APAP | NYC
JANUARY 10-14
2020

Join more than 3,600 of your industry colleagues at the world’s leading gathering of performing arts professionals.

Join APAP and register now at APAPNYC.org

New York Hilton Midtown & Sheraton New York Times Square
Professional Development Intensives:
Open to the public. Pre-registration required. Discounts for current APAP members. Space is limited, and registration is on a first-come, first-served basis. For more info and to register, visit PDI.apapnyc.org.

Growing Your Equity Quotient: Evolving the Conversation about Race and Equity in the Arts
9:30 a.m.-5 p.m. • APAP Members: $125 • Non-Members: $150
We must be able to talk to each other, especially in these turbulent times. But how do we bridge the many divides raised by race, class, gender, homophobia and culture? Arguably of the many challenges we face, there are few things that make people more uncomfortable than talking about race and racism.

In this full-day experiential intensive, through shared learning, educational presentations, case studies, interactive exercises, tools and techniques, participants will gain the understanding, knowledge and confidence to engage in meaningful conversations with peers, colleagues, family and friends and to activate organizational change on racial and cultural equity, one of the most difficult and necessary topics in our country right now.

Womxn’s Leadership Forum: Positioning Power
10 a.m.–5 p.m. • APAP and WOCA Members: $100 • Non-Members: $150
Even as womxn shatter the “glass ceiling” in the arts, they are not immune to the ever-present societal systems of oppression. This day-long gathering will ignite dialogue around the meaning of leadership for womxn—dissecting the mechanisms which allow the systems of patriarchy and white supremacy to operate, exploring gender and race and how they impact position and power, and uncovering the ways in which womxn can work to authentically support one another and collectively create a more equitable field. Open to all those that self-identify as womxn. Curated and facilitated by Women of Color in the Arts (WOCA). Co-presented by APAP.

Creating Compelling Content Online: A Workshop with Capacity Interactive
Noon-2:30 p.m. • APAP Members: $95 • Non-Members: $115
As arts marketers, our to-do lists are a mile long, and we rarely have an opportunity to brainstorm creative and inspiring ideas. Yet, the pressure is on. With a constant stream of social content fighting for people’s attention, how well are you reaching your audience online? This workshop will give you the tools you need to create compelling content. Through guided exercises and collaborative discussion, you will learn how to find your social voice and empower your constituents to share their stories. This session will also include tips for creating great advertising content through these channels, so you can put your content to work for you.

Welcome to the Presenting, Booking and Touring Industry
3-5 p.m. • APAP Members: $95 • Non-Members: $115
Are you new to the Presenting, Booking and Touring Industry? Whether you are an artist or work for a presenting or producing organization, artist management firm or booking agency, this session introduces you to how the industry is organized and how industry professionals work together. Learn how to navigate your work and career: Join seasoned colleagues to explore the history of the field and how it is evolving, the diversity of the ecosystem, current issues and trends, the importance of relationship-building, and strategies for success.
**Wavelengths: Global Music Conference at APAP|NYC**

Thursday, 9 a.m.-5 p.m.
Continues Friday, 9 a.m.-3 p.m.
FREE and open to the public

The largest gathering of world music professionals in the U.S. features two days of new perspectives, informed conversations, and interactive dialogue. Day one focuses on artists and day two on the presenting community. Co-produced by Rock Paper Scissors and globalFEST, Inc.

**FRIDAY:**
Spend quality time with colleagues on topics of common interest.

**Affinity Groups Return!**
11:30 a.m.-1 p.m.
Back by popular demand! Find your people at these informal, pre-conference gatherings for industry professionals, including:
- Agents and Managers Affinity Group
- Artists Affinity Group
- Community Engagement Professionals Affinity Group - NEW!
- Consultants and Entrepreneurs Affinity Group
- Development and Marketing Professionals Affinity Group – NEW!
- Festival Presenters Affinity Group
- International Presenters Affinity Group
- Municipal Presenters Affinity Group
- Small and Mid-Sized Presenters Affinity Group
- University Presenters Affinity Group

