

San Francisco Music Expo 2025



Music Expo, San Francisco's premier conference for modern music makers - presented by Focusrite Group and in association with Sound On Sound Magazine - returns November 14-15, 2025, with expanded programming and a new home at The Midway SF, one of the city's top destinations for music, art, and culture. Music Expo 25 will welcome over 750 attendees to learn from award-winning DJs, producers, artists, engineers, songwriters, industry tastemakers, and leading technology brands. Early bird tickets are now on sale, starting at just \$49 (50% off General Admission), with a limited number of VIP tickets available for \$199 at the website below. Full programming and speaker lineup will be announced soon.

This year introduces a new two-day format:

- Day 1 (Friday, Nov. 14): A half-day dedicated to songwriting workshops, led by award-winning artists, producers, and songwriters.
- Day 2 (Saturday, Nov. 15): The full conference and expo experience,

featuring masterclasses, panel discussions, hands-on gear demos, one-on-one mentoring, networking sessions, and immersive audio programming.

Music Expo 25 will explore five major themes: Electronic Music Production, The Art of Songwriting, Immersive Audio Recording and Mixing, Artist Development & Career Growth, and AI and the Future of Music Creation. This year also marks the addition of new official conference sponsors. Audeze returns as the official headphone partner, offering attendees access to their award-winning professional headphones. ROLI and Steinberg join with interactive software and gear experiences. Neumann and Output join us as breakout sponsors.

After last year's sold-out edition, we had the ambition to grow Music Expo while retaining what makes it special: its friendly atmosphere, inclusivity, and impact on attendees' development opportunities," said Loïc Maestracci, founder of Music Expo. "Partnering with The Midway allows us to expand our reach and offer even more immersive, hands-on experiences - while preserving the community spirit that Music Expo is known and loved for. I'm incredibly grateful to our partners, whose support elevates the event and demonstrates their commitment to empowering the music-making community." Attendees will have the opportunity to share demos and receive feedback from professionals, connect with like-minded creatives, and try out the latest gear in a collaborative, hands-on environment with leading experts.

"We're thrilled that Focusrite Group returns as the Title Sponsor of Music Expo, bringing together our brands - Focusrite, Novation, ADAM Audio, Sequential, and Oberheim - to showcase how they work synchronously to enhance audio production workflows," said Hannah Bliss, Vice President of Marketing at Focusrite Group. "Music Expo offers a unique opportunity to connect with a passionate, diverse audience, share our latest innovations, and spark creative conversations. This year, we're excited to expand our involvement by powering a 1,700-square-foot immersive audio room with ADAM Audio's award-winning A Series monitors connected to Focusrite's Red and RedNet solutions, offering hands-on workshops, spatial audio sessions, and real-time feedback in a pro-grade environment."

Expect to demo products from leading brands like ADAM Audio, Audeze, Audigo Labs, Focusrite, FSK Audio, IK Multimedia, KALI Audio, Oberheim, Output, Neumann, Novation, ROLI, Sennheiser, Sequential, Steinberg, Sonaworks, Solid State Logic, Warm Audio, with new partners being added regularly. MusicExpo also partners with the Midi Association, San Francisco Music Conservatory, West Coast Songwriters Association, Neon Owl, Balanced Breakfast, Girls Behind The Rock Show, Glow Marketing, and Studio X. Additional media partners include GearSpace and TapeOp.

www.musicexpo.co
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