

***THE EDIT***

**STUDIO**

@

**DJX**

SEE HEAR CONNECT

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



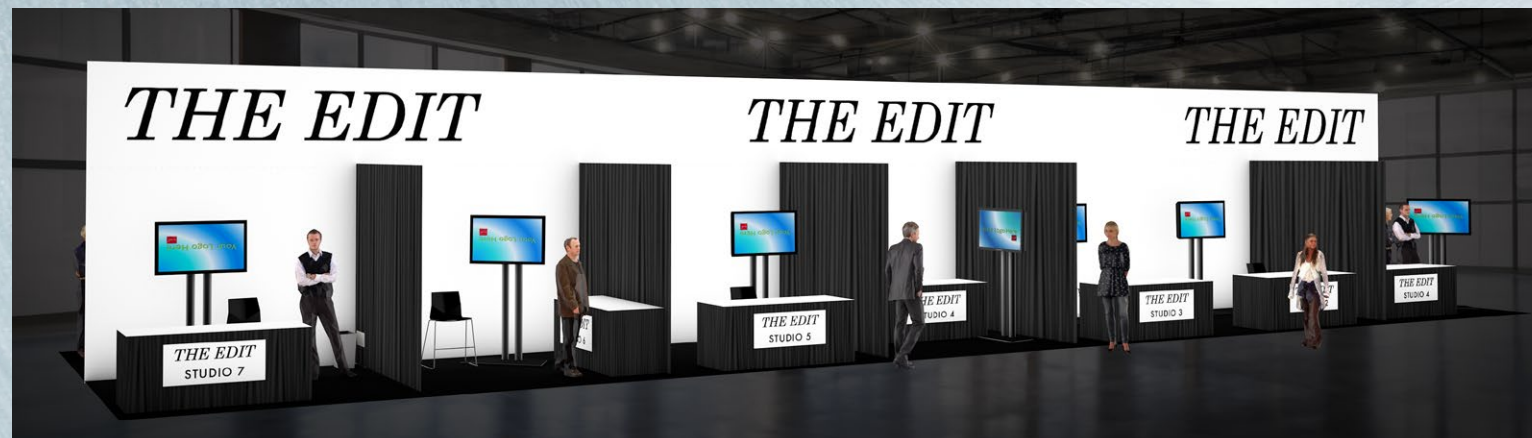
# ***THE EDIT*** STUDIO @ DJX

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.



(Rendering of  
THE EDIT STUDIO)



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



# 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**



# 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



# 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.



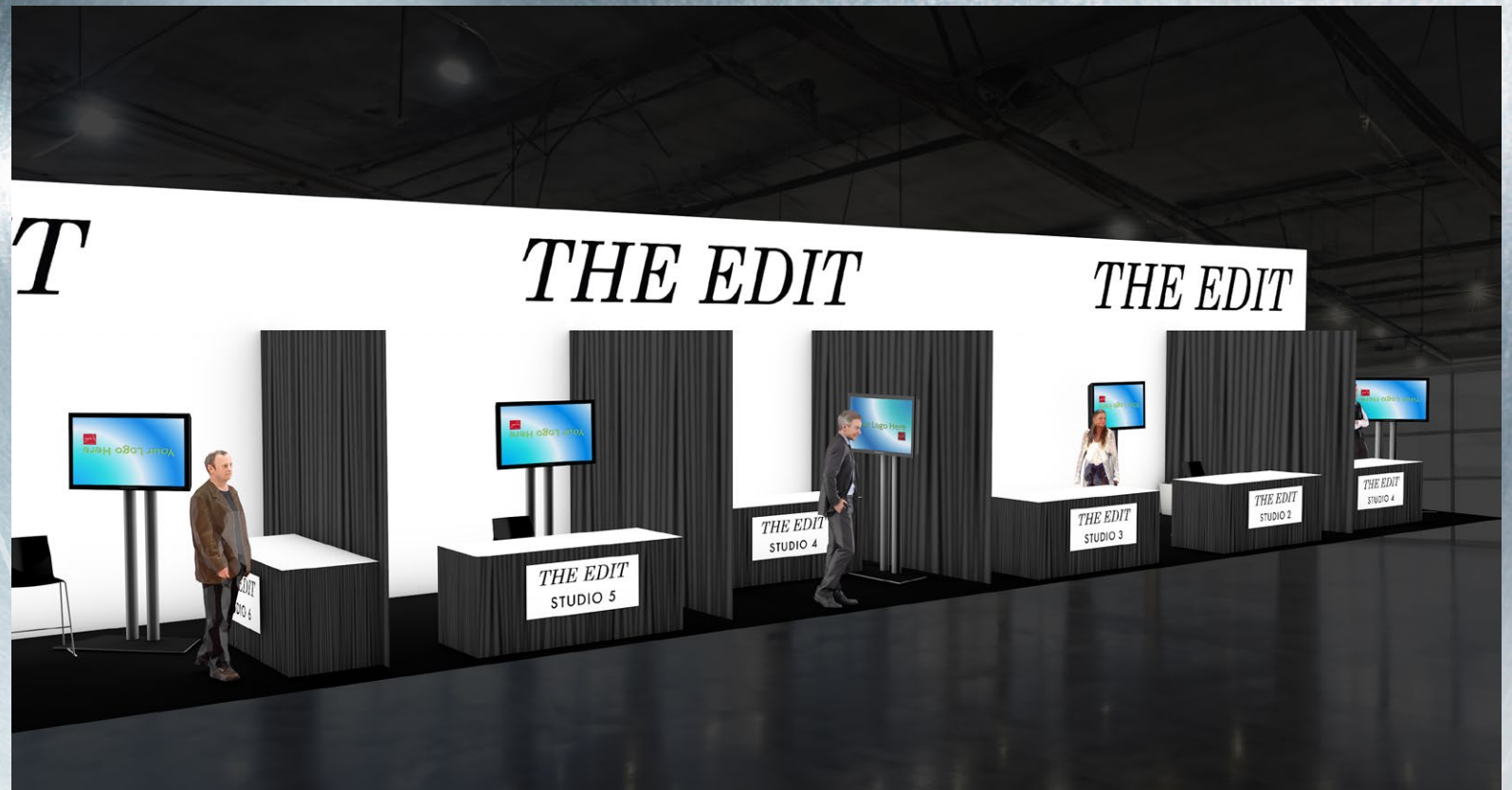
NEIGHBORHOOD CONCEPT PLACEMENT



# ***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



# **SPONSORED OPPORTUNITY**

## **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



# 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](http://DJXSHOW.COM)

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