**More Affinity Groups and Networking Forums!**
1:30-3 p.m.
The connecting continues all afternoon.
- Advancing Indigenous Performance Forum - NEW!
- Arts and Climate Change Forum – NEW!
- Broadway Forum
- Circus Forum
- Jazz Road Forum - NEW!
- Making Space: Work/Life Integration Affinity Group – NEW!
- Producing and Presenting Arab Artists Forum - NEW!
- South American Touring Forum – NEW!
- Transgender Arts Professionals Affinity Group

**Networking Forums:**
9-11 a.m. unless otherwise indicated.
Join peer discussions of issues, opportunities and challenges in these focused forums.
- Classical Music Forum
- Dance Forum (9 a.m.-noon)
- Producers Forum – NEW!
- Youth and Family Programming Forum
  (9 a.m.-noon, off-site at New Victory Theater)
PROGRAM HIGHLIGHTS
Friday, January 10-Tuesday, January 14

FRIDAY:

UP NEXT! Artist Pitch Session
1-3 p.m.
Discover 18 exciting new works that are in development or ready to tour. Admission limited to fully registered APAP|NYC conference attendees! Artists curated by APAP will include:

Alphabet Rockers
Rise Shine #Woke
Ephrat Asherie Dance
Underscored
Jo Kreiter/Flyaway Productions
The Wait Room
Kaki King
DATA NOT FOUND
Kaneza Schaal and Christopher Myers
CARTOGRAPHY
Keone & Mari Madrid and Hideaway Circus
Beyondbabel
Le Patin Libre
Grande Forme
Mark Haim, choreographer
Parts to a Sum
Michelle Shocked
Musical Chairs: A Comparsa for Artists’ Rights
Mostly Kosher
Mostly Kosher! A Family Interactive Show
Sean Dorsey Dance
BOYS IN TROUBLE
Shirley Crabbé
I Got Rhythm: An Evening with the Incomparable Ethel Waters
Small Island Big Song
Squonk
Hand to Hand
Sultans of String
Sultans of String - Refuge
Urban Jazz Dance Company
Deal’s IMPRISONED
Wayne Shorter and Esperanza Spalding (Real Magic)
Iphigenia
Will Power
Detroit Red

To attend, you must be registered for APAP|NYC 2020 and pick up your badge prior to the session. For more info and to RSVP visit UPNEXT.apapnyc.org

SATURDAY:

SATURDAY PLENARY SESSION
11:30 a.m.-1 p.m.
Sponsored by: ICM Partners
Risk and Resilience: Responses from the Field
In a world of ceaseless change, what are the real-time risks worth taking that are compelling arts leaders of the present and the future? In a lively and interactive format, the fourth Cohort of the APAP Leadership Fellows Program shares their insights about emergent ideas as they chart an intentional path on which the arts and humanity can flourish. Whether taking on internal challenges like organizational systems and ideologies or taking leaps of faith and courage to address societal issues like racism, the climate crisis, the overwhelming presence of technology or our human desire to build belonging in our communities, the cohort shares their ideas, experiments, successes, failures and lessons learned. Come prepared to listen, learn, and share your own stories with colleagues about the complexities of working in the professional arts field.

Speakers and discussants: The members of Cohort IV of APAP’s Leadership Fellows Program

OPENING PLENARY SESSION
5-6:30 p.m.
Sponsored by: Cirque du Soleil Entertainment Group
The Power of Risk-Taking
The official kick-off to APAP|NYC, the opening plenary promises to inspire and invigorate, powered by artist voices. As the ultimate risk-takers and models of resiliency, artists will share their stories, challenge us to embrace risk in our individual and collective work, and remind us of how discovery and failure can lead to resilience and strength. What better way to launch the conference than with artists leading the way? Join us for this not-to-miss session, and be reminded why you do what you do!

Opening Night Reception
6:30-8 p.m.
Welcome to APAP|NYC 2020! Reunite with friends and colleagues and meet new ones, from near and far, as we toast the coming year and affirm the power of the performing arts.
SUNDAY:

SUNDAY PLENARY SESSION
11:30 a.m.-1 p.m.

