Complete Guide to
Independent Showcasing
For ARTISTS
at the
APAP|NYC Conference

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Prepared for the Association of Performing Arts Professionals (APAP) by
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Introduction

Showcasing is one of the three pillars of APAP|NYC. There are more than one thousand showcases presented during the conference and each one of them is independently produced. Unlike other conferences in the performing arts, there are no juried showcases at APAP.

This guide has been prepared for anyone who wants to take advantage of the many benefits of showcasing at APAP. There is a history of showcasing at the conference and over the years, procedures and policies have developed to ensure that showcasing takes place in a professional manner and that artists are presented in the best way possible during the conference.

If you are interested in showcasing as an artist, or as an agent or manager who represents artists, then this guide is for you.

We are here to help you have a positive experience showcasing at APAP.

Megan Redmond, Conference Director
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A. The Basics

1. Why Showcase?
   You have the potential of reaching an audience of about 600 presenting organizations – more than 3,600 performing arts professionals – and 431 artist companies and artist management agencies from around the world at APAP|NYC. It is the most comprehensive opportunity to experience a wide array of artists, work, genres, forms and formats.

   Artist showcases and hospitality events produced by our members are what make APAP|NYC an exciting, global, live performance celebration throughout New York City and a good way to build your business.

2. Showcasing as a First-Time Attendee
   If you are new to the APAP conference, we recommend you attend your first APAP|NYC without showcasing to experience all aspects of the conference and gain insight as to the ways the conference will advance your business and to contact colleagues in the field. Experience the conference first, network, visit the EXPO Hall, participate in plenary and professional development sessions and go to showcases, before you invest the time, money, and effort to showcase.

   APAP|NYC offers you the opportunity to learn more about the field, the marketplace and who’s leading the field. Getting the full conference experience will help you determine the best ways to present and promote your work or your artist’s work in subsequent years. Careful planning is essential to a successful showcase and to achieving your business goals.

3. Deciding to Showcase
   You should think carefully before deciding to invest the time, energy and significant resources required to produce an outstanding, well-produced, well-promoted and well-attended showcase. Ultimately, you are responsible for making your showcase a success. It takes not only money, but hard work and an ability to successfully promote your work to an audience whose time is stretched to the maximum during the five days of APAP|NYC. In order to maximize the effectiveness and promotion of your showcases, we recommend your decision to showcase be made no later than August of the year prior to the January conference. You will need to spend time in the summer and early fall preparing/scheduling/designing your showcases – as well as marketing them to the presenting professionals you want to reach.

   i. Factors to Consider
      1. You should have work that has a high degree of artistic integrity.
      2. A budget and plan to cover your expenses.
      3. A large network of presenters who you know are interested in your work.
4. Managerial and administrative capacity to solicit and follow through on the interests of presenting professionals in your work prior to and after your showcase.

5. Provide conference attendees with program notes, your contact and biographical information as well as an artist statement about the work. This can also be provided in advance of the conference and certainly during your showcase. If you are showcasing a work-in-progress, use program notes and an artist statement to give them a fuller idea of exactly what the piece they are seeing is to be like when it is fully produced.

6. You are responsible for the expenses and coordination of the venue, sound, lighting, instrument rental, tech crew, musicians, production manager, rehearsals and artists' contracts. As the producer you will manage sound checks, front of house, maintenance, artist and presenter hospitality, promotion, advertising and printing. Should you contract with a producer, you need to still be responsible for associated costs and follow up with those who attend your showcase.

7. Consider requiring a reservation to attend your showcase. (In the showcase listing). If you require reservations, you MUST list a contact person, phone number, and/or email address in your showcase listing. In lieu of requiring tickets or reservations, purchase a lead retrieval unit from the Arts Presenters’ vendor to capture the names and contact information of showcase attendees at the door or collect business cards of attendees at the door.

ii. Expenses to Consider

1. Rehearsal salaries and rehearsal space.

2. Travel expenses to include roundtrip travel to New York City, housing, per diem and ground transportation in New York City.

