

## Showcase FAQs

### First Timers

#### **What is a Showcase?**

Showcases are the 1,000+ performances (usually in rehearsal and low production value settings) that artists, presenters, managers and agents produce during the Annual Members Conference in a variety of venues located throughout the New York City area. Admission to Showcases is complimentary to all Arts Presenters attendees.

#### **I am a first-time Arts Presenters member and Conference attendee, should I consider producing a Showcase?**

We strongly urge you to spend your first year at the Members Conference gaining insight into the overall experience. Attend the professional development forums and workshops. Experience the Conference by networking and attending the Exhibit Hall and the Showcases before you invest the money and effort in producing a Showcase. You can learn more about the field and marketplace and determine the best way to present and promote your work or your artists' work in coming years. Careful planning is essential to a successful showcase.

#### **If I find an Arts Presenters member who is willing to include my work in their Showcase, what questions should I ask and what services or expenses should I anticipate?**

If you find an Arts Presenters member who is willing to include your work in their Showcase, consider the following:

- Getting a list in writing of what will be provided to you and at what cost.
- Obtaining information or a fact sheet that lists the services the producer will provide. Learning your options and your costs regarding the promotion of your showcase to attendees of the conference.
- Understanding your cost of shared expenses such as production costs, rehearsals, sound checks etc.
- Understanding the details of your schedule – when you will perform, rehearse, green room availability etc.
- Understanding what assistance is provided regarding travel, housing and per diem costs to bring your showcase to New York.
- Understanding what if any support the producer provides after the Showcase in terms of attendee interest.
- Obtaining the list of those who attended your showcase.
- Getting everything in writing to ensure you obtain what was promised.

#### **What are some of the expenses for me to consider in planning for a Showcase?**

- Rehearsal salaries and rehearsal space.

- Travel expenses to include roundtrip travel to New York City, housing, per diem and ground transportation in New York City.
- Freight for any costumes, props, sets or instruments.
- Phone bills, postage, overnight shipping, promotional materials, advertising and catering for presenters and artists in attendance. Attendance fees to include Arts Presenters membership and exhibit booth fees (if applicable).
- Space rental plus crew plus production costs to include: lights, sound, backline and soft goods.
- Lead follow-up: telephone and email to presenters, printing and distribution of press kits, CDs, DVDs.

## **General**

### **Does Arts Presenters produce Showcases for its members?**

No. Arts Presenters does not jury, curate or produce the 1000+ Showcases that take place during the Annual Members Conference. Showcases are produced by members who wish to promote either the work of artists they represent or their own work as artists. All costs associated with producing a Showcase are the responsibility of the Showcase producer.

### **Why Showcase?**

You have the potential of reaching an audience of nearly 600 presenting organizations and 250 artist companies and artist management agencies from around the world at the Members Conference. It is the most comprehensive opportunity in a year to see a wide array of artists, work, genres and forms. If you showcase, you need to be confident you have the capacity to create awareness of your showcase in advance of the conference. Showcases are a top reason for presenters to attend the Members Conference. Artist Showcases and hospitality events produced by our members are what make the Members Conference an exciting, live performance celebration throughout New York City.

### **Should I produce a Showcase?**

You should think carefully before deciding to invest the time, energy and significant resources required to produce an attractive and well-attended Showcase. You are in charge of making the Showcase a success. It takes money, work and an ability to successfully promote your work to an audience whose time is stretched to the maximum during the Members Conference. In order to maximize the effectiveness of your Showcases, your decision to produce a Showcase should be made no later than **September 1**, of the year prior to the January Conference. Many presenters determine which Showcases they will attend and who they will meet with during the Conference in November and December. You will need to spend time in the early fall preparing/scheduling/designing your Showcases – as well as marketing them to the presenters you want to reach.