Resilience and Sustainability: The Long Conversation
As arts workers, we may appear to be superheroes, but when the cape comes off, we are only human underneath. Following our calling to make the world better through the performing arts can take its toll, so learning how to sustain ourselves and be resilient is key. In this unique and intimate format, individuals from inside and outside the performing arts interview each other in a relay of one-on-one conversations about personal experiences and approaches to overcoming obstacles and nurturing personal vision and practice.

5 Minutes to Shine: Building Arts Audiences Competition
1:30-2:45 p.m.
An APAPNYC annual favorite, 5 Minutes to Shine (5MTS) showcases the most innovative engagement and audience-building work from the field. Inspired by the Wallace Foundation’s Nine Effective Practices for Building Audiences in the Arts and ongoing APAP/Wallace research on Small and Mid-Sized Presenting Organizations, this session will highlight stories of building and engaging community through the performing arts specifically featuring our “Small and Mighty” presenting organizations.
To learn more, visit 5MTS.apapnyc.org.

MONDAY:

Annual Awards Ceremony and Luncheon
Noon-1:45 p.m.
Sponsored by: IMG Artists
This not-to-miss special event honors achievement, service, excellence and advocacy in the performing arts field.
Tickets are required and must be purchased in advance when you register or at the APAPNYC registration desk at the conference.
Sponsor a table at the luncheon and help support the William Dawson Endowment Fund supporting field-based research and leadership training for performing arts professionals and arts administration students. For more info, visit specialevents.apapnyc.org.

YPCA Showcase and Reception
6-8 p.m.
APAP’s Young Performers Career Advancement program (YPCA) supports classical musicians early in their careers. In 2020, this special performance takes place in Carnegie Hall. Free and open to the public.
Artists: Invoke, Ivalas Quartet, Jiji Kim, Omer Quartet, Hanzhi Wang
For more information, visit ypca.apap365.org. To support YPCA through the Classical Connections Endowment, visit donate.apap365.org.

TUESDAY:

CLOSING PLENARY SESSION
10-11 a.m.
Ben Folds on Art, Life and Music
Regarded as a major music influencer, the multi-platinum-selling singer-songwriter has created an enormous body of genre-bending music that includes pop albums with Ben Folds Five, multiple solo albums and numerous collaborations. Folds has performed with some of the world’s greatest symphony orchestras, and currently serves as the first ever Artistic Advisor to the National Symphony Orchestra at the Kennedy Center. A champion of arts education and music therapy, he is a member of the Artist Committee of Americans For The Arts (AFTA) and the chairman of AFTA’s Arts Action Fund ArtsVote2020 initiative and hosts a podcast on arts policy with 2020 presidential candidates. In this closing plenary conversation, Folds shares messages on risk, resilience and creativity as highlighted in his critically acclaimed memoir and New York Times Best Seller “A Dream About Lightning Bugs”, a collection of essays, anecdotes and lessons about art, life and music.
**ART, ACTIVISM AND SOCIAL RESPONSIBILITY**
- Arts and Climate Change Forum
- Connecting Socially Conscious Artists with Like-Minded Venues and Audiences
- How to Make Your Organization / Venue / Studio / School More Trans-Friendly
- Music is the Bridge: How Art Meets Homelessness in America *as part of Case Studies in Community Engagement
- Positioning the Arts for Community Healing and Social Justice
- Promoting Women in Leadership through Mentorship and Advocacy

**ARTIST DEVELOPMENT AND CREATIVE PRACTICE**
- Artists Affinity Group
- Building the Producer Hub: Evolving Capabilities for Evolving Needs
- Connecting Socially Conscious Artists with Like-Minded Venues and Audiences
- Creative Presenting and Producing: Advancing the Development of New Work
- Fostering Stability and Resiliency in the Performing Arts Professional
- Perceptions of Indigenous Performance—We Have Evolved
- Reality Check: How to Turn Ideas into Touring Performance
- Start-Up Skills for Artists: Are YOU Ready for an Agent?
- Supporting the Artistic Entity: Investing in Infrastructure for Sustainable Growth
- UP NEXT! Artist Pitch Session
- Wavelengths: Global Music Conference at APAP|NYC