3. Freight for any costumes, props, sets or instruments.

4. Phone bills, postage, overnight shipping, promotional materials, advertising and catering for presenters and artists in attendance. APAP fees, which include membership dues, exhibit booth fees (if you are also exhibiting) and showcase listing fees.

5. Space rental, crew, production costs to include: staging/flooring, lights, sound, backline and soft goods.

6. Lead follow-up: telephone and email to presenters, printing and distribution of press kits, CDs, DVDs.

4. FAQ
i. Any artist can appear in a showcase.

ii. In order to appear in the official showcase listings, an artist must be an APAP member or be formally affiliated with an APAP member or be registered to attend the APAP|NYC Conference.

iii. Showcasers are NOT required to be an exhibitor in the EXPO Hall (but see below re: promoting your showcase).

iv. Showcases are generally 15 or 20 minutes in length. It is strongly recommended that you not organize a showcase for more than an hour for one set.
   1. Should you decide to showcase a full-length work, be clear in all your promotions, and confirm the length of the showcase with all who plan to attend.

5. Scheduling a Showcase
   APAP|NYC opens on the Friday during the conference. The most popular days for showcasing are Saturday and Sunday evenings during the conference, when the greatest number of attendees are in New York. These days are almost always the most competitive in terms of numbers of showcases and artists to see. Many showcases are repeated in order to offer presenters and other conference attendees as many opportunities as possible to see an artist’s work.

6. Communication with Artists and Staff
   Showcase producers must adequately communicate the following rules and restrictions to their staff:

1. Noise, including amplified sound, singing, dancing, and loud speaking is not permitted outside of the showcase room or green room.

2. Artists and Staff are not permitted to use the hotel hallways, public restrooms, service corridors or other public spaces in the hotel as dressing rooms, rehearsal rooms, lounge areas or production storage facilities.

3. Artists and Staff are not permitted to access the exhibit halls without a valid registration.
   a. If Artists with valid registrations must enter the exhibit hall in costume, appropriate dress must be strictly adhered to.

4. Sitting, stretching, rehearsing throughout hallways and lobby of the hotel is not permitted.

5. All equipment, marketing materials, and waste must be removed from the showcase room/green room each evening.
6. The official APAP green rooms will be shared with other artists and staff and any participants must be considerate of that fact.

7. Artists and Staff will be alerted to the presence and authority of APAP Staff monitoring the showcase rooms.

B. Showcasing Options
There are three options for venue once you have decided to showcase; 1) purchase a showcase slot/slots from an APAP showcase producer; 2) book your own venue outside of the Hilton; or, 3) VIP Hospitality Suites

1. Showcase at the Hilton
   i. Each year experienced APAP Showcase producers book a room at the Hilton and offer showcasing slots to prospective showcasers. Slots can run from a few hundred dollars to well over a thousand dollars depending upon the size of the room and the technical production required for the showcase.
   ii. Before you book a slot/slots in a room:
      1. Obtain information or a fact sheet that lists the services the producer will provide to produce and support your showcase.
      2. Understand and confirm your costs and share of showcase expenses, such as production or equipment costs, rehearsals, sound checks, insurance, etc.
      3. Understand and confirm the details of your showcase schedule - performance and rehearsal times, green room availability, etc.
      4. Understand and confirm what support, if any, the producer provides before, during and after the Showcase in terms of cultivating showcase attendee interest.
      5. Determine in advance and confirm with the showcase producer when and how you will obtain the list of those who attended your showcase (if applicable).
      6. Make sure you have everything in writing and be sure you understand and formalize everything that has been promised to you by the showcase producer responsible for the showcase.

   Contact Robert Baird at robert@bairdartists.com / 1-800-867-3281 / 1-416-887-2151 for a list of Showcase Producers and/or more information.

2. Showcase Outside of the Hilton
   While the hotel is a convenient location, space is limited, room sizes and availability is limited. Due to the large number of Showcases at APAP|NYC, most showcases are held throughout the city in a variety of theatre, club and other venues. Presenters travel to many locations throughout the city and outside the
hotel to see artists of interest. You may use any venue in NYC that is willing to host you, but please remember that it is your responsibility to contact, contract, negotiate the details, and promote an offsite showcase. List of Showcase Venues and Locations Outside the Hilton.

