

AMSTERDAM  
DANCE EVENT  
21/22 / 23 / 24  
OCTOBER 2009

14TH INTERNATIONAL  
CONFERENCE  
AND FESTIVAL  
FOR ELECTRONIC  
MUSIC

PROMOTIONAL  
OPPORTUNITIES  
2009



### ADE PROGRAM 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-color magazine in cooperation with DJBroadcast (in English) in the beginning of September. With a circulation of 50.000 copies, the ADE magazine will be distributed at key locations in the Netherlands, Belgium, United Kingdom and Germany and associates your company with one of the most innovative and largest club event in the world. In addition to the print version, a digital version will be available worldwide via our online international partners. The magazine will include the full night program of ADE in addition to interviews, background and in depth articles, information on ticket sales and practical information about Amsterdam.

**For reservation, pricing or more info:** victor@djbroadcast.nl  
**Reservation deadline:** 17 August 2009  
**Specifications:** upon request



### ← ADE DIRECTORY (B2B)

ADE's directory is the most important source of information for the international dance 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 schedule, informative articles and a guide into the Amsterdam nightlife.

**For reservation, pricing or more info:** dennis@daily.nl  
**Reservation deadline:** 14 September 2009  
**Specifications:** upon request



### ADE CONFERENCE BAG (B2B)

Being handed out to all conference attendees, inserting your promotional material within the ADE conference bag is a great opportunity to bring your artist, company or event to the attention of the international dance music industry.

**For reservation, pricing or more info:** dennis@daily.nl  
**Reservation deadline:** 01 October 2009  
**Specifications:** upon request

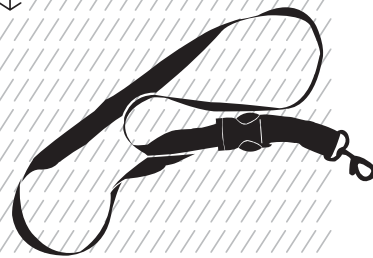
The ADE2009 conference bag is sponsored by gsus



### ADE 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



### ADE 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 SPONSORED DRINKS (B2B)

ADE offers several opportunities to host 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.

**More information:** gjis.verburg@bumacultuur.nl  
**Reservation deadline:** Early booking is recommended