

# 5 Steps to Apply to Alberta Showcase

**I WANT TO  
SHOWCASE**



## Conference Showcasing Applications Made Easy

The paper forms are gone! The I Want To Showcase **partner conferences** present an easier way to apply for showcasing opportunities. Performing artists can apply to over a dozen major Performing Arts conferences across North America.

**All in one place. All online.**

### 1. Create an IWTS Account

- a. <https://www.iwanttoshowcase.ca/>
- b. Enter your account information and set up basic artist profiles
- c. Check out their FAQ's:
  - i. <https://www.iwanttoshowcase.ca/faq.php>
- d. Get to know our Partner Conferences:
  - i. <https://www.iwanttoshowcase.ca/partner-conferences.php>



## **2. Gather Your Support Materials**

- a. Program Synopsis
  - i. 100-150 word description of your 15 minute showcase performance
- b. Artist Statement
  - i. 100-150 word short bio
- c. Showcasing Artists & Staff Roles
  - i. Who would be coming out to Ft. Saskatchewan in October?
  - ii. Who would be going on tour?
- d. Video Samples
  - i. Two Video Links
    - 1. YouTube is best over spotty Wi-Fi
      - a. We accept other video platforms, but if we can't get it to load, we move on quickly to the next video – often the next application.
      - b. Also, monetized links are great for you, but they detract from the jury's attention and time spent on your application.
    - 2. Good quality video
      - a. clean images with clear shots of the performers
    - 3. Clean good quality sound
      - a. get it from the sound board
      - b. ambient sounds are distracting in a recording
    - 4. Live Settings are Key
      - a. We're all about seeing it live
      - b. Music videos don't always tell the story we're looking for
- e. General Touring Information
  - i. Fee Ranges, Availability, Show Title, Audience Age Range, Performance & Load/Strike Times, 3-year Touring History, etc.
- f. Additional Support Documents
  - i. EPK, Touring Itinerary, Full Artist Bio, Cover Letter, Technical Requirements, Stage Plot, Press Photo (print quality), Performer Photo (web quality), etc.



### 3. Set a Reminder in Your Calendar

- a. Applications Open February 1<sup>st</sup>!



### 4. Submit Your Application

- a. Deadline to submit is April 1<sup>st</sup>
- b. Double check all your support materials and upload them to your application
- c. Pay the application fee
- d. Make sure you hit that final submit button
  - i. We can't access your support materials until you do



## 5. Be Patient

- a. Our jury has to go through every application
  - i. We generally see between 150-200 applications every year
  - ii. We only have 27 Main Stage performance spots, so it's a tough gig for our jury
- b. Once the applications have been scored and our Board of Directors approves the proposed line-up, we start contacting you.
  - i. We stagger this process folks, so if your buddy hears back from us first just wait for us to contact you.
- c. Be kind to your fellow artists and wait for us to give you the green light on public announcements
  - i. You're excited and we're excited, but until the final confirmations are in some folks get stuck in application limbo

The I Want To Showcase application is great because you can use it as a template to apply for other conferences and work in edits as needed. However, the IWTS formatting does not have an option for canceling an application and starting a new one. Once you start an application, you either have to finish it, edits and all, or choose to cancel and opt out of applying.

Question about uploading more than file in the 'supplemental information'

The IWTS website has some file size restrictions. Just keep in mind that the members of our jury will need to be able to quickly and easily go through any support materials in your folder. So please keep that in mind in terms of file size and number of files. I generally don't have any issues with large files, but I cannot promise the same for the folks who are going to have the biggest impact on your application. I'm going to suggest uploading what you can, and you can send me the rest to add to your support documents.