



## Off-IPAY Independent Showcases Philadelphia January 23-27, 2018

### Consider these factors to present an Independent Showcase

\*Adapted for IPAY from the APAP Guide to Independent Showcasing

You should think carefully before deciding to invest the time, energy and significant resources required to produce an outstanding, well-produced, well-promoted and well-attended showcase. Ultimately, you are responsible for making your showcase a success. In order to maximize the effectiveness and promotion of your showcases, **we recommend your decision to showcase be made no later than October of the year prior to the January conference.** You will need to spend time preparing/scheduling/designing your showcases – as well as marketing them to the presenting professionals you want to reach.

#### A successful IPAY Independent Showcase should:

1. Present work that has a high degree of artistic integrity.
2. Have a budget and plan to cover your expenses.
3. Have a network of presenters you know are interested in your work.
4. Have the managerial and administrative capacity to solicit and follow through on the interests of presenting professionals prior to and after your showcase.
5. Offer program notes to provide to conference attendees with your contact and biographical information as well as an artist statement about the work. This can also be provided in advance of the conference and certainly during your showcase. If you are showcasing a work-in-progress, use program notes and an artist statement to give them a more complete idea of what the piece they are seeing is to be when it is fully produced.
6. 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, printing, and insurance. Should you contract with a producer, you need to still be responsible for associated costs and follow up with those who attend your showcase.
7. Consider requiring a reservation to attend your showcase. If you require reservations, you **MUST** list a contact person, phone number, and/or email address in your showcase listing. In lieu of requiring tickets or reservations, capture the names and contact information of showcase attendees at the door or collect business cards of attendees at the door.
8. We strongly urge you to admit any credentialed IPAY Showcase delegate free of charge.



## International Performing Arts for Youth

PRODUCE • PROMOTE • PRESENT

### Expenses to Consider

9. Travel expenses, including round-trip travel to Philadelphia, housing, per diem and ground transportation in Philadelphia.
10. Freight for any costumes, props, sets or instruments.
11. Phone bills, postage, overnight shipping, promotional materials, advertising and catering for presenters and artists in attendance.
12. IPAY membership dues, conference registration, exhibit booth fees and showcase listing fee.
13. Space rental and insurance, crew, production costs, including staging/flooring, lights, sound, backline and soft goods.
14. Lead follow-up, including telephone and email to presenters, printing and distribution of press kits, CDs, DVDs.
15. Rehearsal salaries and rehearsal space.

### Note: **Showcasing as a First-Time Attendee**

If you are new to IPAY Showcase, BEFORE you attempt to produce an Independent Showcase we strongly recommend you attend your first IPAY Showcase to experience all aspects of the conference. This will enable you to gain insight to the ways the conference will advance your business and to make contact with colleagues in the field. Experience the conference first, network, visit the Exhibition Hall, participate in Kindling, and go to showcases, BEFORE you invest the time, money, and effort to produce an Independent Showcase.