

STYLE MATTERS DJS, INC.

Style Matters: A creative team of highly experienced urban DJs who provide a hip and sophisticated soundtrack for events thrown by the music-savvy.

We're a unique hybrid of DJs and good friends who are, more than anything, music enthusiasts. We've been spinning records around different musically minded venues in Chicago since 2000, and continue to do so on a regular basis. We formed the company, though, because we started to witness what a tough time our soon-to-be married friends were having finding adequate musical entertainment for their big day. Shortly before our inception in 2005, having informally spun at every last acquaintance's wedding, we realized our target audience was even more sizeable than we had imagined. We came to discover that newlyweds had loads of options when deciding on a DJ for their wedding, but very few solid choices among them.

That's when we got serious.

Our mission is simple: appeal to independently minded people who want to show their guests an incredible party, nothing more. Chatty emcees? Not us. Tacky lighting displays and a propensity to use props? Uh-uh. An affinity for leading line dances and boring you with corny wedding song standards? Please. Conventional DJs we are not. We encourage you to continue reading and find out why.

Style matters because everybody has their own. Email us at info@stylemattersdjs.com and tell us a little bit about yours.

Cheers,

Spencer Lokken, Owner

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JUST WHO DO WE THINK WE ARE?

Style Matters is the brainchild of Chicago DJ collective, Orchard Lounge. Along with Bethany Lokken and Ben Silver, we've been spinning our own brand of electronic funk together since you started writing "20__" on your personal checks. Having spun at just about every last lounge and club in Chicago, we've played alongside such reputable acts as the Disco Biscuits, Aeroplane, the New Deal, Spirit Catcher, RJD2, Bonobo, Metro Area, Lindstrom, Booka Shade, Kevin Yost, K-OS, and DJ T, to name a few. In addition to being the core founders of the company, when not performing for higher-end events, we continue to focus our energies on Orchard Lounge, our own original compositions and productions, and exposing the masses to sounds you may not have previously been familiar with. Sharing an affinity for a range of different styles of music, from funk and soul to classic hip hop, downtempo and house to classical and jazz, we've always prided ourselves on our versatility. It's this characteristic, and this characteristic alone, that was the root of what we now call Style Matters.

Style Matters consists of fourteen of the most talented DJs this city has ever seen: Nate Seider, Marco Morales, Jonathan "Zebo" Gust, Margot "Diskokitty" Rudy, Max Davis, Duke Shin, Ryan Norsworthy, Dustin Harris, Noah "Weaponry" Casser, Tom Frederick, Rob Sizwe, Ben Silver, Bethany Lokken, and Spencer Lokken. We all have our own independent style, but share a common vision. And what might that vision be, you ask? We'd like to work for people who want to create a unique and incredibly enjoyable experience for their guests, not provide them with yet another evening of the staples people grew tired of years ago. We're not complete snobs, such standard silliness can certainly be great fun, but we prefer to play for the more discerning of dance floors. That is, for the people who understand tunes by the lowest common denominator artists won't exactly add the edge you might be looking for. We've had countless friends tying the knot recently and we've realized we simply can't take the aural agony of The Chicken Dance, The Macarena, or the Fill in the Blank Slide any longer. If you feel the same way, neither should you. We're all DJs who do what we do because of our deep passion for the music. There's simply too much of it out there to waste people's time on the stuff they've heard a million times before. If you're asking guests to give up a portion of their precious weekend time with you on your wedding day, the music/entertainment is clearly a critical element to concern yourself with. We're just here to make the job that much easier for you.

Take a look at our questions & answers page. It contains just about everything you should ever need to know about how we run our business. It's absurdly detailed, but hey, like Humpty said, "I also like to write". Now you've got the power to decide whether or not this is a good fit, before ever even having met us. Enjoy.

A MOTLEY CREW.

SPENCER

A classically trained violinist since four, Style Matters head, Spencer, would be lost without the guidance of sound. A beat nut since the very beginning, he's been spinning since his teenage years, and has musical interests that span from contemporary electronic funk to classical compositions centuries old. As one-third of local DJ collective Orchard Lounge, he tours regularly, constantly pushing futuristic new sounds to the open-minded masses. When he's not focusing on private Style Matters events, Spencer is a resident DJ at Smartbar. He was also chosen as BPM magazine's Next On the Decks grand prize winner for his "Land of Nod" downtempo mix and has been featured in the Home Grown section of UR Chicago. Spencer will continue to DJ for Style Matters parties off and on throughout 2011 and will then be focusing most of his energy on opening a private event space in downtown Chicago.

BETHANY

Spencer's wife Bethany is a flight attendant by day, and a party-rockin' DJ by night. A nine year veteran behind the decks, she was recently interviewed for a write-up on Orchard Lounge in the New City. As talented a DJ as she is, Bethany does not perform at Style Matters events solo, but rather, acts as an assistant to the rest of the team. When not working the decks, this free spirit is usually the first on the dance floor, and the last to leave. Raised in the south, she's got eclectic tastes that range from Dolly Parton to Brother Ali, and M.I.A. to Bat For Lashes. Her broad range of music knowledge has attracted a wide range of fans, and with AM Only booking her for parties all over the country, Bethany rarely has any down time but still manages to release DJ mixes regularly. Never one to take herself too seriously, she's the life of the party, but at the same time has a very keen business sense that keeps the company running smoothly.