**BUSINESS AND INDUSTRY KNOW-HOW**
- Addressing Burnout: Learn to Master Work/Life Balance to Optimize Success
- Agents and Managers Affinity Group
- Consultants and Entrepreneurs Affinity Group
- In Case of Emergency: Building Your All-Hazards Readiness Plan
- New Paradigms for the New Economic Realities in the Arts
- Performing Arts Connect: Student Pre-Professionals Forum
- Start-Up Skills for Artists: Are YOU Ready for an Agent?
- Supporting the Artistic Entity: Investing in Infrastructure for Sustainable Growth
- Taxes and Touring: Updates on the New Tax Laws
- Venue Safety and Security: Ensuring Your Venue Is Resilient and Response-Ready
- Visas: What You Need to Know NOW
- Welcome to the Presenting, Booking and Touring Industry

**EQUITY, INCLUSION AND ACCESS**
- 35-and-Under Affinity Group
- Advancing Indigenous Performance
- Arts Consulting Group Innovation Session: Tips for Job Seekers and Employers: Advancing Inclusion, Diversity, Equity, Access and Success
- Equity in Classical Music
- Fake Culture Harms Culture
- Growing Your Equity Quotient: Evolving the Conversation about Race and Equity in the Arts
- How Artists and Presenters Do Anti-Oppression Work
- Intersectionality, Inclusion, and Access: Community Engagement Strategies for Normalizing Otherness
- Moving Beyond Access: Inclusivity and Disability in the Performing Arts
- Native 101: Navigating the World of Presenting Indigenous Artists
- People of Color Affinity Group
- Perceptions of Indigenous Performance—We Have Evolved
- Positioning the Arts for Community Healing and Social Justice
- Presenting Latinx Artists in North America: Strategies, Opportunities and Practice
- Producing and Presenting Arab Artists Forum
- Programming Dream Teams: Building Co-Presenting Partnerships to Expand Audience Reach
- Promoting Women in Leadership through Mentorship and Advocacy
- Transgender Arts Professionals Affinity Group
- Women’s Leadership Forum: Positioning Power

**ENGAGING AUDIENCES AND COMMUNITIES**
- 5 Minutes to Shine: Building Arts Audiences Competition
- Augmenting Our Stories: What Technology Offers to Our Field
- Case Studies in Community Engagement
- Community Engagement: A Peer-to-Peer Exchange
- Community Engagement Professionals Affinity Group
- Connecting Theater and Community: The Practice, Process, and Partnership of “Native Nation”
- Engaging Donors of Color in Arts Philanthropy
- FREE the Festival: A Blueprint for Community Building and Inclusion
- From Classroom to Concert Hall: Best Practices for Engagement on Campus
- Intersectionality, Inclusion, and Access: Community Engagement Strategies For Normalizing Otherness
- Moving Beyond Access: Inclusivity and Disability in the Performing Arts
- Presenting School Programs and Family Series
- Residency Design from the Ground Up

Program tracks offer a focused professional development experience. Follow one track or mix and match. For the most updated session information, visit [schedule.apapnyc.org](http://schedule.apapnyc.org).
Go mobile at APAP|NYC 2020!
ARRIVING NOVEMBER.
Build your schedule on the mobile app.

INTERNATIONAL PROGRAMMING AND EXCHANGE
- Case Studies in Strategic Cultural Exchange
- Crossing the Border: Lessons from Canada
- Global Priorities: Funders, Presenters, Artists and International Cultural Exchange
- International Presenters Affinity Group
- Presenting Latinx Artists in North America: Strategies, Opportunities and Practice
- Producing and Presenting Arab Artists Forum
- South American Touring Forum
- Visas: What You Need to Know NOW
- Wavelengths: Global Music Conference at APAP|NYC

