

THE EDIT

STUDIO

@

DJX

SEE HEAR CONNECT

THE EDIT @ DJX– The Crossroad to the Future of Music!

THE EDIT **STUDIO** @ **DJX**

Welcome to the **THE EDIT** a newly launched neighborhood of “Pop-Up Studios” on the DJX Show Floor. Aimed at unifying the community and encouraging industry evolution, **THE EDIT** will seize the opportunity to educate, network, and share product knowledge with potential and existing customers interested in recording, editing and studio-centric tools in content creation.

Exhibit at **THE EDIT** at DJX’24 and take advantage of a unique opportunity to connect with a diverse, built-in venerable “Distribution Army” of 5,000+ attendees looking to create content. The studio space is designed to be turnkey and effortless for brands to participate with a focus on building relationships with new and existing customers.

DJX + **THE EDIT**...The Epicenter of Industry Evolution.

(Rendering of THE EDIT STUDIO)



THE IMPACT

DJX & DJ LIFE DIGITAL

DJX
SEE HEAR CONNECT

DJ LIFE
MAG

The unparalleled, united reach of our integrated media platform is your gateway to the highly influential, DJ industry, culture, lifestyle and buying power.

4,340,000 Total Reach

3,300,000 Emails

1,200,000 Opens

314,000 Web Views

5,000+ DJX Attendees

HAZAN MEDIA GROUP

THE EDIT

STUDIO @ **DJX**

ATTENDEE MARKETING CAMPAIGNS

DIGITAL ADVERTISING

- Online
 - DJ LIFE Digital Editions
 - DJXSHOW.com
 - DJLIFEMAG.com
- Newsletters
 - DJ Life Insider
 - DJ Life Weekly Rewind
 - DJX Remix

SOCIAL CAMPAIGNS

- DJX Social Platforms
- DJ Life Social Platforms
- YouTube
- LinkedIn

CONTENT CREATION

- Dedicated Email Campaigns
- Journalism / Story Telling
- News Posts
- Press Releases
- Local Coverage
 - Radio / Community
- National Coverage
 - Radio Commercial Advertising
 - Industry Streams / Podcast Outreach
- Apple News and Google News
- THE EDIT Brand Preview Section DJ Life (August Digital Edition of DJ Life Mag + Online)

- DJXSHOW.com – News Updates
- DJXSHOW.com – Page Updates

ON-SITE

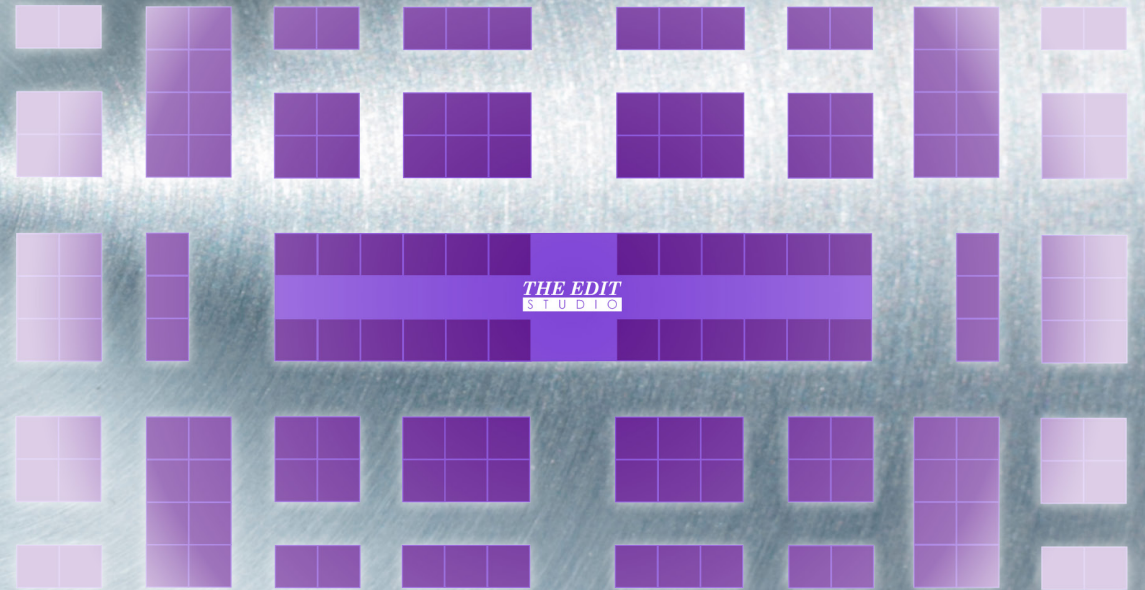
- Official DJX '24 Show App Page
 - EDIT Branded Logo Page
- Floor Signage
- LED Advertising
- Daily Happenings
 - Print
 - Digital
- Social Coverage
 - Live Streaming
 - Interviews
 - Collaborative Posts

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SHOW FLOOR EXPERIENCE

- A curated expansion to the existing DJX Show Floor.
- A highly visible, centrally located “neighborhood” of pop-up space.
- Exclusively showcasing brands related to studio production.
- Space is prebuilt for low-lift set-up and breakdown planning.
- An industry hub to meet, collab, and develop new opportunity.