3. **VIP Hospitality Suites at the Hilton**
   Arts Presenters offers conference sponsorship opportunities that include access to VIP Hospitality Suites on the 4th Floor of the Hilton New York. Many sponsors choose to use these rooms for showcasing or welcoming clients. For information on APAP|NYC sponsorship and access to a VIP Hospitality Suite, contact Megan Redmond at 202-212-6870, mredmond@apap365.org
C. Promoting Your Showcase

1. Expo Hall
Showcases and the EXPO Hall are the two most prominent reasons presenters from around the world attend APAP|NYC. Many of the scheduled showcases are advertised in exhibit booths in the EXPO Hall. Most exhibitors and showcase producers try to schedule showcases outside of established EXPO Hall hours. Expo hour times and accessible hour information can all be found on the APAP website: www.apapnyc.org

2. APAP Resources
APAP has several ways to highlight your showcase. The Showcase Listing Book is considered the most authoritative guide to the showcases taking place throughout New York City during the Conference. If you decide to showcase without being included in this publication, you risk losing the ability to find the broadest possible audience.

i. Showcase listings ($75 per listing)
You must be a current APAP member, affiliate of a current APAP member and full conference registrant in order to purchase a showcase listing for $75 per listing and have your showcases included in the official APAP|NYC Conference Showcase listings. APAP promotes these listings online, in the conference mobile app and in the Showcase Listing Book distributed onsite to registered APAP|NYC. You can manage your showcase listing using the online Showcase Management System. You can log into the system or visit our Showcase Help Center for tutorial videos, instructions, and more FAQs.

ii. On-site showcase listing book advertisement
Along with the online directory, this is the bible of showcase information. Attendees use the book onsite to finalize plans, look for opportunities to see new artists, and make their schedules. It is an excellent opportunity to provide the latest information about your organization's activities and showcase plans.

iii. Online advertising
Place your ad online on the most-trafficked areas of the APAP|NYC website. Online ads will appear on each page, providing advertisers with clickable links to their websites. This is a great way to communicate about your artists and their work.

iv. Tote bag insert
Get your message in the hands of each arriving presenter. Insert a CD, flyer, brochure, pen or any other thing you can think of!

3. Other Resources
The presenting and touring field places high value on professional relationships that develop over time between presenters, managers, artists, producers, artist agents and other presenting professionals. APAP recommends potential showcasers research the types of artists with whom different presenters have worked previously and begin to develop a relationship with these presenters in advance of the conference. Complement your research with targeted mailings,
telephone and individual personalized email contact. Develop a promotional plan to ensure your showcase is well attended.

i. A direct mail or targeted flyer invitation and/or press release to presenters.

ii. Personalized email announcements (not lots of generic e-blasts).

iii. Telephone contact with the presenters you feel are your strongest potential venue/programming matches.

iv. Use of your website and any current online multimedia materials (audio, video, etc.) you have for the artist and artist's work.

v. If you are also an exhibitor, promote your booth location with your showcase information and vice versa.

vi. If you are an exhibitor, you should have flyers or some promotional material available in your booth. Exhibitors, showcase producers and artists cannot place promotional and advertising materials of any kind in any common area of the hotel or at conference events, workshops and other showcases. No public announcements at any conference activity or showcase can be made about your showcases.

4. Promoting to Agents and Managers

Agents, managers and producers have a heavy schedule of meetings, showcases and their own roster of artists to represent during APAP|NYC. **You should NOT plan to search for or obtain an agent or manager in the EXPO Hall or during the conference.** Exhibiting agents, managers, producers and artists spend considerable time and dollars to exhibit and are specifically there to promote the work and artists they are currently representing. They have scheduled their meetings in advance of coming to the conference and will not have the time to talk with you about representation. If you have chosen to showcase and have researched appropriate agencies, managements or producers for your kind of work, be sure to invite them and their entire staff to attend the showcase and plan to follow up after the conference.

FOR ADVERTISING AND SPONSORSHIP INQUIRIES: Kristin Cooper, Today Media, 410-458-9291, kristen.cooper@todaymediacustom.com