

Juried Showcase 101

2020 Deadlines

April 13, 2020 - Juried Showcase application deadline

May 1, 2020 - Notification of Juried showcase application status

October 12-15, 2020 – Arts Northwest Conference, Spokane, WA

Fees:

\$100 - Application Fee (non-refundable)

\$100 - Acceptance Fee

Basic Information

Artists from all genres are encouraged to apply for a showcase at the 40th Annual Arts Northwest Conference. Showcases are 12 minutes and take place in Spokane, WA, Oct 12-15, 2020.

The Juried Showcase component at the Arts Northwest Conference is renowned for its commitment to quality and diversity, as well as its reputation as one of the most effective methods for artists to make themselves known to presenters in the west. A peer panel selects artists/ensembles to present a 12-minute excerpt of their work. The Juried Showcases are the centerpiece of the annual Arts Northwest Conference, with excellent attendance, as they do not compete with any other event.

Showcase genres: Music, Dance, Physical Theatre/Comedy, Theatre/Storytelling/Poetry, and Youth/Family

Juried Showcase applications open up in February 2020, on our website – artsnw.org.

The Showcase panel will review applications in late April. Artistic quality, professional touring capability, and quality application material are the primary factors in determining the selection of artists.

Here are some of the considerations the panel looks at in selecting showcases:

- Diversity of arts forms
- Racial, ethnic and geographic diversity
- Work that has high artistic integrity.
- Virtuosity
- Funny, captivating and original
- Dance and theatre, music and spectacles, comedy, Broadway
- A mix of artist representation and management
- A range of fees to accommodate presenters of varying budgets and size
- Provide presenters a high-quality artistic performance that will attract and engage their audiences.
- Outreach programs

Technical Support: Arts Northwest provides basic technical support and backline for the performance. This includes a 5 piece drum kit, a keyboard or grand piano, a guitar amp and a bass amp. Other backline may be available, upon request, for a fee. All artists are expected to use the

same lighting plot. As part of the application process, artists are required to submit a standard technical rider and if selected, will submit a technical rider and stage plot specifically for the showcase and will discuss details with our production manager. Artists may be asked to adjust their technical needs prior to being offered a showcase contract.

Eligibility: Artists selected for Juried Showcases for ANW 2018 and 2019 are not eligible for a Juried Showcase in 2020. Artists that had a Sessions (After Hours Showcase) **are** eligible. All artists must be represented in the Exhibit Hall for the 2020 ANW Conference.

Panel Criteria

The panel judges on the following criteria:

Artistic Technique: Demonstration of technical knowledge and mastery of the art form, which comes through in the overall performance.

Interpretation of art form: Being able to successfully engage an audience with expressive communication of the art form.

Stage Presence: Ability to command and engage the attention of the audience.

Video Clip Quality: Please submit high quality videos. Make sure your YouTube or Vimeo link is current, and not password protected. Do not use a link to your YouTube channel. Include a live clip of the artist(s) in front of an audience. Clips should convey the kind of performance that will be showcased at the conference.

Outreach Programs: Outreach is a vital component for presenters looking to book performers. Please outline the type of outreach you offer, along with the cost.

Application Details

Applicant categories: Music, Dance, Physical Theatre/Comedy, Theatre/Storytelling/Poetry, and Youth/Family.

Panelists are looking for high-quality video work samples. Video work samples should be of professional quality, high definition, and of recent work. Panelists have only 2-3 minutes to review a video sample, so artists should indicate a section of video sample for review.

Do not send work samples that include guest artists or other performers who are not members of the group that will be performing in the showcase and touring the work.

Technical Rider: A standard technical rider should include stage floor type, minimum stage size, stage plot, lighting requirements, audio-visual needs, backline (what the artist needs and what they are prepared to bring) and sound system.

Post Selection

Booths: All artists selected for Juried Showcases are required to be represented in a booth (by self or by agent) in the ANW Exhibit Hall.

Promotion: Juried Showcase artists will be highlighted in the conference program, conference app, and on conference signage at the showcase venue.

FAQ'S

Do I need to be a current member of Arts Northwest to apply?

Yes. You or your agent must be a current member of Arts Northwest to apply to showcase at the Arts Northwest Conference. (An agency's membership covers the artists on their roster).

