

Frequently Asked Questions for WEDDINGS

Provided by: *Universal Sounds Inc.*

Toll Free: (888)968-7357

Website: www.usidjs.com

Why should we setup an appointment to learn about your services?

When you setup an appointment with Universal Sounds, we invite you to bring everyone along who may be part of the decision-making process (you, your fiance, parents, and anyone else you'd like to have join you) so that everyone can hear the same questions and answers together. Plus, everyone has the opportunity to have his/her individual questions answered. You will get to see the proven track record of Every entertainment team here at Universal Sounds. You will get to experience a "live" demonstration of the sound & lighting system for your event (we have a show setup in our training center all week for demonstration). Most importantly, you get to learn how Universal Sounds is going to work closely with the 2 of you throughout your special day to create the exact atmosphere that you want for you and your guests.

What is your total entertainment approach to a wedding reception?

Here at *Universal Sounds Inc.*, we believe in providing you with a complete entertainment experience. What does that concept mean? We take care of everything – more than just the music and announcements. If our entertainment team thinks of a great picture for the 2 of you and your photographer, we will share the idea with you -- to add to your memories. If we think of a fun and creative way to welcome your guests into the hall, we will share the idea with you. Your entertainment team will constantly be thinking of unique ways to make your reception memorable – always working within the parameters of how the 2 of you want the night to run. We don't just provide you with DJs. We provide you with a team of entertainers!

How many entertainers do I get at my event?

Every Universal Sounds entertainment team consist of at least 2 entertainers. You get a main emcee (Lead Entertainer) with their partner. Both entertainers will work very closely with the 2 of you and your guests throughout the event. They will check-in with the 2 of you at least once an hour to insure that everything is going exactly as you want. With 2 professional entertainers, you get a much higher level of customer service for you and your guests throughout the event? While the one is helping the two of you with an activity, the other is keeping the sound and lighting show fun and exciting for your guests.

How do I know I am going to get a great entertainment team?

This is a super question. Both of your Universal Sounds entertainers are highly trained professionals who have completed the state's most extensive formal training program (one of the toughest training programs in the entire country). Plus, each of our entertainers goes through extensive on-going training programs throughout the year -- including attending multiple national conventions. Our entertainers are committed to the industry! Universal Sounds was the first entertainment company to bring in one of the premier interactive entertainers in the country to work with our staff. Universal Sounds was just recently selected to perform at an international DJ convention (the only firm in Wisconsin selected). Universal Sounds Inc never has a trainee or "beginner" perform at your wedding reception! With us, you are only dealing with wedding reception experts.

On a Saturday night, how many wedding receptions can your firm entertain at?

The answer to this question will provide you a great deal of information. When you setup an appointment with an entertainment company, demand to see evaluations and references from past couples. When you read their references and evaluations from past couples, you need to have a frame of reference. If a company can do 20-30 weddings on a night, but you are only seeing 10-15 evaluations from a Saturday night, -- you know that they are probably just showing you their "Best Stuff", not their average event. Make them show you everything. Make them show you at least 23 evaluations out of 30...all from the same night. A great

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entertainment service should receive at least 75% of their evaluations back from each weekend. If you don't see that many EVERY Saturday in their evaluation collection, you know you are not seeing what happens with ALL of their entertainers. In your appointment with Universal Sounds, we provide you with the proven track record of every entertainment team on our staff -- all 6 entertainment teams. You can read the evaluations for each weekend on each team -- thus showing you how our entertainers produce fantastic results every weekend. We show you everything for everyone!

Do you provide references?

You can have references for EACH entertainment team on the Universal Sounds Inc staff and all of the references will be from the latest receptions (all from the past 4 weekends). Do not let DJ companies live off the record of their past DJ staffs or off the reputation of a few good events during the course of a year -- make them show you their current quality from every single team on their staff. Insist on only receiving references for EVERY entertainment team on their staff! If a company can entertain at 15 wedding receptions on a Saturday, demand on getting 15 references and make sure each one is for a different entertainment team. Plus, make all the references be from the past 5 weekends. By doing this, you will be calling couples who just had their reception and will remember the entire experience like it was yesterday. The couples you are calling will not have received many (if any) other calls and so you will get their first thoughts. If you are going to go through the time of checking references, make sure you do it thoroughly. Have a list of questions to ask each couple you call.

Do we meet our entertainers before our reception?

Yes. You can meet with your Lead Entertainer anytime in the final month (the exact Lead Entertainer who will be working with you at your reception)...either in-person or on the phone. By that time, all the details will be finalized on your Event Menu Form and your Lead Entertainer will have your Event Menu form to discuss all the details with the 2 of you. Plus, the 2 of you can then share any additional ideas or plans you may have for your reception with your Lead Entertainer.

What attire do the entertainers wear?

Each entertainer wears a full tuxedo (both males and females wear tuxes) for the entire performance. During setup of the equipment (prior to the event starting), they wear a nice company polo with cache pants (no jeans, t-shirts, etc..). If you want different attire for you event, we will adjust to what you prefer. For instance, if you were doing a theme wedding that was Hawaiian and you wanted the entertainers dressed Hawaiian, they would wear Hawaiian attire.

Do you have backup entertainers? What is your emergency plan?

