

Overview

Deadlines:

March 30	Applications and supplemental materials due
July 13	If selected, contract due
June 29	Artist or representation must be registered in PAE Marketplace

Fees:

\$100	Application Fee (non-refundable)
\$600	Contract Fee

Basic Information

Juried showcases are 15-minute presentations of a performance and are designed to give presenters a sense of the work as their audience would experience it. Showcases represent artists with a variety of fee ranges, technical needs and genres. The Performing Arts Exchange 2012 will host two evenings of performances with up to 18 juried showcase positions available.

Where: Juried Showcases for the Performing Arts Exchange will be held at the Colony Theatre. The beautiful Colony Theatre recently emerged from a dramatic three-year, \$6.5 million renovation/restoration to reclaim its place as the region's premier mid-sized performance space. The completely refurbished auditorium has a seating capacity of 430, which includes accessible seating for people with disabilities. Every seat in the house has a perfect visual angle to the complete stage.

Colony Theatre
1040 Lincoln Road
Miami Beach, FL 33139
305-674-1040

<http://colonyandbyrontheaters.com>

When: Juried Showcases are on Thursday, September 21 and Friday, September 22 from 5:30 - 8:30 pm. Juried Showcase time slots are 15 minutes in length with a five-minute changeover between artists. A 30-minute tech check will be scheduled on the day of the performance.

Technical Support: South Arts provides basic technical support for the performance. This includes lighting and sound packages appropriate for a festival format. All artists are expected to use the same lighting plot. As part of the application process, artists are required to submit the technical requirements for their 15-minute showcase. This will be reviewed by the adjudication panel, showcase producer, and conference staff. Artists may be asked to adjust their technical needs prior to being offered a showcase contract.

Eligibility: Artists must be represented in the Marketplace for PAE 2012. Artists who were awarded Juried Showcases for PAE 2010 in Pittsburgh and PAE 2011 in Baton Rouge are not eligible to receive a Juried Showcase in 2012 but they may apply for a Video Showcase.

Adjudication: The adjudication process has two steps. The artist's application and supplemental materials will be reviewed by a Juried Showcase three-member panel comprised of artist managers/agents, presenters and/or other professionals with at least three years' experience in presenting, touring or serving the genre of performance they are adjudicating. If an artist scores 70 or higher out of a possible 100 points, they will move to the next round in which a nine-person panel will determine who is offered a Juried Showcase opportunity. The composition of each panel is balanced between presenters and exhibitors.

Artistic excellence is the main criterion in the panel's decision. They will also take into consideration your demonstrated readiness to tour throughout the eastern United States.

Based on the number and types of applications received in previous years, we anticipate distributing the applications among the following panel categories: dance, family/children's programming, multimedia/multidisciplinary, music (blues/gospel), music (classical/chamber), music (ethnic based/world), music (folk/bluegrass), music (jazz), music (singer-songwriter), music (other), theater, and variety acts.

You will be asked to select the category most appropriate to your performance on the application. If you would like to be reviewed in more than one category, you must submit a separate application and fee for each category. Regardless of the number of applications, an artist can only be awarded one juried showcase opportunity. No more than two juried showcase opportunities will be awarded per agent/management agency.

Criteria:

Artists are judged on two criteria: Artistic Merit and Demonstrated Readiness for Touring. These criteria are based upon the indicators listed below. Artists are rated on a 100 point scale with a maximum of 80 points awarded for Artistic Merit and 20 points for Demonstrated Readiness to Tour.

Artistic Merit:

Technique: Artists movement, musicianship, verbal and non verbal communication displays knowledge and technical excellence in the chosen art form.

Interpretation: Artist demonstrates a level of artistry, expressiveness, and communicates the material to the audience.

Stage Energy/Presence: Artists command attention and engage the audience.

Originality, if applicable: Artists stretch the boundaries of the art form in new and innovative ways. If an artist is presenting work that was originally created by another, this indicator will not be factored into the scoring.

Demonstrated Readiness for Touring:

Promotional materials: Materials should be of professional quality and include bios, reviews, recommendations, and a list of engagements. Material should be well-written and include photographic prints (b&w or color) or a contact sheet showing a variety of photos available electronically.

Web Presence: Current and complete information on the artist is accessible via the Internet.

Tech Information: Clear, flexible tech plot including lighting requirements and stage plots for various size venues.

Video Quality: Professional quality DVD **of a performance** with clear images and audio.

Adaptability: The artists' ability to perform in various venues such as concert hall/theatre, community center, college/university, club/coffee house, outdoor festival, school/classroom.

