

## Applying to Showcase 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 act. It is helpful to show in live clips, the type of audiences you draw. Avoid using clips with mostly testimonials or advertising. Panelist need to see you performing. Include up to 3 samples, highlighting the diversity of performances you offer. If you do outreach, it is smart to include a clip showing you in action.

### ***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 is 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 are required to purchase a booth and have it staffed during open exhibit hall hours.
3. You are responsible for all related costs for conference attendance including travel, food, accommodations, as well as conference registration and booth fees. See booth fees below.

\*Arts Northwest assumes responsibility for direct performance costs including technical needs, (limitations will apply), marketing and promotion.

### **2020 Exhibit Hall Booth Fees**

(Based on gross fees contracted for annual touring):

Full Booth (\$0- \$50,000 gross fees) - \$500

Half Booth (\$0- \$50,000 gross fees) - \$415

Full Booth (\$50,001 gross fees and up) - \$550

Half Booth (\$50,001 gross fees and up) - \$455

Additional delegate from exhibiting organization - \$290

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

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

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?***

It is expected that the 12-minute showcase will 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 aptly present the overall scope of your work. It is important to see in the first few moments, what your act offers.

**Programing** - Panelists look for artists with developed outreach programs, and reasonable fee ranges.