YES, we have backup entertainers. We always staff for more entertainers than we need so that we have someone available for an emergency situation. Each of our units includes a cell phone for emergency situations. Each entertainment team calls in to the office upon arriving at the facility. If we do not receive a call by the expected time, we call them to insure everything is okay. If anything were ever to happen while traveling to the event, we would send the "on-call" person with another vehicle to solve any problem.

Do we need to provide meals for the entertainers?

You are not expected to provide a meal for the entertainers. This option is completely up to the 2 of you.

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Do you sub-contract your entertainers or are they employees?

All Universal Sounds entertainers are employees of Universal Sounds Inc. We do not sub-contract events to other DJ services. When you hire Universal Sounds Inc, you get Universal Sounds Inc!!

Do you provide Interactive Options?

You get as much or as little interaction as you want for you and your guests. If you want a quiet and more subdued atmosphere, your entertainment team will create that atmosphere for you. If you want a wild and crazy party, you will have over 30 interactive options to have performed at your reception. Many of these activities are unique to Universal Sounds and so your guests can experience something new at your reception -- thus creating more fun memories for everyone. The key element is knowing that you will get what you want.

Is dinner/cocktail music included?

YES, the basic Universal Sounds event starts with 6 hours of entertainment (2 hours of dinner/cocktail music plus 4 hours of dancing/reception music). For an additional hour of dinner/cocktail entertainment, the cost is only \$75 per hour. For the dinner/cocktail portion of the event, your entertainers will emcee the entire time (introducing bridal party, speeches, special activities) and you will get the exact style of music you want for your dinner/cocktail time.

What type of music will you play at my event? How many songs do you bring?

Universal Sounds brings over 5000 titles to every event. We bring all of the following categories to each event (we will only play the ones you want): polka, big band, swing, 50s, 60s, 70s, 80s, 90s, 2000s, Retro, R&B, Alternative, Country, Rock, Top 40, Club dance remixes, and popular activity songs.

Do we get the songs/artists that we want?

On the Universal Sounds Event Menu form, you rank each category of music. Plus, you tell us specific artists and/or songs that you want played at your reception. By providing this input, you get to create the atmosphere and hear the songs you want for you and your guests.

What type of sound equipment do you bring?

Universal Sounds only uses the industry's best manufacturers to give the greatest concert quality sounding system. Our systems are completely independent -- all we need is 2 separate electrical circuits. You do not need to have the hall provide a table for the entertainment team. Each of our units can provide enough volume for audiences as small as 30 people and as large as 800 people. If you are going to have an attendance of over 800 people, then we can provide you with upgrade options for more speakers and amplifiers.

Do you provide a light show?

With Universal Sounds, you get a state-of-the-art computerized light show that is truly amazing. In addition to filling the entire facility with an awesome light display, you can have a follow-spot highlight the 2 of you for your first dance. You can even pick the color you want to be highlighted with to match your wedding colors. The light show uses the most advanced technology to fill your room with electrifying energy for you and all of your guests.

Do you have backup equipment? If so, where do you have it?

YES. All of our backup equipment is built into each show so that each piece of backup equipment is AT

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YOUR EVENT. While most companies keep backup equipment at their office, we bring it to every event. With Universal Sounds, you get a backup mixer, CD player, amplifier, and microphone at your event. We put this guarantee in your contract.

Do you provide a wireless microphone for speeches and/or toasts? YES (at no additional cost).

Can you provide microphone and sound systems for wedding ceremonies? YES (price according to time)

How long do you need to setup?

We setup for 1 hour prior to the start time. If we are to begin playing dinner music at 6:00pm, then we are setting up from 5:00pm - 6:00pm.

Is there ever a break in the services provided by Universal Sounds?

NO -- you get continuous services from Universal Sounds entertainers. At least 1 entertainer is always with the show. During dinner, each entertainer will take a separate break while the other professional runs the show (due to the fact that the entertainers are working a 10 hour shift for a 6 hour performance, each takes a small break during dinner).

Do you have liability insurance? Each of our entertainment units is insured for over \$1,000,000 liability coverage.

What is your payment/cancellation policy?

All payments can be made via MasterCard, Visa, American Express, cash, and/or check. The reservation fee is needed with the signing of the contract and this payment is non-refundable. The remaining balance is due 30 days prior to the event. If you cancel the contract outside of 120 days before the event, you will only lose the reservation fee. If you cancel the contract within the final 120 days, the entire balance will be due (since we are not able to replace a wedding in the final 120 days). If a postponement occurs, we will work with you to honor the original payments towards the new date.

How do you work with the hall and other wedding professionals?

We call your facility the week before to go over all details prior to your event. At the event, we work closely with the caterer, photographer, and others to create a team atmosphere amongst the professionals. By working together, everything runs smoother for the 2 of you.

What is your favorite part of entertaining at wedding receptions?

Knowing that we have helped to make your special day a fun and wonderful memory for the 2 of you and all of your guests.

Keep in mind that your entertainers are responsible for all of the following jobs:

- Master of Ceremonies
- Party organizer
- Sound technician
- Lighting technician
- Read a crowd and pick the right music
- Vendor Team-BUILDER (Ability to coordinate with other professionals at your event)
- **Personal Assistant:** we will help in any capacity that we can assist you!
- Flexibility to adapt to sudden changes
- DJ Skills (continuous & smooth music play)
- Music Librarian (Extensive knowledge of music)
- Audience motivator

Find Entertainers who take each of these roles seriously and with the utmost professionalism!