

How often do DJs receive email invitations that look like this: "Hey there, are you busy on Saturday? Wanna play at my party?"

Introduction

All DJs want to play at parties but what kind of party is this? Where is it happening? How much are tickets? Will the DJs get paid? Who is the Promoter? When is the timeslot and for how long? Who else is playing? Is gas covered? Is this going all night? What kind of DJ equipment will there be?

It is the Promoter's responsibility to provide the Artist with this information. It is equally the Artist's responsibility to seek this information should it not be made available and it is also his/her responsibility to make the right decision about playing (or not) based on the information gathered - including one's spidey senses about the party, and asking around about a Promoter's reputation.

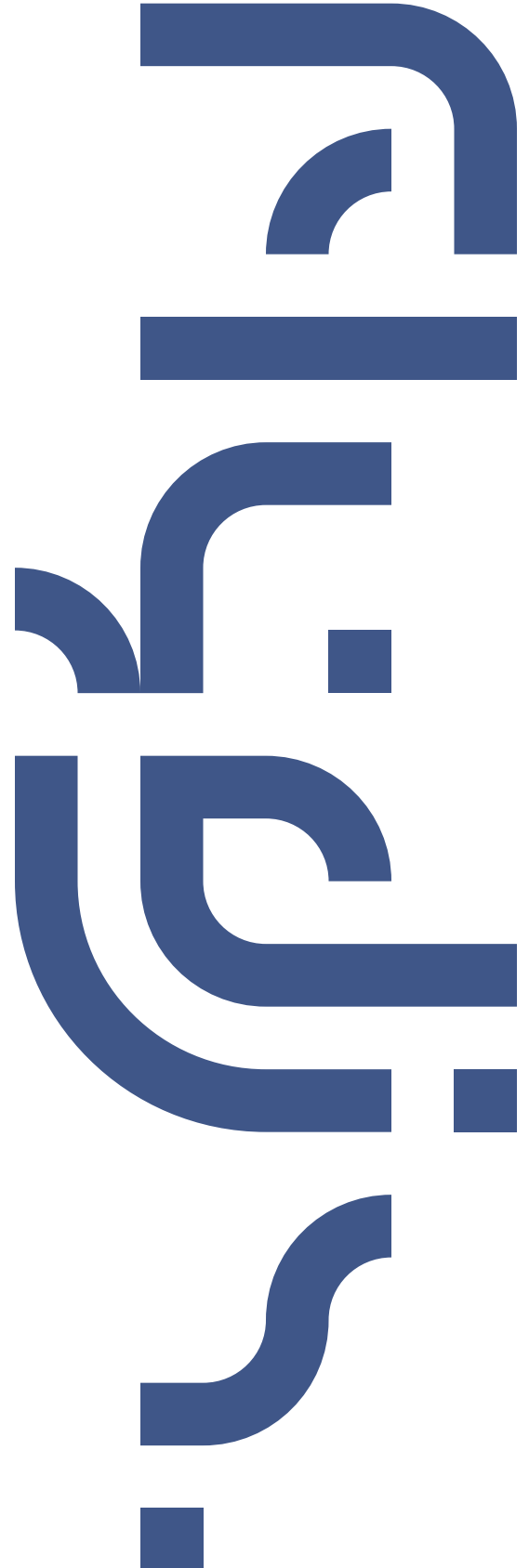
No one likes getting a bum deal or accepting a gig that doesn't pan out as understood, changes dates or venues, or worse doesn't exist at all. How do you separate the shit-talkers from the doers?

It is best for the Artist to speak directly to the Promoter and to ask as many questions as possible about the Event before accepting the Booking. If a Promoter is unable to provide all pertinent information in a responsible manner in one conversation, then the Artist should not accept the Booking until he/she can gather enough information to make his/her decision.

Inquiring about availability

Throwing a party? Need DJs? Refer to a DJ's "Upcoming Appearances" listed in their profile on their website or their Myspace page and if there is an available weekend date, then it is safe to assume that the DJ might be available for your Event and you can make a Booking Offer.

Promoters & their pals often inquire about a DJ's availability. Do not mistake this as a Booking Offer. As a DJ, remember there is a difference between an *available date* and an *actual gig*.



The Booking Offer

To inquire about booking a DJ, the Promoter should provide the Artist with all pertinent information in one written communication. In the real world, this rarely happens so we prepared this guide!