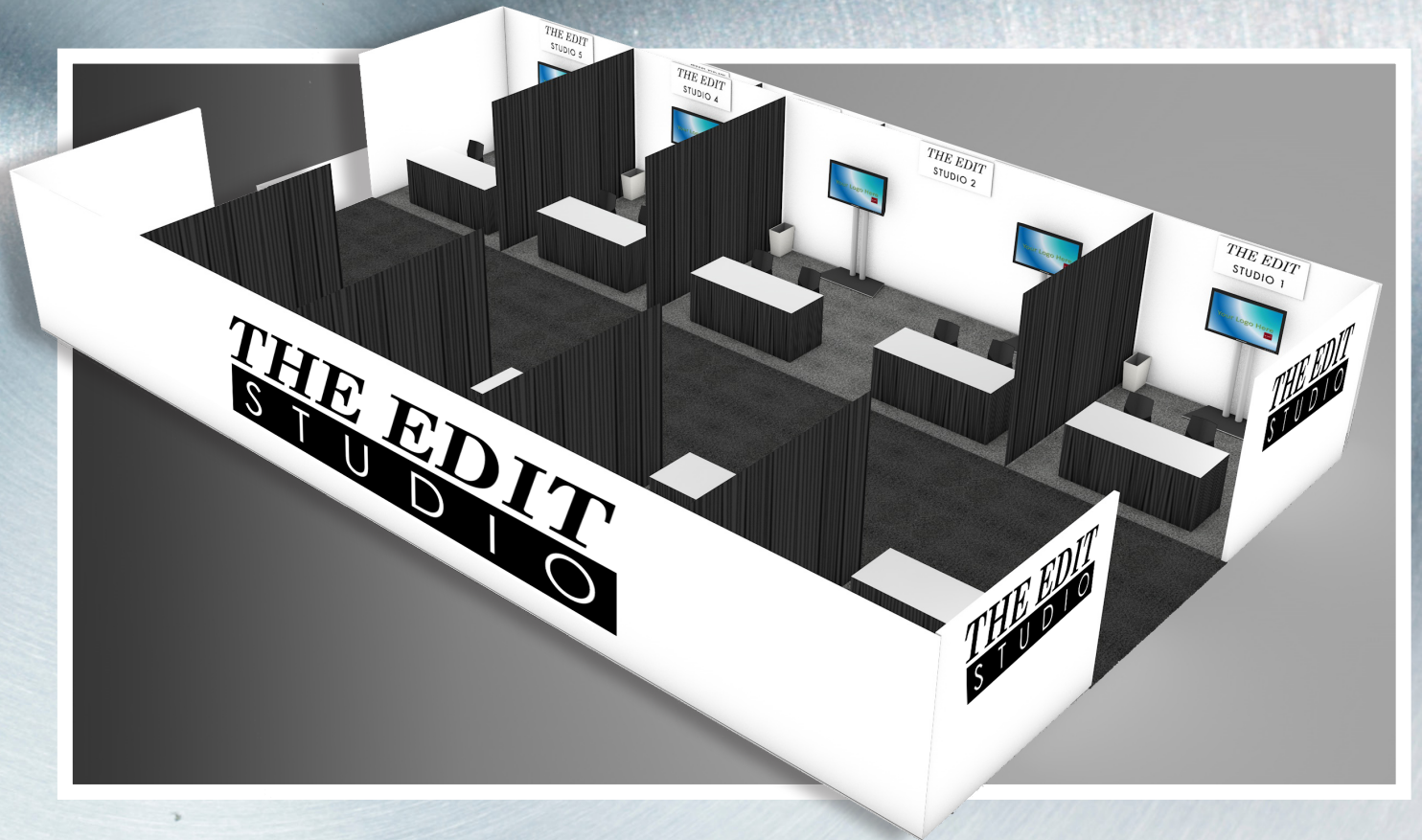


NEIGHBORHOOD CONCEPT PLACEMENT

THE EDIT STUDIO @ DJX

TURNKEY BOOTH PACKAGE

- **THE EDIT** Branded Backwall
- 10' Theater Drape Return Wall
- Wall to wall carpet
- 6' draped table with black skirting
- Side Chair
- Wi-Fi
- 50" TV + Stand
- Neighborhood Booth Signage
- 120 Volt, 1800W Maximum
- 20 Amp w/ Quad Box



CONCEPT RENDERING ONLY

THE EDIT

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LIVE PRODUCTION STUDIO (OFF SHOW FLOOR)

PRODUCERS AND DJS IN A WORKING, LIVE STUDIO LOCATED OFF THE SHOW FLOOR:

- Create brand sponsored workshops & product knowledge.
- Develop deeper relationships with the 5,000+ current and new attendees.
- Offer extended product tutorial opportunities.
- Exclusive Category Sponsorship in Live Studio = \$1500 each brand (*paid to DJX*)
 - Sponsoring brands will get a product demo slot(s) in Studio over 3 Show days
 - Limited to a certain number of attendees (*sign up available*)
 - Promoted by all and can include a QR Code for signups (*similar to DJX demo rooms*)
 - Sponsoring brands must have space on the show floor as above

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SPONSORED EXPERIENCES & ACTIVATIONS

- Artist / Talent Demos*
- Sponsored Keynotes*
- Workshops / Demos*
- Talent Showcases*
- Networking Breakfast*
- Brand Specific Dedicated Email Campaigns*
- Official Show Bag Inserts
- DJX '24 Official App Banner Ad
- DJX Show Banner Advertising
- Newsletter Advertising
- Show Floor Lounges
- Radio Commercial Promo
- Social Collabs
- DJX After Dark Sponsorship
- Newsletter Content Coverage
- Ultimate DJ Give-Away

* = Exclusive Experiences & Activations. | Contact DJX to create additional custom brand experiences.

**SEE YOU
AT THE**



August 5-6-7-8, 2024, Atlantic City, New Jersey

DJXSHOW.COM

[@DJXSHOWOFFICIAL](https://www.instagram.com/DJXSHOWOFFICIAL)

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