

VEGAS

THE NIGHT OWL SINGS

Insomniac Events founder Pasquale Rotella shares what he's looking forward to most at EDMbiz 2016...

Words: PASQUALE ROTELLA Pic: ERIK KABIK

01. CAESARS PALACE

"EDMbiz is moving to a new location this year. Not only will we have more space for the Conference and a different Expo layout, Caesars is home to lots of great shops and restaurants, too."

02. EXPANDING TO TWO STAGES

"In addition to our big panels, we wanted to create a more intimate setting where people could get up close and personal with some of our speakers and learn about relevant topics in a unique way. Stage Two will feature TED Talk-styled conversations on a variety of cool subjects."

03. GOODIES

"We're working with a lot of great companies for this year's Expo, so make time to check out all the gadgets and try stuff on!"

04. LIVE DJs

"You'll never hear any elevator music playing in the background at EDMbiz. We'll have DJs performing live all day throughout the conference."

05. EDMBIZ HACKATHON

"This will be the first-ever hackathon created to promote creativity at the intersection of technology and dance music. Hackers will work to create the next great festival experience and present their ideas to industry leaders at EDMbiz."

06. EDC WEEK PARTIES

"Panels during the day, parties at night. Networking during EDC Week is lots of fun, and we're working with a ton of clubs and some amazing DJs to bring you entertainment all week."

07. DISCOVERY PROJECT & EDMBIZ PRESENT: THE 2ND ANNUAL A&R COMPETITION

"This was a fan favorite from last year. The A&R style contest hosts a panel of judges who listen to submissions from dozens of aspiring artists, with four lucky finalists entered for a chance to win an Insomniac Discovery Project slot at Electric Daisy Carnival, Las Vegas. We've collected hundreds of entries and winners are being announced soon!"

08. DRUGS IN DANCE MUSIC: IT'S TIME FOR THE INDUSTRY TO ACT (PANEL)

"Last year, we had a distinguished panel of professionals address a topic that has long plagued, not only the dance music world, but the festival

community at large. This year, we continue the conversation. How do we respond on a global scale to inform, educate, and inspire people to take action? Now is the time to act."