PROGRAMMING AND CURATION
- Broadway Forum
- Broadway Town Hall: Presenting Broadway in Small Markets
- Circus Forum
- Classical Music Forum
- Crossing the Border: Lessons from Canada
- Dance Forum
- Dance Presenting and Representation: What Works?
- Equity in Classical Music
- Festival Presenters Affinity Group
- FREE the Festival: A Blueprint for Community-Building and Inclusion
- Jazz Road Forum
- Municipal Presenters Affinity Group
- Presenting Latinx Artists in North America: Strategies, Opportunities and Practice
- Presenting School Programs and Family Series
- Programming Dream Teams: Building Co-Presenting Partnerships to Expand Audience Reach
- Programming for Your Family Series through a Radical Intersectional Framework
- Presenting School Programs and Family Series
- Programming or Curation: Programmers in Today's Performing Arts Industry
- Small and Mid-Sized Presenting: Scaling Classical Music Programming to Your Needs
- Under the Radar Speed Dating
- University Presenters Affinity Group
- UP NEXT! Artist Pitch Session
- Youth and Family Programming Forum

PRODUCING AND NEW WORK DEVELOPMENT
- Augmenting Our Stories: What Technology Offers to Our Field
- Building the Producer Hub: Evolving Capabilities for Evolving Needs
- Creative Presenting and Producing: Advancing the Development of New Work
- Producers Forum
- Producing and Presenting Arab Artists Forum
- Reality Check: How to Turn Ideas into Touring Performance

VENUE AND OPERATIONS
- How-To Use Acoustics, Design, and Staffing to Increase Community Engagement
- In Case of Emergency: Building Your All-Hazards Readiness Plan
- Moving Beyond Access: Inclusivity and Disability in the Performing Arts
- Venue Safety and Security: Ensuring Your Venue Is Resilient and Response-Ready
- Venues and Operations Affinity Group

MARKETING, FUNDRAISING AND DIGITAL STRATEGIES
- Creating a 5-Star Fundraising Plan
- Creating Compelling Content Online: A Workshop with Capacity Interactive
- Developing New Capacities and Opportunities in Arts Marketing
- Development and Marketing Professionals Affinity Group
- Engaging Donors of Color in Arts Philanthropy
- InstantEncore Innovation Session: Next-Level Audience Experiences and Mobile Engagement
- Random Acts of Revenue Generation
- Transforming Patrons to Evangelists: A Customer Journey Mapping Workshop
- TRG Innovation Session: Audience Development: How to Effectively Diversify and Grow Your Patron Base

SMALL AND MID-SIZED PRESENTING (SAMP)
- 5 Minutes to Shine: Building Arts Audiences Competition
- Broadway Town Hall: Presenting Broadway in Small Markets
- Creating Compelling Content Online: A Workshop With Capacity Interactive
- Random Acts of Revenue Generation
- Small and Medium-Sized Presenters Affinity Group
- Small and Mid-Sized Presenters: Building a Cohort
- Small and Mid-Sized Presenting: Scaling Classical Music Programming to Your Needs

R&R: RESILIENCY THROUGH SELF-CARE - NEW!
In this new track, the professional becomes personal, as we focus on how to find balance and build resilience. Check back for more on space for meditation and yoga at APAP|NYC and more sessions to be announced soon!
- Addressing Burnout: Learn to Master Work/Life Balance to Optimize Success
- Fostering Stability and Resiliency in the Performing Arts Professional
- Making Space: Work/Life Integration Affinity Group
SCHEDULE-AT-A-GLANCE

SHOWCASES
Don’t miss the 1000+ showcases happening in and around NYC!

Independently produced showcases light up the stages across the city, before, during, and after the conference. The brightest stars and the newest works from around the world are right here at APAP|NYC.

View showcase listings online at attendashowcase.apapnyc.org, in the mobile app as the conference approaches, and in the printed guide you’ll receive when you arrive!

Interested in producing a showcase? Visit producingashowcase.apapnyc.org or call us at 877.372.3950 for more info.

SHOWCASES: Purchase and publish your showcase listing online at apapnyc.org by noon (EST) on Friday, November 15, to be included in the printed Showcase Listing Guide! Listings purchased and published after this deadline will be included only in the online system and in the mobile app.