DUKE

A DJ ever since we can remember, Duke is also one of the most talented music journalists we've ever met. You may recognize his name from the NewCity Chicago Newspaper, where he was Editor for the Clubs Section for many years. Or, you may have seen some of his work in recent issues of BPM magazine, where he's had the chance to interview artists like James Murphy, ADULT., Peter Hook, Tiefschwarz, and DJ Spooky. Duke has been DJing around the city for eight years, and along with his uncanny ability to discover cutting-edge new artists, he has one of the most impressive classic dance floor-filling collections we've ever seen. One of the most technically skilled DJs on the roster, Duke has been billed alongside such acts as Nouvelle Vague, TV On The Radio, Holy Ghost!, The Aliens, Seth Troxler, and

M.A.N.D.Y. Check out his podcast for a slew of different club mixes he's recorded over the years.

MAX

Max's career in music started at age six, when he began classical piano lessons. At thirteen he bought his first synthesizer (a Roland D-50), and to this day focuses on music production under the moniker, Maxabstrax. He earned his Music Degree in 1999 from Wabash College, and also studied at City University in London for Electronic Music Composition. After school he went to work for Sweetwater Sound, where he built a client roster including artists like NIN, Stevie Wonder, Moody Blues, and John Fogerty. He's currently the resident DJ at The Northside, and appears frequently at Schubas and the Double Door, as well. Max is incredibly knowledgeable not only with a plethora of different types of music, but also working a wide variety of high profile events. During the day, Max does freelance work for Chicago Public Radio, as well as Vocalo.org.

RYAN

As a professional DJ spinning virtually every weekend the past eleven years in Chicago's best lounges, clubs, and bars, Ryan gets the people on the floor...and keeps them there. Although he cut his teeth on funk and soul, Ryan's repertoire quickly expanded to include hip hop, rock, and rare grooves. Now, after countless hours spent behind the decks and scouring the world's finest record shops, Ryan's eclectic style defies classification. His encyclopedic knowledge, vast catalog of music, and uncanny ability to sense the pulse of the audience are traits that have kept Ryan in high demand on the urban nightclub and private party circuits. Some career highlights thus far include: a seven-year residency as DJ and Music Director at Katacomb; extended residences at Le Passage (voted best retro night, Red Eye, 2003), Landmark, and RiNo; VIP reception for U2 concert, United Center, 2001; New Year's Eve 2008 in Athens, Greece; and numerous appearances at Chicago's House of Blues for pre- and post-concert events. Ryan was also a founding member of the band Ghost Pilot, playing drums in various smoky, booze-soaked venues across the city from 2002-2007. Currently, Ryan is in midst of an extended residency at Moonshine, in Wicker Park.

ZEBO

Zebo's sound is one of confidence and controlled frenzy, as highlighted in Newcity Magazine, where he was recently honored in their annual Music 45 issue--alongside the likes of Kanye West, Andrew Bird and The Smashing Pumpkins--as one of the top 45 musical artists in Chicago. Zebo's journey from music lover to deck slayer started like many others before him, growing up in a suburban shadow of the big city. It's his genuine love of music paired with incredible deck acumen that has propelled Zebo beyond the reach of all the other DJs trying to out-reference, out-cred and out-mix each other. Zebo's not simply wearing his musical heart on his sleeve--

as the WAV file tattooed on his ever-moving forearm might seem to indicate--but actually spinning dance floor gold with both his technical abilities and intuition in reading the crowd, a modern day Serato-equipped Rumpelstiltskin. Pitched-up, pitched-down, scratched-up and around, Zebo is a populist at heart, finding the redeeming values in both subterranean cool and overt pop--it's a delicate tightrope to walk, but this DJ has the balance to pull it off.

MARGOT

Margot, widely recognized around the Midwest as "Diskokitty", is known for her multi-faceted talents in expressing audio pleasures for a myriad of audiences. In addition to her work with Style Matters, she's currently a resident DJ for both AMP Productions and Intergruv Networks, and she frequently appears on Chicago Public Radio: WNUR. Margot started classical piano lessons at four, and it was then that she realized music quenched a powerful thirst within her. She developed an affinity for hip hop at an early age, and participated in musical activities like marching band, orchestra, and choir throughout her childhood. She bought her first set of turntables when she got to college, and has been destroying dance floors ever since with her unique ability to create a sophisticated mix by blending a cross-section of different genres. This cat wants to ensure that there is always good music to be heard--no matter what the medium, genre, or audience--and we couldn't be happier to have her in the Style Matters family.

