

**promotional opportunities 2008**

## ade program magazine (b2c) advertisements

The best way to reach early adopters; an audience with a trend setting influence in fashion, lifestyle and music. ADE will publish a full-color magazine (in English) in the beginning of September. With a circulation of 300.000 copies, the ADE magazine will be included with the most renowned dance magazines in The Netherlands, Belgium, United Kingdom, Germany and Ibiza and associates your company with one of the most innovative dance events in the world. The magazine will offer the full nightprogram of ADE in addition to interviews, background articles and information concerning ticket sales and practical information about Amsterdam.



## ade guide (b2b) advertisements

The ADE directory is the most important source of information for participants and includes a complete list of attending companies, a three-day conference and festival schedule, informative articles and a guide to the Amsterdam nightlife. 2.300 copies will be published and provided to all professional participants. Besides being used intensively during the conference, ADE's directory is an important source for the international dance music industry and will be used throughout the year. Space is limited and available on a first come first serve basis.

## ade goody bag (b2b) professional goody bag inserts

Include your flyer, pen, sticker, lighter, cd or magazines in 2000 ADE goody bags and bring your artist, company or event to the attention of all ADE participants.



## ade badge (b2b)

Alongside the lanyard there is another excellent way to gain visibility for your company. The ADE badge will be worn by every professional and is an important means for identification to all attendees. With a subtle strip advertisement, you can be the exclusive sponsor of the badge. *Early booking is recommended.*



## ade lanyard (b2b)

Want your company name in constant visibility for professional ADE participants? That's possible by printing your company name and/or logo on the official ADE lanyard. Worn for three days by every official ADE participant, the lanyard is one of the best ways to promote your company during ADE. *Early booking is recommended.*

## ade sponsored drinks (b2b)

During daytime ADE offers various opportunities to host a sponsored drink/cocktail hour, where you can offer your business contacts a drink and present your company or products to your invitees. *Early booking is recommended.*