Visit apapnyc.org or call 877.372.3950 for more information.
UP NEXT! Artist Pitch Session

Accessible hours = Exhibitors and attendees may hold meetings or browse the EXPO Hall, but it is not required that each booth is staffed for business.
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NETWORKING

The number one reason people attend the conference is for networking, and APAP|NYC has added more opportunities than ever for you to make connections with your colleagues, formally or informally, including:

- Pre-Conference Forums
- Affinity Groups
- Dine-Arounds
- APAP After Hours
- Consortia Meetings
- New Colleagues Orientation and Check-In Meeting
- Opening Reception
- EXPO Hall

CONSORTIA MEETINGS, FORUMS AND AFFINITY GROUPS

Connect and collaborate! Gather with state and regional consortia of presenters and other performing arts forums and affinity groups on topics of interest. For more information and details, visit networking.apapnyc.org.

CONSORTIA
- California Presenters
- Illinois Presenters Network
- NAPAMA Members Meeting
- New England Presenters/Arts Presenters of Northern New England
- Ohio Arts Professionals
- Pennsylvania Presenters
- Rocky Mountain Arts
- Southern Presenters
- Women of Color in the Arts (WOCA)

FORUMS
- Advancing Indigenous Performance Forum – NEW!
- Arts and Climate Change Forum – NEW!
- Broadway Forum
- Circus Forum
- Classical Music Forum
- Dance Forum
- Jazz Road Forum – NEW!
- Producers Forum – NEW!
- Producing and Presenting Arab Artists Forum – NEW!
- South American Touring Forum – NEW!
- Transgender Arts Professionals Forum
- Youth and Family Programming Forum

AFFINITY GROUPS
- 35 and Under Affinity Group – NEW!
- Agents and Managers Affinity Group
- Artists Affinity Group
- Community Engagement Professionals Affinity Group – NEW!
- Consultants and Entrepreneurs Affinity Group
- Development and Marketing Professionals Affinity Group – NEW!
- Festival Presenters Affinity Group
- International Presenters Affinity Group
- Making Space: Work/Life Integration Affinity Group – NEW!
- Municipal Presenters Affinity Group
- People of Color Affinity Group
- Small and Mid-Sized Presenters Affinity Group
- Venues and Operations Affinity Group – NEW!
- University Presenters Affinity Group

AND MORE!

Consultations
Meet with a subject-matter expert for a free one-on-one consultation focused on your questions and needs on topics from marketing and development to grant applications and legal guidance. Available on a first-come, first-served basis. For more information and to sign-up, visit consultations.apapnyc.org.

Info Sessions
Get valuable information from arts service organizations on their programs, including field opportunities and grant support. Learn about eligibility and guidelines, as well as get your specific questions answered.

Scheduled presenters include the National Endowment for the Arts, Mid-Atlantic Arts Foundation, Jacob’s Pillow and Jazz Road.

For more information, search for the session type “information sessions” in the online detailed schedule at schedule.apapnyc.org.

Innovation Sessions
Spend face-time with strategy and technology experts! Not a sales pitch, these sponsored sessions offer you a look into some of the most exciting opportunities to level up your business.

For more information, search for session type “innovation sessions” in the online detailed schedule at schedule.apapnyc.org.
**EXPO HALL**
370+ booths in the APAP|NYC EXPO Hall bring the industry together to book seasons and tours, develop new creative collaborations, and get business done face-to-face. This is the world’s largest marketplace and the center of the APAP|NYC action! For more information, visit [exploretheexpohall.apapnyc.org](http://exploretheexpohall.apapnyc.org).

**To be included in the printed EXPO Hall map, purchase your booth** by November 15, 2019.
*You must be an APAP member and a full conference registrant.*

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**DRIVE YOUR BUSINESS WITH SPONSORSHIP AND ADVERTISING!**
More than 3,600 performing arts professionals—the majority of them decision-makers—from 49 states and 29 countries convene at APAP|NYC. Reach your target audience and maximize your visibility with these branding and marketing vehicles.

For more information or to reserve your sponsorship or advertising opportunity, contact Kristen Cooper at 410.458.9291 or kristen.cooper@todaymediacustom.com.