DUSTIN

With almost twenty years of djing experience, Dustin has enjoyed music for most of his awake hours. During his teens he collected records inspired from his experiences breakdancing, and he was influenced by his parents eclectic record collection of funk, soul, jazz, African, rock, hip-hop and pop. Eventually he studied music at Columbia College, where he also began playing trombone. Though at one point his focus was to create original music, Dustin has always craved to collect music of all genres, not only classic party rockers, but he's also curious about lesser known releases. This philosophy can be heard in his dj sets, which have been known to embrace different types and styles of music. With many house parties, loft parties, and bedroom sets to account for, Dustin has spun and maintained residencies in and around Chicago professionally for over ten years. The Metro, The House of Blues, The Elbo Room, Double Door, Goodbar, Spoon, The Morseland, and The Note, are a few of the clubs he has played in, while also being hired by a large number of corporate groups as well. Dustin prides himself in providing great music for any event, and maintains a busy schedule in doing so. For a more in-depth look at Dustin, check out his website.

NOAH

Noah Casser, AKA Weaponry, has been digging for records for as long as he can remember. An avid collector of both new and old vinyl, Weap is constantly scouring

the world's records stores looking for hidden gems. The depth of Weap's collection is apparent when hearing one of his sets, which often includes grooves ranging from classic disco all the way to current pop and hip hop. A member of The Chicago Work Group and the creator of the forward thinking blog WeapLovesYou, Weap is doing his part to expose Chicago audiences to fresh and exciting music - whether that music was produced last week or decades ago. You can catch Weap, along with the rest of The Chicago Workgroup, at their monthly All Systems Go! party at dance music mecca Smart Bar, where previous guests included prestigious acts such as Simian Mobile Disco and the Twelves. Noah and the rest of the Chicago Work Group will soon be hosting the exciting european act Aeroplane for their Chicago debut.

TOM

Having grown up in a house where music was omnipresent, Tom's love affair with various soundscapes started at a very early age. So early, in fact, that he would mark his parents' favorite records with a star because he was still too young to read or write. Tom's first live concert experience was the Beach Boys but it wasn't until some years later at an early 90's hip hop show that Tom realized that he too was destined to perform. While attending Purdue, he started writing rhymes and making beats with a friend under the moniker T.B.A.G.: Tom's Bountiful Audio Gems. Fast forward to Chicago and he started doing shows around town at venues like Schuba's, The Hideout, The Rainbo Club, Nevins, and others, performing both as an emcee as well as DJ. With an immediate positive response to the DJing aspect of his performances, he started to focus his efforts on cleverly programming party rockin' DJ sets. Venue owners quickly took notice of Tom's unique skills, and he's now held a residency at Phyllis' for four years, as well as a weekly for over two years at Streetside Cafe. Tom was a part-time/assistant DJ at over two dozen Style Matters events in 2009. Now that he's got his masters degree and more time to devote to our clients, Tom is now a full time SM DJ and we couldn't be happier to have him on board.

ROB

After convincing his mother to buy him a turntable for his sixteenth birthday, Rob developed an addiction to finding and sharing the best music around. A firm believer in diversity, Rob has a habit of making people move without sticking to any particular genre of music. Not many DJs can find a common thread between Bloc Party, 'Lil Wayne, Rage Against the Machine and Camp Lo--and make it work, but Rob handles that challenge with ease (check back to our 'listen' page soon for one of Rob's recent mixes that highlights his incredible technical abilities). One of the most unpredictable DJs on our roster, Rob has a captivating and unique style, and you'll rarely catch him without a smile on his face. Outside of Style Matters, Rob is a recording engineer and producer and a student at the University of Chicago. He has also recently locked down a Saturday night resident at the Red Canary.

NATE (limited availability)

Like the rest of the gang, Nate has dedicated his life to music. In addition to his production work, Nate is now the head talent buyer for the world famous nightclub, Smartbar. This is the primary reason that he will only be able to work a small number of Style Matters events in 2010. He also started a highly popular podcast, where you'll find many previously recorded DJ sets by Nate, friends, and heavy weights (check out that set with DJ Krush!). Nate is a master of almost all genres, and a true school music nerd. He's also got a voice to match his turntable talents, and has sung solo at past Style Matters events. Nate is a thirteen-year veteran behind the decks, and has also recently started his own label, Bad Advice Records.

MARCO (limited availability)

Inspired by his father's vinyl collection of funk, soul and disco, Marco started scratching and mixing when he was just seventeen. Assuming the moniker of "The Hustler," he began entering--and usually winning--dozens of Chicago-based DJ competitions throughout the late 1990s. His success during battles earned him guest appearances at Chicago clubs including SmartBar, Boom Boom Room, Zentra, The Note, and Crobar, to name a few. Marco's work on the decks also caught the attention of producers from "The Jenny Jones Show," who invited him to spin during a live, studio taping. In 2002 he was accepted to the prestigious Red Bull Music Academy in Sal Paulo, Brazil. Here, he immersed himself in production and performance techniques. His success in the program earned an invitation to play the Sonar Festival in Barcelona, Spain as a RBMA alumnus. A talented producer in his own right, look for Marco to meld the diversity of sound when he launches his own record label in mid 2008. In the mean time, you can catch him at his very popular night, "Blamby", Wednesdays @ Moonshine.

