for bands at all levels, BANDTAG bridges the digital divide by providing a physical link to an online distribution service - without ongoing fees or transfer of copyright. The artist is always in control. And for the fans - it's definitely the easiest way to take the band home. Similar initiatives overseas have proven enormously successful for artists at all levels, and have also been used for promoting festivals, films, events and product launches.

What is BIG SOUND?

BIG SOUND is one of the most respected and fastest growing music business events in the Asia Pacific region. Produced by Q Music (Queensland Music Network Inc) and now in its seventh year, BIG SOUND is positioned as Australia's most internationally focused conference, producing three days of panels, workshops and artist showcases for local, national and international music industry representatives. Artists will showcase their music to industry in venues around Fortitude Valley on the Wednesday and Thursday nights, 10th and 11th September 2008.



www.bandtag.com.au

For interviews, high res images or more information, contact:

Erin Wheatley - Director

erin@bandtag.com.au

0410 530 633 or 07 55 290 899

Katherine Beard - Marketing & Communications Manager

katherine@bandtag.com.au

0414 829 621