



## NEW SOUND POLICY UPDATES FOR DJX'25.



The issue of volume control on the show floor continues to be the most requested area of improvement from attendees, dealers, **AND** exhibiting brands.

Many of YOUR CLIENTS attending DJX have indicated that, while they appreciate the energy on the floor, they are more likely to buy gear based on learning from and establishing a relationship with brand representatives.

Everyone in the DJX community deserves the right to conduct business, and the talent performing on stage deserves the respect to perform without competing with show floor volume.

Based on suggestions from the industry, we are confident the updated Sound Policy for DJX'25 strikes a balance that continues the excitement and energy of the DJX show floor, while addressing volume control.



# SOUND POLICY



- **ALL NON-AUDIO BRANDS** – Must use **NEAR-FIELD MONITORS** in their booth if featuring audio. *If you aren't selling audio, there is no reason to blow out your buyer.*
- **ALL PRO AUDIO BRANDS** - Speaker placement should be positioned on the **BACK FIVE FEET** of the booth.
- **ALL EXHIBITING BRANDS** in an “island” or “endcap” booth configuration speakers must be **FACING INTO** the **BOOTH** and **NOT THE AISLES**.
- **AUDIO ALERT** - The DJX Show maintains an **86 DECIBEL METER MAXIMUM** - *many prefer lower*. At no time should that number be exceeded.
- **BORROWED SOUND** - Brands using audio in their booth can do so only with other exhibiting companies.
- **RESPECT THE DJ!** The DJX Stage **Performance Schedule** will be provided to you prior to the show. During those times, there should be no scheduled performances in your booth.
- **WORK-AROUND** - We have **DEMO ROOMS** for this reason, and we are happy to sell you one.

DJX is on a growth path. You want your buyers to return to the show each year.

We ask you: **HEAR THEIR NEEDS.**

Please **BE KIND**, lower the volume, allow them to enjoy the show, engage, learn, and enjoy the DJX experience – we promise it will benefit each and every exhibitor year after year. We thank you and we look forward to seeing you at the **X!**

Signing the below indicates that you understand and accept the conditions stated above.

Signature: \_\_\_\_\_

**Please sign and return prior to Monday, July 29**

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