



## **Collaboration Platform Dropbox to Sponsor Music Biz 2016 Awards Luncheon in Nashville**

April 4, 2016 – The Music Business Association (Music Biz) has announced that Dropbox, a leader in modern collaboration solutions for people and businesses, will sponsor the Music Biz 2016 Awards Luncheon on Wednesday, May 18, 2016, at the Renaissance Nashville Hotel in Nashville. The event will serve as the venue for key Music Biz award presentations, including the Artist of the Year Award to chart-topping Country singing group Little Big Town, the Chairman’s Award for Sustained Creative Achievement to pioneering Powerpop band Cheap Trick, the Harry Chapin Memorial Humanitarian Award to the T.J. Martell Foundation, and Breakthrough Artist Awards to rising Country star Sam Hunt and up-and-coming Alternative singer/songwriter Halsey.

Dropbox, which currently boasts more than 500 million users and 150,000 business customers, allows major and independent record labels, artists, managers, publishers, and other businesses to securely store and collaborate on music files, photos, and videos across multiple devices.

“Dropbox has made it far simpler for artists, labels, and other music companies, both big and small, to work together and securely share important information with those who can help them advance their careers,” said James Donio, President of Music Biz. “We’re happy to have Dropbox as a new sponsor this year, and look forward to celebrating excellence in our industry at the Awards Luncheon.”

“The music industry is an enthusiastic adopter of Dropbox, and it has been exciting to see the innovative ways that artists are using it to collaborate and grow their brands and fan bases,” said Michael Shaffer, Dropbox VP of Business Development & Partnerships. “We are delighted to support the Awards Luncheon this year, and celebrate the accomplishments of the artists being recognized.”

Founded in June 2007 and officially launched in September 2008, Dropbox was created by Drew Houston and Arash Ferdowsi as a way to work on multiple computers without needing to email attachments back and forth. Now, the service has more than 500 million users in over 200 countries that have created 3.3 billion sharing connections on the platform. Files in Dropbox are protected with AES-256 bit encryption and a two-step verification process, helping ensure that users’ files and account are secure. The service also allows users to easily collaborate by sharing files with anyone, even if they don’t have a Dropbox account.

Music Biz 2016, which will return to Nashville from May 16-18, is the music industry’s premier event, giving the commerce and content sectors a place to meet with trading partners, network with new

companies, and learn about new trends and products impacting the music business. Registration is open now. For more information or to sign up for the conference, visit [www.musicbiz2016.com](http://www.musicbiz2016.com).

#### **About the Music Business Association**

The Music Business Association (Music Biz) is a membership organization that advances and promotes music commerce — a community committed to the full spectrum of monetization models in the industry. It provides common ground by offering thought leadership, resources and unparalleled networking opportunities, all geared to the specific needs of its membership. Music Biz brings a unique perspective and valuable insight into the trends and changes that innovation brings. Today, we put our collective experience to work across all delivery models: physical, digital, mobile, and more. Music Biz and its members are committed to building the future of music commerce — together.

#### **Music Biz Media Contact**

Laurie Jakobsen, Jaybird Communications — [laurie@jaybirdcom.com](mailto:laurie@jaybirdcom.com), 646.484.6764