What should I include in my showcase description?

Submitting a clear, thorough, and succinct artist showcase description serves an important purpose. The panelists' wants to know who you are, where you come from, and where you are going so they have some context when making a decision on your application. It is very important your description aptly represent your performance.

What length of performance sample is best to submit on my juried showcase application?

Panelists have a limited time to view application video samples, so please edit your clip to show what you want them to see in the first 2 minutes of the video. If not, make sure you specify exactly where in the clip to start viewing.

Is it best to submit live, studio, or promotional videos?

Your performance sample(s) must represent current works that you will tour.

It is best to submit both a live recording and a clip with clear sound and great production value to give the panelists a well-rounded look at your performance. It is helpful to show in live clips, the type of audiences you draw. Avoid using promotional videos or clips with mostly testimonials or advertising. Panelists need to see you performing. Include up to 3 samples, highlighting the diversity of performances you offer.

I perform both solo and in an ensemble, can I submit both in my showcase application, then decide which I want to showcase after I am selected?

No, you must decide prior to applying which performance type you will be showcasing. If you want to apply for both solo and ensemble showcases, you will need to do so in two separate applications.

What are the cost to apply to showcase?

The non-refundable application fee is \$100.

Are there any additional costs after I apply to showcase?

1. Juried Showcase Acceptance fee: \$100 if accepted (application fee not applied to this amount)
2. Showcasing artists or their representatives are required to purchase a booth and have it staffed during open exhibit hall hours. See booth fees below.
3. You are responsible for all related costs for conference attendance including travel, food, accommodations, as well as conference registration and booth fees.

2020 Exhibit Hall Booth Fees

(Based on gross fees contracted for annual touring):

Full Booth (\$0- \$50,000 gross fees) - \$500 (includes one full registration)

Half Booth (\$0- \$50,000 gross fees) - \$415 (includes one full registration)

Full Booth (\$50,001 gross fees and up) - \$550 (includes one full registration)

Half Booth (\$50,001 gross fees and up) - \$455 (includes one full registration)

Additional delegate from exhibiting organization - \$290 (full registration)

Artist Delegate attending conference - \$290 (full registration)

Showcase Artist – (visiting exhibit hall only) – no charge

Upgrades:

Corner Booth: (Full booths only) - \$75

Do I need to attend the entire conference if I am showcasing?

It is not a requirement. However, if you are selected, you must agree to have representation in the exhibit hall and have a booth staffed during all open exhibit hall hours.

Do I have to perform the work that I submitted in my application?

The 12-minute showcase should closely mirror the sample provided, in quality and production value, including any props or costumes.

How do I follow up with presenters after my showcase performance?

You or your representative will have an opportunity to network with presenters in the exhibit hall to promote your work. After the conference, it will be important to follow up with any interested presenters.

How will I know which presenters are interested?

ANW collects presenter interest from the conference and makes it available to members for follow-ups.

How long does it take to establish solid working relationships with presenters?

We recommend that artists or agents plan to attend the ANW Conference a few years in a row to make the investment worthwhile.

What does Outreach include?

Outreach programs are a separate offering from the performance at a venue. Some examples include workshops, master classes, school programs, local engagement, and community education. Outreach is a vital component for presenters looking to book performers. Please outline the type of outreach you offer, along with the cost.

I have applied to showcase several times in the past and have not been selected. What can I do to increase my chances of a successful application this year?

Here are a few tips when you apply:

Fresh material - If you have applied in the past, make sure you present fresh, pertinent material appealing to a wide variety of audiences.

Get their attention - Panelists have a limited time to review applications. Production value in your materials is important to grab their attention and give a clear overview of what your performance is like. Make sure your videos and audio submissions are of high quality, and clearly present the overall scope of your work. It is important to see in the first few moments, what your act offers.

Programming - Panelists look for artists with developed outreach programs and reasonable fee ranges.

If I am not selected to showcase, should I still come to your conference?

Yes! The opportunities for performers at the Arts Northwest Conference are not limited to showcasing. There are informative professional development workshops, mentoring sessions, many networking events, your own exhibit hall booth to engage with presenters one on one, the opportunity to have a 5 minute “Pitch and Perform” session, and fun hospitality events.