



JULY 11 - 14

LATIN ALTERNATIVE MUSIC CONFERENCE
[REGISTRATION NOW OPEN](#)

The LAMC Returns to New York City For Its Thirteenth Year At a New Location And Will Once Again Feature Industry Panels And Artist Showcases Across The City, In Addition To Concerts At Central Park SummerStage And Celebrate Brooklyn At Prospect Park

Registration Is Now Open At <http://LatinAlternative.com>;
Earlybird Registration Is Once Again Only \$99 (Until May 31st).
New Yorker Hotel: 34th Street and 8th Ave.

"This expertly assembled conference — a series of panels, concerts and exhibitions designed to highlight emerging Latin artists working outside the mainstream — always elicits a few unforgettable performances."

- NEW YORK TIMES

"The annual Latin Alternative Music Conference... personifies the energy and diversity within the contemporary Latin music community."

- WALL STREET JOURNAL

"LAMC is to Latin alternative the way the Sundance Film Festival is to indie movies."

- NEW YORK TIMES

"I never know what to expect during LAMC because of the inundation of new, up and coming talent that continues to take this sound to the next level."

- RAUL CAMPOS / KCRW (LOS ANGELES)

"There's still an urgent need for something like the Latin Alternative Music Conference, a networking vehicle, brainstorming confab and live showcase that promotes the most innovative alterna-bands from places like Mexico, Spain, Colombia, Argentina and even the Bronx."

- NY DAILY NEWS

"LAMC has become ever hotter as the years pass and is the globe's pre-eminent gathering for Latin alternative music, a catch-all that encompasses styles ranging from electronic cumbia to indie folk to psychedelic funk. It's kind of a mini-SXSW."

- AUSTIN AMERICAN STATESMAN

"More than just a forum, the event has revolutionized Latin music in both the U.S. and Latin America."

- AOL SHOUTCAST

"What began as an effort to market Spanish-language alternative music to industry insiders has expanded to reach a more diverse audience of both Latinos and non-Latinos, from NYC and beyond."

- NEW YORK POST

"The LAMC has emerged as the top showcase for up-and-coming Latin acts."

- ASSOCIATED PRESS

"[LAMC] is doing the work of breaking in new, Latin Grammy-nominated acts."

- NY NEWSDAY

"The LAMC has grown from fringe festival to a see-and-be-seen event for anyone who wants to be on the cutting edge of alternative music"

LATINA

With a warm welcome once again from the Big Apple, the biggest event in the US for cutting-edge Latin culture, styles and trends will return to New York City from July 11th – 14th. Featuring leading artists as well as many of the music industry's most prominent decision-makers, the 13th Annual **Latin Alternative Music Conference (LAMC)** is a "must play" event for developing and established acts alike.

Registration is now open; discounted once again at only \$99 until May 31st.

Among the events planned for LAMC 2012 are free concerts at Central Park SummerStage and Celebrate Brooklyn Festival at the Prospect Park, as well as numerous industry panels, showcases and events for LAMC registrants.

With past conferences averaging more than 1,250 music industry attendees and 25,000 concert fans each year, the 13th LAMC promises to be yet another exciting year. This four day conference providing networking opportunities with the genre's leading artists, music

entrepreneurs, journalists, marketers, managers and programmers, is the most extensive to be offered by a music conference to date.

Panels and concert information will be announced in the coming months. The LAMC does sell out, so please register early. Support change, support music, art and culture. Support the LAMC. See you in New York.

For more information on the **Latin Alternative Music Conference**, please visit www.LatinAlternative.com

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