### **Who can produce a Showcase at the Members Conference?**

Anyone can produce a Showcase but you must be a current Arts Presenters member and a registered Conference attendee in order to have your Showcases included in the official Conference Showcase listing. The Showcase Listing is considered the most authoritative guide to the 1000+ Showcases taking place throughout New York City during the Members Conference. If you decide to Showcase without being included in this publication, you risk losing the ability to find the broadest possible audience.

**What factors should I take into consideration before deciding to produce a Showcase?**

- You should have work that has a high degree of artistic integrity
- A budget to cover your expenses
- A history of good relationships with prospective presenters who are interested in seeing your work
- Managerial capacity to solicit and follow-through on their interest in the year prior to and after your Showcase, respectively.
- Determine well in advance the type of venue in which your Showcase will take place. Select the work you feel best represents your artistry. Some artists produce work-in-progress pieces during the Conference. If you choose to do this, make sure the audience understands they are seeing a work that is not yet finished.
- Make sure Conference Delegates attendees are provided program notes, with all your contact information and biographical information. If you are showcasing a work-in-progress, use program notes to give them a fuller idea of exactly what the piece they are seeing is like when it is fully produced.
- If you have a colleague who is well-respected in the field for their experience in your art form, ask them to introduce your work to the audience.
- 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.

**Do I have to be an exhibitor and have a booth in the Exhibit Hall to produce a Showcase?**

No. You are not required to be an exhibitor in the Exhibit Hall in order to showcase. Many Showcase producers choose to purchase a booth in the Exhibit Hall in order to promote their artists and Showcases. For more information about exhibiting, please visit the [Exhibitor FAQs](#).

**How important is it to Showcase in the hotel?**

Showcases are held throughout the city and at the Conference hotel. Presenters will travel to many locations throughout the city to see artists of interest. While the hotel is a convenient location, space is difficult to find and room sizes are limited and production costs are high.

**How is showcase space in the Hilton Hotel managed?**

All showcasing space within the Hilton Hotel is managed by the hotel. Each year the needs of the Conference may change and as such, the availability of rooms for showcasing may change. It is best to contact the Hilton in late May to inquire about availability of space.

The Hilton and Arts Presenters now work together to define specific Showcase locations, security needs, codes of conduct and Showcase management standards that are part of the Hilton contract with the Showcase Producer. Showcase Producers who are found in violation of these contract requirements will be closed down and will potentially threaten their ability to showcase at the hotel in future years.

**I am an independent artist or artist company without an agent or manager. Can I use my Showcase as an opportunity to try to get the attention of an agent or manager?**

You shouldn't "work" the Exhibit Hall in search of an agent. Exhibiting agents (and artists) have spent a considerable sum to exhibit and are specifically there to promote the work they are currently representing. If you have chosen to Showcase and have researched appropriate agencies for your kind of work, be sure to invite their entire staffs to attend the Showcase.

**Operations**

**What artists may appear in Showcases?**

Any artist can appear in a Showcase. However, only artists who are Arts Presenters members or who are affiliated with an Arts Presenters member and registered attendee can appear in the official Showcase listing. For information about membership, please visit the website.

**In producing my Showcase, what day and time would you recommend that I hold it?**

You will want to schedule your Showcase between Wednesday, January 7 and Tuesday, January 13, 2009. The official Members Conference begins Friday, January 9, but pre-conference activities begin on Thursday, January 8 with the Winter Institute. The most popular dates for showcasing are Sunday and Monday evenings, January 11 and 12, when the greatest numbers of Conference attendees are in New York, but this also poses the greatest amount of competition for your Showcase. Many artists showcase more than once during the members Conference in order to offer presenters as many opportunities as possible to see their work.

As a general rule, many exhibitors and showcase producers try not to schedule Showcases during Exhibit Hall hours. It can be difficult for new Showcase Producers to find time to showcase that doesn't conflict with Exhibit Hall hours. Showcases and the Exhibit Hall are the two most prominent reasons presenters attend the Members' Conference. If you are both showcasing and exhibiting, it can be especially difficult to both staff your booth and be at your Showcase.