09. SHOW/BUSINESS: ENTREPRENEURS IN DANCE MUSIC (PANEL)

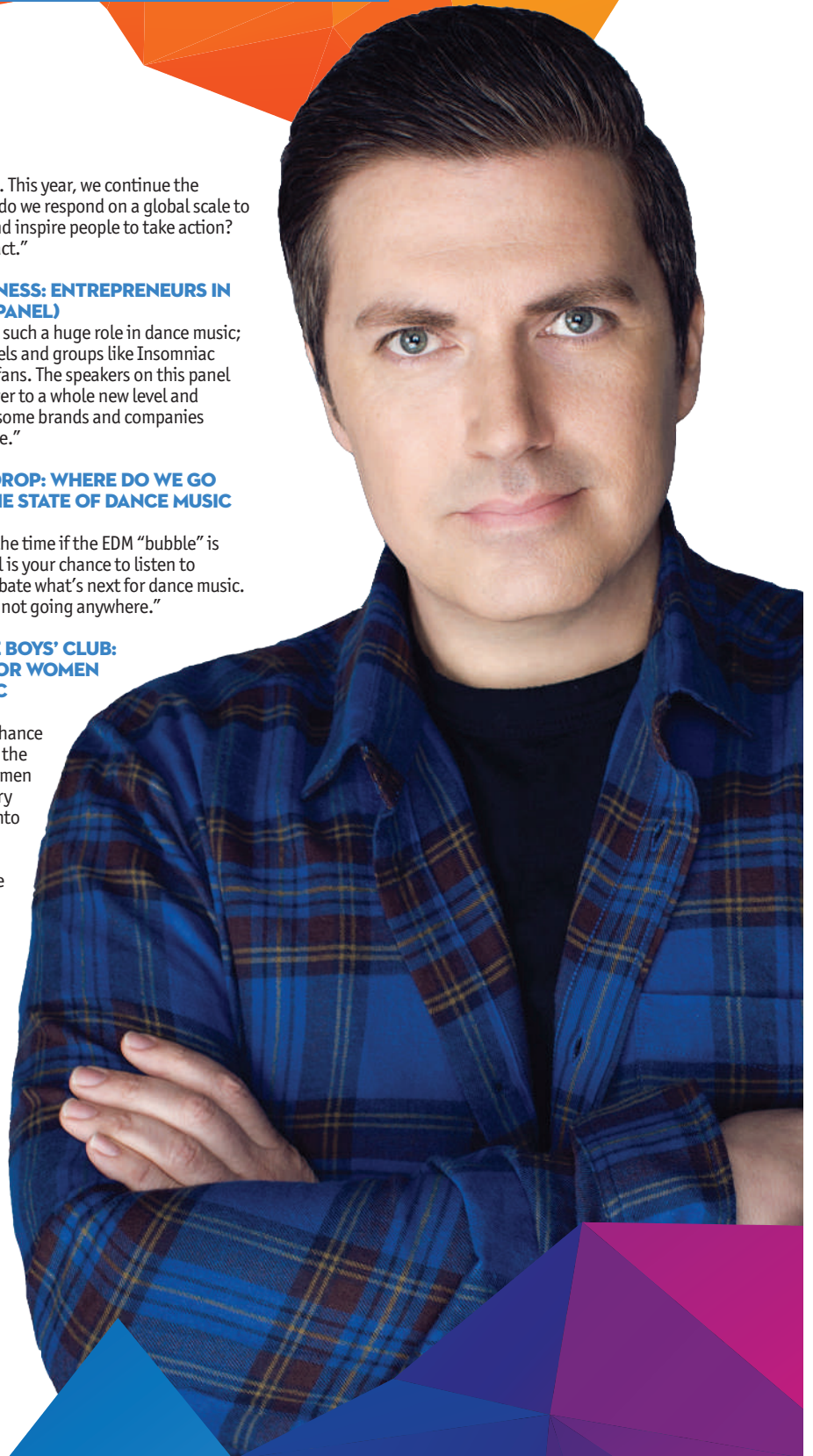
"Social media plays such a huge role in dance music; it's how artists, labels and groups like Insomniac connect with their fans. The speakers on this panel are taking that power to a whole new level and impacting the way some brands and companies connect with culture."

10. AFTER THE DROP: WHERE DO WE GO FROM HERE? THE STATE OF DANCE MUSIC (PANEL)

"People ask me all the time if the EDM "bubble" is bursting. This panel is your chance to listen to industry leaders debate what's next for dance music. Spoiler alert: We're not going anywhere."

11. BEYOND THE BOYS' CLUB: WHAT'S NEXT FOR WOMEN IN DANCE MUSIC (PANEL)

"Do not miss your chance to listen to some of the most influential women in the music industry discuss "breaking into the boys' club" and how to change the status quo in a male dominated industry."



Comin' Up

Upbeat updates - all the stuff you need to know!



TAKE A CARD

10 business cards to nab at EDMbiz

Everybody who's anybody will be shaking hands and rubbing elbows with the best in the dance music industry at EDMbiz. From celebrated DJ/producers to label heads and publicity gurus, to booking and publishing bigwigs, June 14-16 at Caesars Palace in Las Vegas will be abuzz with business deals. But for those just dipping their toes into the waters of the electronic music world, it can be difficult to navigate the seas without some help. So after checking out the panel discussions, try and mosey your way up to the stage and see if you can snag a moment with these 10 industry vets.

Dave Ralph, Talent Buyer, **Insomniac**

If you're a DJ trying to break into the festival circuit, get your mix in the hands of Dave Ralph. Curating the music for Insomniac's international EDC festivals, Ralph himself is an accomplished spinner who's held a residency at Cream Ibiza, sold over 100,000 records with 'Tranceport 2' and toured with Paul Oakenfold and BT.

Junkie XL, Artist

If there's anyone who's career producing electronic music has creatively expanded beyond the scene successfully, it's Tom Holkenborg. The Grammy-nominated, multi-platinum artist has delved into the world of cinematic scoring, such as for the recent 'Batman v Superman: Dawn of Justice', plus 'Mad Max: Fury Road', 'The Dark Knight Rises' and many more.