BEN (limited availability)

An iconic figure in the jam band scene, Ben's passion for music borders on obsession. A wiz on the guitar, and creator of one of the first ever (!!!) internationally recognized audio blogs, Silver's Boogaloo, this man thrives on exposing the masses to rare undiscovered music, new and old. Currently, Ben is focusing on a unique new project entitled Liquid Sky, where he's teaming up with a team of film buffs to create an audio/visual DJ mix of mid-tempo gems that will eventually be available in .M4P format. He's as passionate as they come, and his love for what he does is evident every single time he puts the headphones on.

YOUR QUESTIONS, OUR ANSWERS.

Q: What type of events do you spin for?

A: We just love to rock parties for people who have similar musical interests as our own. We've played at art openings, major corporate events, fashion shows, PR events, all of our regular club gigs, and of course, loads of weddings. This site is specifically designed around weddings, however, if you think we'd be a good fit at your event, you're probably right. Where won't you see us play any time soon? Children's birthday parties, reunions, Bar Mitzvahs, School Dances/Cotillions, or Anniversaries. We're open to most anything else.

Q: How much do you charge? Do you have package deals?

A: For a detailed list of our rates, please refer to our pricing page. You'll find that we're right in line with other companies offering similar services.

As far as packages, we don't do them. All prospective clients receive the same hourly price quote, and we only charge for the time our music is playing. That's it. We don't really understand the idea of package prices, as we feel it's only common sense to give every client the same level of service. No bells or whistles, remember?

Q: What kind of music do you play?

A: One of the company's best attributes is the versatility all of our DJs possess. Our collective arsenal of music is absolutely enormous (10,000+ vinyl records for starters), as we've all been collecting since long before we were ever interested in being DJs. The last thing we want to do, however, is play only what we want to play. We know what works best for our caliber of clientele, but we want to learn about your musical tastes as well as what your friends and families are really into. Once we've got a good feel for the styles and genres you and your guests dig most, we'll put our own creative touch into the mix, and you've got yourself a party. If you'd want to create a list or compilation of tunes you'd like to hear at your event, great, we have no problem with that. In fact, we encourage it. However, we know what to expect with certain artists and songs, and we won't hesitate to tell you what's likely to clear the floor. The more input you can give us, the better, but at the same time, use our knowledge. We've put endless hours into researching what works and what doesn't at weddings, so please feel free to pick our brains. Now, without providing a full list of artists and tunes we feel work well for the weddings we perform for, I can tell you that all of us have dedicated our lives to the beat and we stray just about as far away from the typical (read: stale, tired, cliché, hokey, unoriginal) musical formats as possible. We want to stand out, and we feel that we're highly creative with what we do. When the kegs go dry and the lights come on, we want your guests begging for one more tune. Nine times out of ten, they'll get at least that. In fact,

often times it's difficult for us to take the needle off the last record because we're almost always having equally as much fun as you and your guests. What it comes down to is this: we're all incredibly passionate about great music. When we're asked to be the ones in control of it for the night, it shows.

Q: Do you have a sample play list or promotional mix CD?

A: In our listen section, you'll find the most recent 2010-2011 promo mix, as well as an assortment of other various aural delights. Every mix we create will provide you with a very broad sample of what you might hear at your event, but more importantly, they showcase technical skill, the style in which we mix, and what's possible using the equipment we use. In no way should any promotional mix ever be considered a full-fledged sample play list. We don't possess such a thing, and we never will. It would be impossible to determine what to include and what to leave out since every event we work is specifically designed around you, and your musical interests.

We're not going to leave you in the dark completely, below is the closest thing to a sample play list we could come up with. It includes a handful of artists for each stage of a typical wedding reception. Everything here has received quite a bit of attention from myself, and the other Style Matters DJs recently:

Cocktail Hour: Feist, Joss Stone, Twin Shadow, Christopher O'Riley, Shuggie Otis, John Legend, St. Germain, Pink Martini, Thievery Corporation, Vampire Weekend, AIR, Zero 7, Raphael Saadiq, Wilco, Nouvelle Vague, Eryka Badu, Grizzly Bear, The Doobie Brothers, MGMT, The XX, Bonobo, Bat For Lashes, Beach House, and Astrud Gilberto.

Dinner Hour: Charlie Parker, John Coltrane, Brad Mehldau, Fleet Foxes, Yusef Lateef, Miles Davis, Tortoise, Bibbel Gilberto, Melvin Sparks, BB King, Duke Ellington, The Urbs, Jem, She & Him, Real Estate, Billie Holiday, Bon Iver, Madeleine Peyroux, Thelonius Monk, Stan Getz, Toro Y Moi, Sigur Ros, and Nina Simone.

Early Evening: Ella Fitzgerald, Louis Armstrong, Van Morrison, Al Greene, James Taylor, Bill Withers, The Beatles, Hank Williams, Nick Drake, Marvin Gaye, Louis Prima, Sam Cooke, Norah Jones, and Sinatra.

