



## **North Carolina Presenters Consortium ArtsMarket 2024 Showcase Application Guidelines & Adjudication Policy**

### **2024 Dates & Deadlines:**

Applications open: March

Application Deadline: May 3 - all applications, supplemental materials, and fees due; applications will be disqualified if incomplete as of 11:59pm EST on May 3, 2024.

Juried showcase panel: May 4-June 5

Juried Showcase panel meeting: June 6

Selected artists announced: June 24

If selected, contracts and production fee due: July 12

Registration for ArtsMarket opens: July 15 (if selected, artist or representation must be registered as an ArtsMarket Exhibitor with a booth)

ArtsMarket Showcases: October 21-23, Durham, NC

### **Fees:**

Application fee \$50

If selected:

Mainstage production fee \$250

TYA production Fee \$150

Virtual showcase \$100

Exhibitor booth + one delegate \$500/NCPC Member \$900/Non-member

There is a pre-screening process to eliminate ArtsMarket applications that do not meet the set standards and guidelines.

[CLICK HERE FOR FULL APPLICATION GUIDELINES](#)

### **Adjudication**

Each application and supplemental materials will be reviewed, in stages, by a nine-member panel selected and governed by the NC Arts Council. The panel is comprised of experienced presenters, artists, and other arts professionals from across the state who represent diverse communities, genres, and expertise and fairly represent the presenting and touring community. Artistic quality, professional touring capability, and quality of media and promotional materials are primary factors determining the selection of showcase artists. Beyond these essential ingredients, the selection panel will take into consideration the following criteria to curate the overall showcase program:

- Diversity of art forms

- Racial, ethnic, and geographic diversity
- Range of fees to accommodate presenters of varying budgets and venue sizes
- Mix of North Carolina and out-of-state performers
- Mix of artist representation and management (usually no more than two artists represented by a single agency/manager will be recommended to perform)

### **Scoring Criteria:**

Artists or artist groups are judged on two criteria: Artistic Merit and Professional Touring Readiness.

#### 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.

#### Professional Touring Readiness:

- **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 one press photo, 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 at least one current YouTube or Vimeo link of a high quality video. Videos should convey to the panel what will be showcased at ArtsMarket.
- **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 (if applicable):** In some cases, artists have an education outreach component to their programming. If this is included in their application, materials should clearly describe the activities and the anticipated impact.

Panelists want to see that materials will be informative and useful to presenters who may be interested in booking. Websites should be presenter friendly and easily provide tools that a presenter may need. Websites that serve only fans will result in lower scores for professional readiness to tour. Video work samples should be professional quality, high definition, and of recent work—preferably of the actual showcase to be performed. 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 have only 3-5 minutes to review a video sample, so artists should suggest a specific section of video sample for review. Promotional videos/montages that do not provide the panel with enough information and will result in a lower judging score.

Artists should be prepared to showcase the performance that was stated in the application. Changes to configuration must be proposed for consideration by ArtsMarket staff as early as possible prior to the conference. Make sure all information is indicative of the specific showcase for which you are applying.

A standard technical rider should include stage floor type, performance area, 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).

Highest scoring applications will advance to the final Juried Showcase Panel for review and final determination of those artists offered a showcase opportunity. 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.

Proof-read the application! An application without spelling or grammatical errors is indicative of professionalism.

If you have questions, please contact: Catherine Gouge, Executive Director, NC Presenters Consortium at [ncpcdirector@ncpresenters.org](mailto:ncpcdirector@ncpresenters.org) or 828-949-4099 Ext. 1