**SPONSORSHIP OPTIONS:**
Premium tiered-sponsorship packages range from $5K to $30K and up. Here is a sampling of opportunities that could be part of your package:

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<th>Experiential Sponsorships</th>
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<th>Hospitality and Event Sponsorships</th>
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<td>APAP Awards Ceremony - SOLD!</td>
<td>Mobile App Splash Page - SOLD!</td>
<td>Opening Night Reception</td>
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<tr>
<td>Exclusive Registration Sponsorship</td>
<td>Daily Conference Update Email - SOLD!</td>
<td>Happy Hours and Coffee Breaks - limited availability!</td>
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<tr>
<td>Video Wall - limited availability!</td>
<td>Live Streaming</td>
<td>Massage Station - limited availability!</td>
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**On-Site Visibility**
- Lanyard - SOLD!
- Revolving Door Sponsorships
- Networking Lounge - SOLD!

**Programmatic Sponsorships**
- Plenary Sessions - limited availability!
- New Colleagues Programming
- Innovation Sessions - limited availability!

**Hospitality and Event Sponsorships**
- Opening Night Reception
- Happy Hours and Coffee Breaks - limited availability!
- Massage Station - limited availability!

**Take-Home Items**
- Tote Bag - SOLD!
- Programming Calendar - SOLD!
- Volunteer T-shirts

**Digital Sponsorships**
- Mobile App Splash Page - SOLD!
- Daily Conference Update Email - SOLD!
- Live Streaming

**Hospitality and Event Sponsorships**
- Opening Night Reception
- Happy Hours and Coffee Breaks - limited availability!
- Massage Station - limited availability!

**Take-Home Items**
- Tote Bag - SOLD!
- Programming Calendar - SOLD!
- Volunteer T-shirts

Ask about affordable à la carte options, including a Tote Bag Insert ($2000) and Participating Sponsorship ($1500).

**ADVERTISING OPPORTUNITIES:**
A 200+ page, must-keep resource, the APAP|NYC Program and Showcase Listing Guide attendees navigate five days of extraordinary events. Ads are full-color, and space is available on a first come, first served basis.

**Program and Showcase Listing Guide**
- Advertise on APAP’s websites and highly-targeted, bi-weekly e-newsletters with an impactful banner ad. APAP’s website sees a quarter of a million visits annually, and e-newsletters have an open rate of over 30%!

**Digital and Online Opportunities**
- Ask about our conference combo! Package discounts and affordable rates available. For more information, visit [advertising.apapnyc.org](http://advertising.apapnyc.org).

**IMPORTANT DATES AND DEADLINES:**

| Deadline to reserve ad space in Program and Showcase Listing Guide | Thursday, November 14, 2019 |
| Deadline to submit ad materials for Program and Showcase Listing Guide | Thursday, November 21, 2019 |
| Deadline to have exhibitor name appear in printed materials (Booths may continue to be purchased, but name will not appear on printed EXPO Hall Map.) | Friday, November 15, 2019, 5 p.m. (EST) |
| Deadline to submit showcase information for inclusion in printed Showcase Listing Guide (Listings purchased after this date will appear online and in the mobile app, but not in the printed guide.) | Friday, November 15, 2019, noon (EST) |
| Deadline to reserve space for tote bag inserts | Friday, December 13, 2019 |
| Deadline for tote bag inserts to arrive at shipping company | Friday, December 20, 2019 |

For a complete list of conference dates and deadlines, visit [deadlines.apapnyc.org](http://deadlines.apapnyc.org).
2020 EXHIBITORS TO DATE