Peak Time/Party: MJ, Prince, The Talking Heads, Daft Punk, Madonna, The Temptations, Deee-Lite, The Beastie Boys, Hot Chip, Jamiroquai, Shakira, Aretha Franklin, New Order, Cut Copy, Stevie Wonder, Chromeo, The Four Tops, Earth Wind & Fire, & Kanye.

Q: Can we provide you with our own play list and do not play list?

A: Of course you can. As I said, the more input you provide us, the better. And don't sweat actually providing the music, either. We've most likely got the majority of

what you'd like to hear, and if we don't, we'll find it on our own. We're pretty adept at reading dance floors, but we can't read your mind, so tell us about a handful of tunes that hold some kind of significance to you and your crew. In the end, you'll be glad you did.

Q: What kind of equipment do you use? Do you bring back up?

A: We invested an unbelievable amount of money into sound, and you'll be able to tell the moment you walk into the room. No matter how great a DJ might be, if they're playing on a crap system, whether your guests tell you or not, they'll notice. We're determined to have one of the best set ups out there (popular Chicago photographer, Doug McGoldrick, seemed to dig it) and the equipment we use is all top of the line. Included for every event will be, at a minimum: two powered Mackie SRM-450s on stands, one powered Mackie 15" sub, two Technics 1200 turntables with Shure M44-7 cartridges, a Pioneer DJM-500 mixer, a pair of MacBook laptops, a 500GB external harddrive, Serato Scratch Live, and a Shure SLX wireless SM58 microphone. As for aesthetics, we like the rig to look as good as it sounds, and we streamline everything at events so all your guests will see from their seats or the dance floor is the glow from the laptops & speakers. As for backup equipment, we haven't had to use any yet, and we definitely don't plan on it. That said, we couldn't imagine going into a gig without backup, and if something were to ever go wrong, we bring at least one alternate of most everything I just listed. When DJs have equipment failures, the majority of the time it's due to the amplifiers overheating or blowing. Since all of our speakers are active (powered by an internal amplifier), we don't have to deal with this risk.

Q: Do you use tapes or CDs?

A: We've been asked this before...more than once. If you're curious about the number of cassette tapes we've got in our collection, we probably shouldn't be, uh, spinning at your wedding. We use cutting edge technology, and combine the best of both the digital and analog worlds. For our vinyl DJs, in addition to bringing around a hundred and fifty pieces of original vinyl records, we also perform digitally using a revolutionary new piece of hardware/software called Serato Scratch Live. This program essentially allows us to mix MP3 or WAV files stored on the laptops' hard drives through specially designed "control records". Most of our DJs (nine of the fourteen) use turntable technology so your guests will see them mixing records, in one form or another, on the decks. Not only does this allow us a great deal more creative control, but it will intrigue your invitees to no end. In addition, because of Serato's highly accurate search function, we can play a request literally within three seconds of someone asking for it.

Note: As much as we love mixing with vinyl & Serato, we haven't completely forgotten about the trusty compact disc. We can certainly play anything given to us on CD, whether before the event or the night of.

Q: Are you insured?

A: Yes, we have a one miiiiiiiiiiiiooon dollar liability insurance policy. No, seriously.

Q: What kind of lights do you have?

A: The kind you ask for to accompany your cigarette. We don't really like the idea of lights. They remind us of High School parties in dingy basements. They look cheap. They make you look cheap. Regardless of your thoughts on the matter, please, don't be fooled into some of these guys and their "special package pricing" for a more elaborate lighting display. When other DJs try to sell you on the added benefits of "intelligent lighting", do your research on what that term can entail. It doesn't necessarily mean quality, and it certainly doesn't scream class. Our thought is that 90% of lighting displays at weddings are uber-corny. Unless a DJ company has a regular gig going on tour with Radiohead, their lights stink. Okay, maybe hyperbole took over there for a minute, but you get the idea. We always advise going without lights all together, as the classic look of a dimly lit room with candles is far more appealing.

Q: How interactive will you be with our guests?

A: If it were up to us, not very. Although I'm ridiculously detailed in writing (wait until you see the contract, haha), we aren't nearly as verbose at events. We speak through the music and have very little in common with the DJ who feels the need to yap on the microphone all night long (uh, all of them?). Sure, we may have a bit of a collective ego, but this is your big day, and we don't think it's our duty to be the focus of attention. Our feeling is that, at weddings, "entertaining" is too often synonymous with "annoying". We're DJs, and our job is to A) control the flow of the evening, and B) provide a memorable mix of really great, well-programmed music. If you're looking for a group to do more than that, we're probably not the best choice for you. We've never had a problem inducing the party vibe, and we see no reason to be overly obtrusive to your most near and dear. We'll be as vocal as you'd like us to be (within reason), and will certainly take care of all the necessary introductions and announcements, but we prefer to keep the "emceeing" bit to an absolute minimum. Instead, we focus our efforts on creating a clever and sophisticated mix of tunes that will match the mood and style of your event.

Q: What do you wear when you're working?