Application Questions:

- Contact information for all artists and/or representatives.
- Artist fee range and category for which they are to be considered.
- Provide a technical contact and contact information such as an email or phone number.
- Prepare a 50-word stage introduction to be read at the performance if selected.
- Prepare a 100-word showcase description to be printed in the conference program if selected.
- Describe any educational programs that are offered.
- Indicate if the artist is unavailable either of the showcase dates.
- If paying by credit card, provide the correct billing address.

How to Apply:

Application available now on the Showcases page. Click on the Apply Now link. There will be no way to save your responses and return at a later date, so please be prepared with all the information listed above.

Standard Applications: Complete the online application and send in your supplemental materials by the **postmarked date of Friday, March 30, 2012**. The contract fee, if you are offered a showcase opportunity, is \$600. Your contract fee covers the basic tech costs of your showcase. Your application fee is separate and is not a deposit on your contract fee. The contract fee must be returned with your signed showcase contract by Friday, July 6, 2012. If you encounter difficulties completing the online application, contact [Leland McKeithan](#) during regular business hours (9:00 AM – 5:00 PM EST).

- Complete the online application and pay the non-refundable \$100 application fee (either online or by sending a check)
- Mail the following supplemental materials:
 - 4 copies of your printed promotional/press kit
OR
4 CD or DVD copies of your electronic press kit (EPK).
If you are submitting an EPK, items contained must be formatted to open using standard software such as DOC, XLS, PDF or JPG. Press kits **MUST INCLUDE ALL** of the following information:
 - Artist biographies
 - List of engagements within the past year with venue/date/city
 - Standard technical rider (see Tips for Applying for necessary information)
 - Reviews or recommendations
 - Load-in/load-out time for a showcase performance
 - 1 copy of a current video work sample. Guidelines:
 - The work sample should be a DVD or CD of a **performance** (no promotional videos).
 - Video files should be in FLV format. We host an online webinar for panelists to review your materials and this is the format required to post your files.
 - If you are submitting an EPK, the work sample must be submitted on a separate DVD or CD.
 - The work sample should include a five-minute segment for the panel to review (this may be one five-minute segment or several shorter clips edited together to be five minutes).
 - Music submissions may also include an audio recording on CD in addition to the work sample.
 - If you would like your supplemental materials returned to you, please enclose a mailer with sufficient postage paid.
 - Make sure that the artist or group name clearly appears on each promotional kit and work sample.
 - **All materials must be sent by the postmark date of Friday, March 30, 2012.**

Mailing Address

Attn: PAE Juried Showcases
South Arts
1800 Peachtree Street NW, Suite 808
Atlanta, Georgia 30309

Tips for Applying for a Juried Showcase

- If you wish to apply in multiple categories, you will need to complete a separate online application form for each category in which you wish to be considered. However, an artist will only be awarded one 15-minute showcase.
- Panelists have a limited amount of time to review your materials, so put your best foot forward by suggesting a specific section of your DVD for review.
- Answer the application questions completely but briefly. For a preview of application questions see above.
- Your work sample should be professional quality, in good working order, and of recent work—preferably of the actual showcase to be performed. Promotional videos/montages do not provide the panel with enough information and will result in a lower judging score.
- 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.
- Panelists want to see that your materials will be informative and useful to presenters who may be interested in booking you, and a high-quality press kit reflects strongly on your professionalism and thoroughness. This kit must include artist biographies, a list of engagements in the past year, reviews/recommendations, your standard technical rider, and a stage plot. Samples of any educational materials are highly encouraged.
- Your application will be disqualified if we the required materials are not postmarked by **March 30, 2012**.
- A standard technical rider should include stage floor type, performance area, stage plot, lighting requirements, audio visual needs, backline (what you need and what you are prepared to bring), sound system and rags (special drapery or set pieces).
- Remember that there is only a five minute change-over between performances during the showcases. With this in mind, make sure to give the panel an accurate estimate of how much time is needed for load-in and load-out during a showcase version of your performance.

Additional Requirements

Artists selected for Juried Showcases are required to register for a booth or be represented by a company with a booth in the PAE Marketplace. The artist or their representative must register for a booth by **Friday, June 29, 2012**.

Juried Showcase artists may have their work samples posted on South Arts YouTube site for presenters to review, prior to the conference. These videos will stay active until December 2012. Please select accept or decline this option on the Juried Showcase application. There is no penalty whatsoever for declining this option.

Additional Benefits

In addition to being given the opportunity to perform, Juried Showcase artists will be highlighted in the conference program and on conference signage at the showcase venue. You will be given one complimentary Artist Pass to admit one of your performers to the Marketplace for a single day. Passes for additional artists and/or additional days may be purchased on-site at the Registration Desk for \$50. This pass does not admit the artist to any other conference activity or event.