The offer to be made by the Promoter to the Artist should be in writing and should include:

- Event date
- Event name
- Location (city)
- Promotion company name, contact person(s), telephone number, email address, website.
- Venue (name and address)
- Event times/duration
- Venue capacity/admission charge
- Proposed Artist set times (or set duration)

Compensation offered:

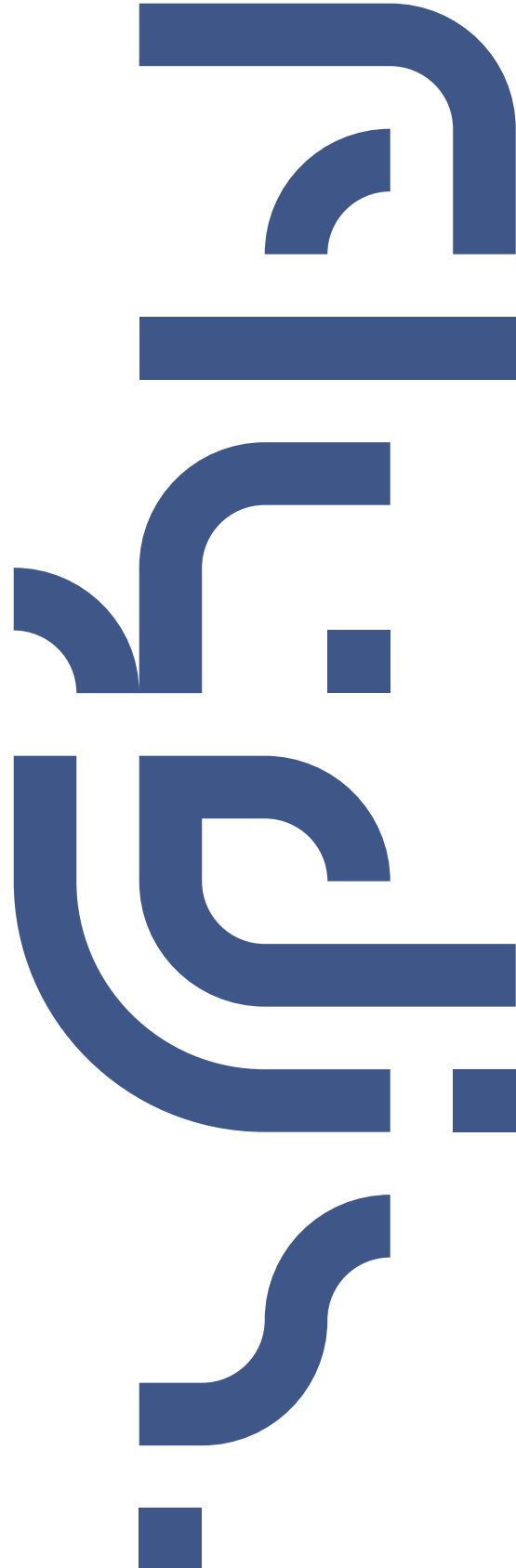
- Salary (select all that apply):
- combo salary (cash) + cut off the door _____
- salary (cash) \$_____
- cut off the door _____
- gear or 'shwag' (in the case of sponsored events)
- food and/or beverages
- no fee (for local opener slots where exposure & experience are gained - for low yielding local events or financially risky events as discussed & agreed upon in advance)

Transport (Out of town Gig):

- Transport provided yes/no
- If yes, transportation arranged for the Artist yes/no
- If no, Transport costs covered yes/no

Accommodation (Out of town Gig):

- Accommodation cost covered &/or provided yes/no
- If yes, accommodation arranged for the Artist yes/no



Concluding thoughts

Negotiation of Artist Booking terms should always happen privately and prior to the announcement of the Event.

Until all of the above information has been made available to the Artist and the conditions of the Booking have been agreed upon in writing between the Artist and the Promoter, the Booking is not considered to be confirmed and the Artist's name should not appear on any promotional material for the event in question.

It is courteous for the Promoter to offer the Artist a grace period of at least 24 hours and up to approximately 7 days so that he/she can make his/her decision and advise the Promoter accordingly.

An Event Announcement is considered to be official or 'true' when made in complete detail via a reliable source such as a Media Release or a listing on a legitimate website or message board. An msn name change reflecting a party name or 'word of mouth' is not considered to be official.

If an Event has already been announced by a Promoter and/or a flyer has been distributed, it is very likely that the Event planning & Artist booking is complete.

The Artist should be credited on all promotional material when performing at an Event. Therefore, there should be no obligation towards accepting a Booking for an event where said credit can not be provided - especially if the Artist intends to perform compensation free.