Acoustic Distinctions, Inc.
Admission Nation LLC
Agence Station BLEUE
Agency for the Performing Arts
“Ah...Liz!” - Dreaming Wonderland
Alcòèia & cie
Alkhefi Artists
Alliance Artist Management
Alma Artist Booking & Management
AMAZ Entertainment
American Music Abroad
American Program Bureau
Ananya Dance Theatre
Anna Maria Mendietta & Tango Del Oeste
ArchArtists
Architects of Air
Arial Artists LLC
Artists & Attractions
ARRAGEOUS
Arts Consulting Group
Arts Insurance Program
Arts Management Associates
Arts Management Group
AudienceView
Awesome Company, The B Natural, Inc.
Backer Entertainment
Bailiwick Booking Agency
Ballet West
Baylin Artists Management
Beath Entertainment, LLC
Belsher Arts Management
Bernard Schmidt Productions, Inc.
Bernstein Artists, Inc.
BensenArts LLC
BIETTE DAVIS AINT FOR SISSIES
BiCoastal Productions
Blue Raven Entertainment
Boat Rocker Entertainment
BodyVox
Bond Theatrical Group
Booking Group, The B2Smart
Brad Simon Organization, Inc.
Bradley Fields Productions
Brooklyn Booking Office NYC
Brokan Box Mime Theater
Buckets N Boards: Comedy Percussion Show
C Squared Entertainment
Cadence Arts Network, Inc.
Cadenza Artists
California Artists Management
CAMI Music
Canada Council for the Arts
Canadian Arts Presenting Association (CAPA)
Capitol International Productions, Inc.
Cathy Pruzan Artist Representative
Celtic Magic
Center Stage Artists
Ceylon Artist Management
Chaplin Entertainment Inc.
Charles R Rothschild Productions Inc.
China Performing Arts Agency
Choice Entertainment Technologies
Chongqing Performance Co., Ltd.
CINARS
Cinetic
Cirque du Soleil Entertainment Group
Cirque Factory / Live365 Entertainment
Class Act Performing Artists & Speakers, Inc.
Close to You: The Music of the Carpenters
Cilturum
The CMI Entertainment, Inc.
Cocktail Hour: the Show by Ballets with a Twist
Colbert Artists Management
Columbia Artists
Concert Artists Guild
Concerted Efforts, LLC
Conway Entertainment Group, LLC
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EXPO HALL COFFEE BREAK!

EXPO HALL COFFEE BREAK! Enjoy complimentary coffee and tea in the EXPO Hall starting at 8:30 a.m. on Monday, January 13, while supplies last.

*Exhibitors as of 10/07/2019
APAP|NYC is part of “JanArtsNYC,” a collaboration that celebrates the unmatched convergence of performing arts professionals, audiences and events in New York City.

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How to Register:

1. Join APAP or renew your membership at apap365.org. Not sure if you’re a member? Call APAP at 202.833.2787.

2. Register to attend at apapnyc.org. Deadline for the regular registration rate is January 3, 2020, 5 p.m. (EST).

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Whether you are a first-time attendee or a long-time APAP member, here are some timeless tips on how to get ready for the conference:

- Download the APAP|NYC mobile app (arriving November).
- View the Schedule-at-a-Glance and the detailed program schedule online at schedule.apapnyc.org.
- Explore the EXPO Hall online at exploetheexphall.apapnyc.org. Make appointments in advance to meet with colleagues and be open to meeting new ones onsite.
- Browse the showcase listings online at attendashowcase.apapnyc.org, in the mobile app or in the Showcase Listing Guide. Start planning your showcase schedule and RSVPing (as needed) to showcases that interest you.
- Review the conference attendee list online via “MyAPAPConference” at apapnyc.org and in the mobile app. To reach your target audience, use segmented lists and tutorials.
- Watch replays of our first-timer webinars at firsttimeattendees.apapnyc.org.
- Learn more about NYC and how to get around at nycgo.com.
- Read the conference issue of Inside Arts (arriving December).

New Colleagues!

APAP welcomes hundreds of first-time attendees to the conference every year. And the fun starts at the New Colleagues Orientation and continues at the Check-In Meeting. Meet your mentor, network with fellow new colleagues and learn how to navigate the conference.

All Are Welcome!

New Colleagues Orientation
Friday, January 10 • 3-4:30 p.m.

New Colleagues Check-In Meeting
Sunday, January 12 • 8-9 a.m.

For more information, contact us at 877.372.3950 or info@apap365.org.
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Join us for APAP|NYC 2020 this January in New York City.
And save the date for APAP|NYC 2021 from January 8-12!