

## **PRE- BOOKING FAQ SHEET**

### **Why use a professional entertainment agency?**

Using a professional entertainment agency saves you time, money and provides peace of mind.

You can buy stocks and bonds without expert advice, but would you? Why then invest in the most important part of your party without someone with experience to walk you through the maze of options, questions and details?

Professional agents guide you through the multitude of choices, listening to your vision while helping you identify and safely secure the best entertainment for your event.

Agents are an incredibly valuable resource with knowledge about a variety of options and their capabilities, not just a single group. Knowing you have secured your entertainment with a credible resource is one less thing you need to stress about when the big day arrives.

### **What's the difference between EastCoast Entertainment and other agencies?**

The internet allows small business to look big.

In the entertainment world, it allows inexperienced and unprofessional individuals to look as though they offer the same services and safe guards as well established, legitimate booking agencies.

Be sure to check out the credentials of the agency first. A "cool website" is easy to create, but can serve as a way to "mask" the true professional capabilities of the agency. Many times these "ma & pa" companies are individuals with little or no knowledge of the entertainment they offer.

Even some legitimate agencies may not be a wise choice. Avoid small town agencies with limited resources and no local knowledge of your venue or their staff.

ECE has local office's, with local resources and direct relationships with your venue and their employees. No one in the industry can match our experience, geographic presence or resources.

### **Does it cost more? Why not book the band direct and save money?**

Probably the single biggest misnomer to working with an agency is the notion that the price is higher. In fact, this couldn't be further from the truth. Do you really think if a band can secure bookings through an agency for "x", they'll simply discount the price to "y" if you buy direct?

Quite the opposite is true; bands generally try to get "as much as possible". No band values themselves lower than another band. It makes sense if an agent were to ask "do you have a budget". This serves to narrow your options within a given range. If a band were to ask "what is your budget", it only serves one purpose; find out how much you are willing to spend.

### **What is the process of hiring a band?**

Either give us a call and talk to one of our professional agents or send us an inquiry through our website. Either way it's important for our agents to talk with you directly. This initial consultation has no charge and no obligation, but allows us to ask a few relevant questions so we can make recommendations that fit your need.

After our conversation, we'll send a proposal listing the entertainers we recommend. The proposal will include promotional information for review including client's reviews, song lists, pictures and multi-media (video or audio).

The proposal will also include a quote for each option. The quote is based on fees the artist is willing to accept without negotiation. However, in some cases the artist may accept a lower fee. Your agent will help you determine if a lower offer is advisable and negotiate the best possible price for you.

Upon selecting your group, negotiating the best possible price and confirming your booking with the artist, we'll forward a contract for execution. You will then sign the contract and return along with a 50% deposit to finalize your agreement. It's that simple.

### **How far in advance should I book my entertainment?**

We recommend you begin your research as soon as you have set a "firm date" for your event. The more time you allow, the more options you'll have to consider. The best entertainment gets booked the quickest; many times a year or more in advance.

We always have great options available, but as the old saying goes, "the early bird catches the worm", so don't delay.

### **How much should I budget for entertainment?**

There are options in just about every price point. Give us a call we'll help you determine what options are available to you.

### **Are their additional fees or "hidden costs" when booking entertainment?**

Why would we hide fees? Our business is built on referrals, so having satisfied clients is our number one goal. For most bands, the price quote is almost always inclusive of all cost (with the exception of lodging when required by the artist). Bands do have riders (explained below) that provide the technical provisions necessary for their performance. Generally these provisions (power, stage, etc..) are included in your venue rental agreement.

Providing the artist with meals/refreshments is probably the only additional cost you may incur. Items such as early set-up, overtime or additional musicians are purely "optional".

### **What if I can't find a certain act on this site?**

EastCoast Entertainment has a database of over 10,000 entertainers in our database. If you don't see an act on the website, please call us. Chances are we are familiar with the act you are interested and can access information about them for you.

### **How many breaks does a band take?**

Generally speaking, bands will play 3 sets and take 2 breaks during a typical 4-hour engagement. Some groups do offer continuous music sets or extended performance times with limited breaks. Regardless of the band, we want to work with you or your planner to help design the perfect entertainment timeline for your event. It is critical the band receives a detailed timeline prior to your event outlining load-in times, arrival times for guests and the flow of evening.

During breaks bands have the capability of playing pre-recorded music through their sound system. For the most up-to-date music consider adding a DJ to your band package!

### **Can we request specific songs to play or not play?**

All bands have a list of music they currently perform. These "song lists" are available on our website for download. By printing this list, you can easily indicate which songs or artist's you especially like and even the one's you may not want performed. Although bands can not guarantee specific song requests, we encourage you to let us know if you have favorite songs, artist's or even genres of music not listed. This will help the band understand your musical tastes and design a perfect set list for your event!

Our bands will learn one or two special songs for your reception. All special requests for music not on the artist's play-list are subject to approval by the artist. If approved, special requests must be received a minimum of 60 days in advance of the performance and must include an MP3 sample. It may be necessary for you to provide sheet music upon request.

### **Direct Contact with the band**

Your agent acts as a liaison between you and the artist, especially in the early stages of booking. Once the band is booked, the agent continues to be your primary contact capable of answering questions about your contract or discussing details with your planner or venue. The bandleader is always available to you upon request. We are happy to supply contact information. Regardless, several weeks prior to your event, the bandleader will make contact to finalize details of your party.

### **Is ECE available 24/7 to help manage any situation?**

Yes. One of the primary reasons you work with a professional agency is for customer service. Our company never sleeps! We are open 24-7 to assist with your needs, questions or concerns. In the event of an unlikely situation, you can rest assure an ECE agent is only a phone call away.