Matt Rodriguez, VP, West Coast, **AM Only**

One of the most familiar faces in and around the DJ booth without

actually being the talent is Matt Rodriguez. With a roster of some of the biggest DJs in electronic music such as Above & Beyond, ATB, Dada Life, Krewella, Mat Zo, Paul Oakenfold and Seven Lions, he's got over a decade with AM Only and opened the agency's West Coast office in 2012.

Pasquale Rotella, Founder and **CEO, Insomniac**

If there's one business card tantamount to a golden ticket, it would be that of rave dad Pasquale Rotella. No matter if you're a DJ, writer, production wiz or customer, getting to know the man himself behind the whole reason you're in Vegas in the first place can open a world of opportunities. Plus he's still down-to-earth, has a genuine love and passion for the scene and is an all-around nice dude.

Sarah Polonsky, US Editor, **DJ Magazine**

Okay, this one is a shameless promotion for our esteemed editor, but we love her and you will, too. Before taking the helm at this publication, Polonsky integrated dance music into the hip-hop staple Vibe, plus was the first managing editor of Elektro. So if you've got the freshest new music or coolest events that would make a creative feature, she's the one to woo to see your hard work in the print pages of DJ Mag.

Steve Gordon, Owner, **Circle Talent Agency**

As an agent and co-owner of the Los Angeles-based Circle Talent Agency, Steve Gordon's personal roster includes Borgeous, Brillz, Carnage, Datsik, Ephwurd, Excision, Flux Pavilion, Ghostly, Marshmello, Yellow Claw and Zomboy, among others. The

company has also branched out from just electronic music to include live bands, MCs and singer/songwriters.

Geronimo, Senior Director of **Programming, SiriusXM**

Known simply by one name, Geronimo is the man to make your radio dreams come true. With over 50 EDM artists having national weekly radio residencies, including Armin van Buuren, Tiësto, Avicii, Hardwell and more, he also produces live broadcasts from festivals including EDC.

James Algate, Vice President of **Music, Hakkasan Group**

Breaking into the Vegas club scene is hard—unless you know James Algate. Working with superstar DJs such as Tiësto, Calvin Harris, Hardwell and Steve Aoki, he makes the music happen at venues such as Hakkasan at the MGM Grand, Omnia at Caesars Palace and the new Jewel at Aria.

Moby, Artist

We doubt Moby even has a business card, probably because he doesn't need one. He's friggin' Moby! If anyone can guide up-and-coming producers to maximize your musical footprint around the world, it's this guy.

Neda Azarfar, Vice President, **Marketing Communications, The Recording Academy**

Working with the Grammys would be a dream for anyone in the marketing world, and Neda Azarfar is living that dream. She's responsible for integrated brand communications, PR, community affairs, social media and events for an envy-worthy career behind the scenes. **DEANNA RILLING**

GETTIN' BIZZY WITH IT

Before taking the hot seat at 2016's EDMbiz in Las Vegas, Laidback Luke sheds some light on what we can expect ahead of the main discussion...

How much do you take reviews of your musical productions or live shows to heart?

"I'll have to be very honest with you: I take every review of my productions and shows to heart. I just love what I do and I do this with every inch of passion I have in my body. I've tried the 'no fucks given' approach but it's just not me. But to prevent myself from going crazy, my most valuable opinion is my own. The fun I had making the track, how the show felt to me personally and trying to be as true as possible with that outweighs at least half of the critics. In the end it's my happiness that keeps me going and if I can make other people happy by doing so, that's an amazing bonus!"

Is there any topic you really want to discuss on EDMbiz panel?

"I'm still looking for a topic! I love speaking though, and I love sharing my knowledge. I've been doing this for two decades now so any topic can be tackled. The listener at EDMbiz is a bit different than at your usual conferences and is specifically more business orientated. So the topic should be different than just a DJ or producer tutorial."

Why do you think "women in dance music" has become such a hot button topic this year?

"It's simple, due to the lack of abundance of female names in the industry. My wife is a DJ/producer [Gina Turner] as well so I have a big heart for this topic. It's a tricky one though and I can't really put my finger on it."

Is there anyone speaking this year that you can't wait to hear speak?

"I just read through the list of names and they all sound very appealing to me. I've recently been getting more into higher spiritual teachings and been meditating more. In that sense I'd love to hear what Moby has to say about the industry. For Pasquale Rotella's radio show I had a good chat with him about how it used to be. We sounded like old men reminiscing."