A: Clearly that depends on the type of event, but for weddings, usually a stylish get up of some sort. Sometimes we rock the fancy suits, other times, for relaxed affairs, we opt for a more fashion forward ensemble (linen suit, shades, no tie, and chuck taylors @ a recent outdoor wedding, for example). There's an additional charge for cane, flare-filled vest, and top hat. Kidding.

Q: Do you require a meal?

A: Do we require one? No. Will we eat one if it's put in front of us? You better believe it. Don't feel like you have to feed us, but the offer is certainly appreciated.

Q: Can we choose our DJ?

A: Usually I like to sit down with every prospective client myself to determine which DJ will be the best fit for your event. We hand-picked everyone on our team very carefully, and not only are they all incredibly passionate (ah-hem, obsessive) about music, but while they clearly share a similar creative mindset, they each have their own individual artistic style. Even after a brief hour long initial meeting (max), I will usually have a very good idea of who you'll most enjoy working with. Also, as mentioned above, we host events every eight or nine weeks or so for clients to get a feel for each of our DJs. While you can certainly let us know who you'd most prefer to have spin for you, it is completely dependent on their availability, and we write the actual DJ into the contract two to three months prior to the event.

Q: What happens if our DJ has an emergency and can't make it?

A: To avoid this possible, yet highly unlikely, nightmare, there's always at least one DJ who is on call for every night we're contracted to play. We never book more than six events per night, so there's always somebody available in emergency situations.

Q: How many events do you work per night? How many DJs are on your team?

A: There are fourteen Style Matters DJs on the team right now, and for 2011 and 2012 dates we will work up to seven events per night. We will most likely be increasing our max to eight per night for late 2011.

Q: Can we come see you play at somebody else's wedding?

A: You certainly could, but we don't think it makes a whole lot of sense. Not only will you be uncomfortable at a stranger's wedding, but since every set we spin is specifically designed around the couple and their guests, you won't necessarily hear the style of music you envision for your own event. There's an easy solution here: meet us for a pint at one of our other gigs around town. We play out all the time, and it's a great way for you to see how we "work" in a different type of setting. Plus, you don't have to get all gussied up. Also, keep checking back, as we will be posting information on our next promotional event at Schuba's very soon.

Q: How early do you typically arrive for an event?

A: It takes us less than an hour to load in and set up, but we'll be there about two hours before we're set to start. You never know what to expect in this city traffic-wise, and we love debunking the myth that DJs are rarely punctual.

Q: What if we want you to play longer than we've contracted you for? Do you have an overtime rate?

A: No. We are putting my faith in you, kind party people. We have no inflated overtime rate, and we'll stay as long as you'd like us to. Aside from the rare dates that we're playing afternoon weddings, we usually have nowhere else to be after the gig. So, if you want your DJ to stick around and rock the proverbial spot a bit longer, cool. It happens a lot. We trust that you will pay them accordingly (one extra hour = \$250 + ???) when the event has come to a close.

Q: Do you know of other vendors with a similar vision for their business?

A: You bet. We can refer you to the standouts we've seen. When we sit down, please ask us.

Q: Do you offer any other services?

A: There are two other unique services offer. The first is chamber music for the ceremony and/or cocktail hour. I've played violin for almost twenty-five years and I'm a member of a chamber music trio (two violins and a piano) called String Theory. We've been together for over five years and have played in a good number of ceremonies and receptions during that time. Also, we hold private monthly recitals and are currently mastering a live recording. We have approximately fifty years of combined experience, and offer rates considerably lower than the industry standard. Please see the pricing page for more information, and the listen page for audio samples.

The other service we're excited about offering is a professional sounding recording of the entire evening. This will include all speeches, music, and general revelry. It's a unique service where we master the entire recording (primarily to create consistent volume levels, but also to make edits, adjustments, etc.), and prepare it for you in MP3 format on data disc. This will let you re-live your wedding night for years to come and is an inexpensive addition, especially if you're considering a videographer.

Q: Do you have references?

A: Of course we do. We've got a whole lot of them. We are happy to send you to any and all couples so you can get the lowdown on how we conduct business, how we performed, crowd response, etc. To protect clients' privacy, references are available upon request. You can, however, refer to our testimonial section for some comments on recent events, as well as our Yelp page.

Q: What are the next steps?

A: Email us at info@stylemattersdjs.com and tell us a little bit about what you're trying to accomplish, how you envision your wedding reception, and what you like

(or dislike!) about us so far. For initial meetings I usually invite couples to meet with me at the office (cough condo cough) in Logan Square. This way you can check out the music, equipment, contract, pictures of recent events, etc. From there, if you decide to move forward with the agreement, we ask for a 25% deposit. A week or two before your event we'll come to you to discuss all of the last minute specifics--final timelines, overall flow of the night, individual song picks, etc. Of course, by this time, we should already have a very good idea of how the event is going to be structured from our email correspondence. Also, if you think it's necessary to sit down more than twice, we have no problem with that. Whatever makes you most comfortable. If you're not quite ready to meet in person, that's fine too. Just drop us a line, tell us a little about yourselves, and what you're looking to accomplish. If you're interested, we'd be happy to invite you to an upcoming gig.

