

PAE Juried Showcase Application Guidelines

Overview

Deadlines and Dates:

| | |
|-------------|--|
| February 20 | Juried Showcase applications open |
| March 23 | Applications and supplemental materials due |
| Date TBA | Juried showcase panels |
| May 23 | Selected artists announced |
| July 12 | Contract & fee due |
| | Artist or representation must have purchased booth & registered for badges |
| October 2-3 | PAE Juried Showcases |

Fees:

| | |
|-------|----------------------------------|
| \$90 | Application Fee (non-refundable) |
| \$750 | 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 2018 will host two evenings of performances with up to 16 juried showcase positions available.

When: Juried Showcases are on Tuesday, October 2, and Wednesday, October 3, after the Marketplace closes. 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 and a reasonable backline for the performance. This includes lighting and sound packages appropriate for a festival format. A 5-piece drum kit, a keyboard or grand piano will be available upon request. 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 discuss details with our production manager. Artists may be asked to adjust their technical needs prior to being offered a showcase contract. Only technical engineers provided by South Arts may operate equipment during the Juried Showcase.

Eligibility: Artists who were selected for Juried Showcases for PAE 2016 and PAE 2017 are not eligible for a Juried Showcase in 2018 but are welcome to produce an Independent Showcase. All artists must be represented in the Marketplace for PAE 2018.

Contract: If selected, the fee of \$750 covers the basic tech costs of the showcase. The application fee is separate and is not a deposit on the contract fee. The contract fee must be returned with signed showcase contract in July.

PAE Juried Showcase Application Guidelines

Criteria

Artists are judged on two sets of criteria: **Artistic Merit** (80% of the score) and **Demonstrated Readiness for Touring** (20% of the score). These criteria are based upon the indicators listed below.

Artistic Merit:

Technique: Artist's movement, musicianship, verbal and non-verbal communication displays knowledge and technical excellence in the chosen art form.

Interpretation: Artist demonstrates a level of artistry and 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:

Web Presence: Current and complete information on the artist is accessible via the Internet. Websites should be presenter friendly and easily provide tools that a presenter may need.

Promotional materials: Materials should be of professional quality and include press photos, an artist bio or EPK, and an up-to-date touring itinerary.

Tech Information: Clear, flexible technical rider including lighting requirements and stage plots for a showcase.

Video Quality: The artist should submit one current link of a high quality video that is not password protected. YouTube videos are preferred but not required. Videos should include a live clip of the artist in front of an audience and should convey to the panel what will be showcased at PAE. **Promotional videos and bumper reels are strongly discouraged**, as they often don't give panelists enough information to adjudicate artistic merit. Video samples should be **a minimum of five minutes and a maximum of 15 minutes and should be of the material intended for showcase**. Videos should be current. Any **videos with an upload date before April 2015 will not be considered**. A full performance is not required.

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.

Educational Materials: In some cases, artists have an education or outreach component to their programming. Materials should clearly describe the activities and the anticipated impact.

Written Statements: Artists should provide a well-written, clear, and concise program synopsis, artistic statement, and description of what will be showcased.

Adjudication

There is a pre-screening process to eliminate applications that don't meet set standards, guidelines and minimum requirements. Once past this pre-screening, the artist's application and supplemental materials are

PAE Juried Showcase Application Guidelines

reviewed by an expert three-member panel with at least five years' experience in presenting, touring or serving the genre of performance they are adjudicating. South Arts strives to fairly represent the presenting and touring community within the make-up of the panel and to balance the composition of the panels between presenters, artists/agents/managers, and professionals working for service organizations. South Arts also strives to balance demographic factors and promote diversity among the panel members. Highest scores advance to the final nine-person panel for a second review and the final recommendation of those artists who will be offered a Juried Showcase opportunity.

Application Details & FAQs

Deadline: Applications will be disqualified if incomplete as of 11:59pm ET on **March 23, 2018**.

Applicant categories: Applicants must choose to apply in one of the following categories: Music, Dance, Theatre, Variety, Family/Young Audience. After that, applicants may choose a subgenre to further describe the work. If artists would like to be reviewed in more than one category, artists 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.

Panelists want to see professional materials. Materials should be informative and useful to presenters who may be interested in booking and easily provide tools that presenters may need. Websites that serve only fans will result in lower scores for Readiness to Tour.

Panelists are also looking for high quality video work samples. Video work samples should be of professional quality, high definition, and of recent work—preferably of the actual showcase to be performed. **Panelists have only 2-3 minutes to review a video sample**, so artists should indicate a section of video sample for review. Promotional videos/montages do not provide the panel with enough information and will result in a lower judging score. Only the first/primary video link will be viewed during the panel. Panelists will have the option to watch any other video submitted, but it will not be required. 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), sound system and rags (special drapery or set pieces).

Application System (I Want To Showcase): The application system can auto-fill large portions of a current application from prior applications. However, make sure all information is indicative of the specific showcase for which you are applying.

Proof-read; really, seriously, we mean it: An application without spelling or grammatical errors is indicative of professionalism.

Required Information, Materials and How to Apply:

Application will be available here www.iwanttoshowcase.ca on February 20. Required steps:

- Complete the online application and pay the non-refundable \$90 application fee (either online or by sending a check) by the **March 23, 2018 deadline**.
- Submit the following materials online:

PAE Juried Showcase Application Guidelines

- Contact information for all artists, representatives, and tech contacts
- Artists fee range and category
- Brief synopsis describing the program to be performed, and if it is different from work sample, explain how and why (1000 characters)
- Brief statements describing artistic focus/work (750 characters)
- Describe any offered educational programs
- Two press photos (JPEG)
- Artist biography/EPK (PDF, TXT, RTF, DOC, or DOCX)
- An up-to-date touring itinerary (PDF, TXT, RTF, DOC, or DOCX)
- Technical rider (PDF, JPEG, TXT, RTF, DOC, or DOCX)
- One online video sample:
 - Work sample should be of the work that will be performed at the **actual showcase**.
 - Work sample should contain a **live performance**.
 - Work sample may be a five-minute segment or several shorter clips edited together for a total of five minutes.
 - **Promotional videos and bumper reels are strongly discouraged.**
 - Work sample should be current. **Videos with an upload date before April 2015 will not be considered.**
 - Indicate where to begin the viewing sample.
- Submissions to the Music category may also include an audio recording, submitted online in MP3, M4A or AAC format.
- **All materials must be submitted by March 23, 2018.**

If you encounter difficulties completing the online application, contact [Ethan Messere](#) (404-874-7244 ext. 11) during regular business hours (9:00 AM – 5:00 PM ET).

Post Selection

Booths: All artists selected for Juried Showcases are required to be represented in a booth (by self or by agent) in the PAE Marketplace. Artists or their representative must purchase a booth and register for badges by **Friday, July 12, 2018**. Badges are required for full conference participation. Artist Passes are available for single day Marketplace and Professional Development participation.

Artist Passes: One complimentary Artist Pass will be given to admit one performer to the Marketplace and Professional Development sessions for a single day. Passes for additional artists and/or additional days may be purchased on-line or on-site for \$75. This pass does not admit the artist to any networking or hospitality events.

Contract Fee: The contract fee of \$750 covers the basic tech costs of the showcase and must be returned with the signed showcase contract by **Friday, July 12, 2018**.

Photography: Note that professional photography, other than South Arts' photographer/documentarian, is not allowed at the PAE Juried Showcases. However, artists are permitted to bring a photographer to the technical rehearsal. Please let South Arts know in advance if you intend to bring a photographer to a tech rehearsal.

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