**2009 Exhibit Hall hours are:**

Saturday, January 10, 2009: 2:00 pm – 6:30 pm

Sunday, January 11, 2009: 12:00 pm – 6:30 pm

Monday, January 12, 2009: 9:30 am – 11:30 am & 2:00 pm – 5:30 pm

### **How long should the actual Showcase be?**

There is not one answer to this question. It is strongly recommended that you not organize a Showcase for over an hour. As Conference attendees are seeing an incredibly large amount of work in the space of four days, the length of time they can commit to any one showcase will be limited.

### **Can I require reservations be made for my Showcase so that I know who's coming?**

Yes, but if you require reservations, you MUST list a contact number and/or email address in your Showcase. In lieu of requiring tickets or reservations, collect business cards of attendees at the door.

## **VIP Hospitality Suites**

### **What is a VIP Hospitality Suite and can this space be used for showcasing?**

In 2004, Arts Presenters began offering VIP Hospitality Suites on the **4<sup>th</sup> Floor of the Hilton**. Many sponsors choose to use these rooms for showcasing. For information on VIP Hospitality Suites, contact Sean Handerman, Sponsorship Director, at [shanderhan@artspresenters.org](mailto:shanderhan@artspresenters.org). A VIP Hospitality Suite is considered a sponsorship and receives the benefits of sponsorship. Hospitality Suites are available at \$4,500 per 24 hour period or \$8,000 per 48 hour period, commencing at 12:01am through 12 midnight. Once the sponsorship is confirmed with Arts Presenters, the actual scheduling of how the room is used is the responsibility of the sponsor and not Arts Presenters.

## **Promotion/Advertising**

### **How can I promote my Showcase?**

The presenting and touring field places high value on professional relationships that develop over time between presenters, managers, artists and artist agents. Arts Presenters recommends Showcase Producers research the types of artists with whom different presenters have worked previously and begin to develop a relationship with them in advance of the conference. Complement your research with direct mailings, telephone and email contact. Develop a promotion plan to ensure your showcase is well attended.

### **Your promotion plan should include:**

- A direct mail flyer invitation and/or press release to presenters.
- Email announcements.
- Telephone contact with the presenters you feel are your strongest potential venue/programming matches.
- Use your website.
- If you are also an exhibitor, promote your booth location with your Showcase information and vice versa.

### **Are there ways for me to promote my Showcases once on-site at the Members' Conference?**

If you are an exhibitor, you should have flyers 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 about your Showcases can be made. Conference attendees staying at the Hilton New York find it especially distasteful to receive Showcase flyers under their hotel room doors.

### **How does Arts Presenters assist in publicizing a Showcase?**

Arts Presenters helps Conference attendees find out about you Showcase in Conference printed materials and on its website.

- **Showcase Listings: \$60 per listing**  
Any Conference attendee may purchase a Showcase listing for \$60 per listing. Arts Presenters promotes Showcases in our Showcase Listing Book distributed at the Members' Conference.
- **Showcase Listing Book: \$1,950**  
This on-site bible of showcase information is published with advertising. Each attendee uses the book to nail down their plans and make their schedule and is an excellent opportunity to communicate your organization's offerings.
- **Showcase Listings Online: \$950**  
The showcase listings are the most trafficked area of the Conference website. Banner ads will appear on each page view providing advertisers with clickable links to their own websites. This is the best place to communicate your artists to attendees.
- **Tote Bag Advertising: \$1,950**  
Get your message in the hands of each arriving presenter. Insert a CD, flyer, brochure or pen (you cannot advertise a conference showcase).
- **Inside Arts Advertising**  
Expand your company's exposure and place an ad in Inside Arts magazine. Special offer for Exhibitors: ¼ page ad in the January/February Conference issue for just \$500.

**FOR ALL ADVERTISING INQUIRIES CONTACT:** Rebecca McCracken at the Ad Marketing Group, 703-270-9710; or [rmcracken@admarketinggroup.com](mailto:rmcracken@admarketinggroup.com).