Q: How do we secure Style Matters for our event? How long will you save our date?

A: Locking everything up is simple, just fill out the colored sections of the agreement (you can download it off the pricing page) and send it to us via snail mail along with your 25% deposit made out to Style Matters DJs. And please, feel free to round up or down, we didn't do so well in math class and we're not so keen on busting out the TI-85 graphing calculators at 1:00AM on your wedding night. Also, personal check is the only form of payment we're taking right now. As far as saving your date, we're pretty lax on the matter. Generally, I'll get back in touch if I haven't heard from you within two weeks from our initial meeting. After two weeks time, we will probably start to entertain other inquiries. Basically, it's first come, first served.

WHAT WE RUN.

DJ/MUSIC SERVICES:

2011 & 2012 events = \$250/hour

This rate applies to any time our DJs are playing music. We don't charge for driving time within twenty-five miles from the city, nor are there any fees for set up and tear down. As for playing beyond the contracted stop time, our overtime rate remains the same, and we charge by the half hour. The pricing structure listed above applies for events up to 275 guests. Larger scale parties will require more sound, and if necessary, two DJs. In these cases, our rate increases to \$275/hour. We have a five hour minimum for DJ services, and no maximum.

LIVE CHAMBER MUSIC TRIO (TWO VIOLINS, ONE PIANO), STRING THEORY:

Ceremony = \$660

Cocktail Hour = \$660

Ceremony + Cocktail Hour = \$990

String Theory has a one hour minimum and three hour maximum.

MP3 OF THE EVENT:

\$200

What this gets you is a mastered, untracked MP3 that will be presented on a single data disc about two weeks after your event. It will include everything from the contracted start time through the end of the night--cocktail hour, introductions, speeches, dinner/party music, etc.

*****A 25% DEPOSIT FOR ALL SERVICES IS DUE AT CONTRACT SIGNING. THE REMAINING BALANCE IS DUE NO LATER THAN ONE WEEK BEFORE THE EVENT. ALL PAYMENTS MUST BE MADE BY PERSONAL CHECK, MADE OUT TO STYLE MATTERS DJS, INC.*****

STYLE MATTERS DJS, INC. – SERVICE AGREEMENT

Please complete the red sections and mail the signed agreement and
25% deposit to: Style Matters DJs, Inc. Attn: Spencer Lokken
2023 North California, Suite A2, Chicago, Illinois, 60647

This DJ Service Agreement (the "Agreement") is made _____, 2011, by and between Style Matters DJs, Inc. (the "DJ") and _____ (the "Client"). In consideration of the promises and the agreements herein contained, and intending to be legally bound hereby, the parties do agree as follows:

1. **Scope.** The DJ agrees to provide deejay services for Client, which such services shall include the provision of musical entertainment by means of a recorded music format for Client's _____ (the "Event"). DJ shall perform such services on _____, 20____ at _____ between the hours of _____ and _____ (the "Services"). This agreement affirms that DJ will be ready to perform at the start time of the Event, but no guarantee is made as to DJ's time of arrival; DJ shall have control of the music program at all times, but shall consult with the Client to determine appropriate music selections for the Event. A written event/music planner or music request list must be received from the Client at least seven (7) days prior to the date of the Event for it to be included in the programming guidelines. DJ will make a reasonable effort to have music requests available if they are received in writing at least seven (7) days prior to the engagement.

2. **Payment.** Client agrees to pay DJ \$ _____ (the "Fee") for the Services described in Paragraph 1. A twenty-five percent (25%) deposit of the Fee, \$ _____, shall be due and paid upon signing of the Agreement to secure DJ's performance of the Services on the Event date, which such deposit shall be applied toward the Fee. The balance of the Fee shall be paid no later than one week prior to the date of the Event. Client shall pay DJ \$112.50 for each every additional half hour exceeding the total hours that Client requests DJ to perform. Client shall notify DJ of any request for additional performance time at least fifteen (15) minutes prior to the conclusion of DJ's services.

3. **Additional Services.** Client shall provide DJ with safe and appropriate working conditions, which includes (i) one 6' table (minimum) for setup, (ii) adequate space for speakers and sound equipment (iii) two linens that match the linens used at guests' tables, (iv) a minimum of one 15-20 amp circuit outlet from a reliable power source within 25 feet (along the wall) of the set-up area, which shall be free of all other connected loads, (v) if contracted for, additional outlets on SEPARATE circuits for lighting, (vi) valet parking, a designated parking space at the Event, or payment to cover the cost of parking at the Event, (vii) a hot meal and nonalcoholic beverages at the Event, (viii) directions to the Event if requested by DJ, (ix) crowd control if warranted and (x) ramp or elevator access between the service entrance to the setup area, where available. DJ also requests that it be permitted two hours before the engagement and one hour after the engagement for setup and takedown. Any delay in the performance or damage to DJ's equipment due to improper power is the responsibility of the Client. Client is responsible for paying any charges imposed by the venue, which may include, but are not limited to, use of electric power, and fire marshal if necessary. Client is not responsible for set up and/or set-up time, which is included in the Fee.

