

AMSTERDAM
DANCE EVENT
20 / 21 / 22 / 23
OCTOBER 2010

15TH INTERNATIONAL
CONFERENCE
AND FESTIVAL
FOR ELECTRONIC
MUSIC

PROMOTIONAL
OPPORTUNITIES
2010



ADE CONFERENCE DIRECTORY (B2B)

ADE's directory is the most important source of information for the international electronic music industry. Being used not only during the conference but throughout the year, the directory includes all the necessary information for participants attending the conference, including: a complete list of attending companies, the four-day conference and festival program and informative articles.

For reservation, pricing or more info: dennis@daily.nl

Reservation deadline: 01 October 2010

Specifications: upon request



ADE FESTIVAL MAGAZINE (B2C)

The best way to reach early adopters from the age of 18-34 years; an audience with a trend setting influence in fashion, lifestyle and music. ADE will publish a full-colour magazine in cooperation with DJBroadcast (in English) at the beginning of September. With a circulation of 50.000 copies, the magazine will be distributed at key locations in the Netherlands, Belgium, United Kingdom and Germany and offers the opportunity to associate your company with one of the most innovative and largest club events in the world. In addition to the print version, a digital version will be available worldwide via our online international partners, reaching out to an audience of millions. The magazine will include the full ADE festival program in addition to interviews, background and in depth articles, relevant event details as well as practical information about the city of Amsterdam.

For reservation, pricing or more info: minggus@djbroadcast.nl

Reservation deadline: 16 August 2010

Specifications: upon request



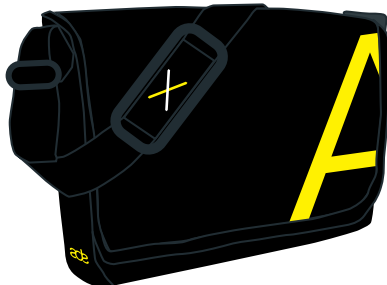
ADE CONFERENCE BAG (B2B)

The ADE Conference Bag is handed out to all conference attendees. Inserting your promotional material within the bag is a great way to bring your artist, company or event to the attention of the international dance music industry. The ADE2010 conference bag will be made by gsus.

For reservation, pricing or more info: dennis@daily.nl

Reservation deadline: 01 October 2010

Specifications: upon request



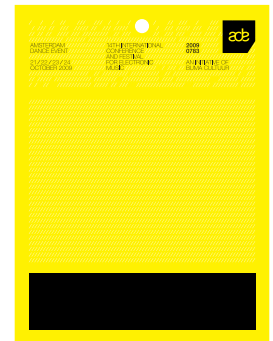
ADE CONFERENCE BADGE (B2B)

Alongside the lanyard the ADE badge is another excellent way to gain visibility for your company. The ADE badge is worn by every professional participant and is the most important identification tool during the event.

For reservation, pricing or more info: dennis@daily.nl

Reservation deadline:

Early booking is recommended



ADE CONFERENCE LANYARD (B2B)

Worn for four days by every official ADE delegate and thus in constant visibility for professional ADE participants, the lanyard is one of the best ways to promote your company during ADE.

For reservation, pricing or more info: dennis@daily.nl

Reservation deadline:

Early booking is recommended

OTHER OPPORTUNITIES

Besides advertising options, ADE also offers tailor made solutions to optimize exposure and generate the best possible results. Be it a sponsored drink/cocktail hour at one of our conference locations, where (potential) business contacts can be offered a drink and companies and/or products can be introduced, or a private meeting room to schedule your meetings in a relaxed and comfortable setting. We look forward to further explore ideas and opportunities!

More information: promotion@amsterdam-dance-event.nl