4. **Cancellation.** In the event of cancellation by Client, all deposits are nonrefundable. Written notice of cancellation must be received at least ninety (90) days before the Event date. If notice of cancellation is provided less than ninety (90) days before the Event date, Client agrees to pay the full balance of the Fee upon cancellation as liquidated damages for Client's breach of the Agreement. If, due to circumstances beyond DJ's reasonable control, DJ is unable to perform on the Event date, DJ shall provide Client with notice and either (i) find a substitute of similar experience, or (ii) refund all advance deposits actually paid by the Client.

5. **Liability.** Client shall be held liable for any injury or damages to the DJ or DJ's property if damage is caused by Client or Client's guests, invitees, employees and members of the Client's organization, or employees of venue, and payment for such damage shall be made by Client within thirty (30) days of DJ's written notice of the same. In the event that a claim is filed against DJ by a third party arising out of related to this Agreement, Client agrees to indemnify, defend and hold DJ harmless against any and all such costs and claims, including attorneys' fees, except for such claims that arise out of DJ's sole negligence or willful misconduct. DJ shall attempt to play Client's music requests but shall not be held responsible if certain selections are unavailable. In no event shall DJ be liable to Client for any consequential or incidental damages. Client's sole remedy for any claims against DJ arising from or related to this Agreement shall be limited to a refund of any amounts actually paid by Client.

6. **Force Majeure: Weather.**

If this is a "Rain or Shine" event, which shall mean that DJ shall perform regardless of inclement weather conditions, then (i) Client shall remain obligated to pay DJ the fee regardless of the weather conditions on the date of the Event, and (ii) for outdoor performances, Client shall provide overhead shelter for setup area. Notwithstanding anything contained herein to the contrary, DJ reserves the right, in good faith, to stop or cancel the performance should the weather pose a potential danger to him, the equipment, or audience, though effort will be made to continue the performance. In no event shall the DJ's compensation be affected by DJ's decision to cancel or cease performing the Services due to unsafe weather conditions. This is [] is not [] a Rain or Shine event. The obligation of the DJ to perform is subject to proven detention by accidents, riots, strikes, epidemics, acts of God, or any other legitimate conditions beyond the DJ's reasonable control. In the event of circumstances deemed to present a threat or implied threat of injury or harm to DJ's staff or any equipment, DJ reserves the right to cease performance. If the Client is able to resolve the threatening situation in a reasonable amount of time (maximum of 15 minutes), DJ shall resume performance in accordance with the original terms of this Agreement. Client shall be responsible for payment in full, regardless of whether the situation is resolved or whether DJ resumes performance. In order to prevent equipment damage or liability arising from accidental injury to any individual attending this performance, DJ reserves the right to deny any guest access to the sound system, music recordings, or other equipment.

7. **Miscellaneous Terms.**

- a. In the event of non-payment, DJ retains the right to attempt collection through the courts or other legal collection proceedings. Client shall pay all court fees, legal fees, including attorney's fees and collection costs incurred by DJ related to Client's breach of the Agreement. Client shall be charged \$50 for each bounced check plus a \$10 service charge for each collection notice.
- b. The Client executing this Agreement, either individually, or as an agent or representative, represents and warrants that they are at least eighteen (18) years of age, that they have the authority to enter into this agreement in their own or a representative capacity, and should they not have such authority, they shall be personally liable under the terms of this Agreement.
- c. This contract will supersede any other contract. If any part of this Agreement is illegal or unenforceable, the remaining provisions of this Agreement will remain valid and enforceable to both parties. This Agreement contains the entire agreement between the parties and no statement, promises, or inducements made by any party hereto, or agent or representative or either party hereto, which are not contained in this written Agreement, shall be valid or binding. This Agreement shall not be enlarged, modified, or altered except in writing by both parties and endorsed hereon.
- d. The laws of the State of Illinois shall govern this agreement. In the event of suit involving or relating to this agreement, Purchaser agrees that venue will be in Cook County. In the event that a civil action arises in an effort to enforce any provision of this agreement, the losing party shall pay the attorney's fee and court costs of the prevailing party. Client may not transfer assign this Agreement to another party without the prior written consent of DJ. This agreement is valid only if signed by Client and Spencer Lokken, as owner. DJ may elect not to exercise its rights as specified in this agreement, but doing so does not waive its right to exercise those options at a future date.

TO BE COMPLETED BY CLIENT:

Client Signature(s): _____ Date: _____

Printed Name(s): _____

Street Address: _____

City _____ St _____ Zip _____ Cell Phone(s): _____

Email(s): _____

Venue: _____

Venue Address & Phone #: _____

Venue Contact Person: _____

Are the String Theory musicians performing? YES (circle one: ceremony cocktail both) // NO

Would you like an audio recording of the entire event (music, toasts, etc.) for \$200? YES // NO

TO BE COMPLETED BY STYLE MATTERS DJS, INC.

DJ Performing At the Event: _____

Style Matters DJS, Inc Signature: _____ Date: _____

Spencer Lokken, Owner