How to APAP: Showcasing at APAP | NYC 2020
Tuesday, September 17th
Introduction and Welcome

• Moderator: Judy Moore, Conference Manager

• Members of the APAP team:
  • Niiyo Narnor-Madison, Conference and Meetings Director
  • Jenny Thomas, Director of Marketing and Communications
Agenda

• Conference Overview
• Showcasing Information
• Stories from the Source
• Q & A
• Post-Conference Follow-Up
“The Three Pillars” of APAP|NYC

• Professional Development

• The EXPO Hall

• Showcases
Special Guests: Our expert panelists

Kristen Ernst
Booking Manager, UIA Presents

Monique Martin
Director of Programming, Harlem Stage

Paul Rajeckas
Educator and Artist, Notes to the Motherland

Erin Shields
Artist, Showstopper NYC

Jeff Vee
Owner, Rockhouse Productions
About Showcasing

• Present a high degree of artistic integrity.
• Research the kinds of presenters who may be interested.
• Determine the type of venue and equipment you need.
• Follow up with presenters that attend your showcase.
• Provide audience with program notes and contact info.
• Budget and plan to cover your expenses.
Showcasing Options

• Showcase at the Hilton
  • Book a time slot with an experienced showcase producer.

• Showcase outside the Hilton
  • View our list of possible showcase venues and locations online.

• VIP Hospitality Suite Sponsorships
  • There is space on the 4th floor for your exclusive use.
Production Costs

• Space rental, crew and production costs
• Travel expenses
• Rehearsal, salaries and space
• Freight for costumes, props, sets, etc.
• Promotional materials
• Lead follow-up costs
• Use our “Complete Guide to Independent Showcasing at APAP|NYC”
Altai Kai at the Rubin Museum
Promoting Your Showcase

- Purchase your showcase listing(s).
- Use segmented attendee lists and do your research.
- “Getting Past the In-Box” webinars: Personalized emails are most effective.
- Promote your booth location.
- Advertise in *Inside Arts* magazine, online on the APAP website, in eNews, and in the Program and Showcase Listing Guide.
- Become a sponsor.
Camille A. Brown and Dancers
What is a Showcase Listing?

• Showcase listings are $75 per unique title.
• You MUST be a member of APAP and a full registrant for the conference to purchase a showcase listing.
• Purchase your showcase listing(s) on apapnyc.org.
• Visit the Showcase Help Center for step-by-step instructions, including a video tutorial.
Deadline for inclusion in the APAP|NYC showcase listing guide is

Friday, November 15, 2019 at noon/12 p.m. EST

After this date any showcase listings purchased will still appear in the mobile app and in the online showcase system at apapnyc.org
Getting Noticed

• **Sponsorship**
  - Tote Bag Insert – reservation deadline Dec. 13
  - Participating sponsorship
  - Booth enhancements
  - Tiered sponsorship opportunities

• **Advertising**
  - Print
    - Inside Arts Magazine – reservation deadline Oct. 1
    - Program and Showcase Listing Guide – reservation deadline Nov. 14
  - Digital - Conference eNews and APAP website
Special Guests: Stories from the Source

Kristen Ernst
Booking Manager, UIA Presents

Monique Martin
Director of Programming, Harlem Stage

Paul Rajeckas
Educator and Artist, Notes to the Motherland

Erin Shields
Artist, Showstopper NYC

Jeff Vee
Owner, Rockhouse Productions
Mobile App

APAP|NYC 2020 mobile app (arriving fall)

- Detailed schedule of conference events and showcases
- Exhibitor information and hall maps
- Schedule builder
- Important alerts and updates
Lead Retrieval/American Trade Show

• Scan a badge, get contact info instantly.

• Receive data in a spreadsheet.

• New lead retrieval options this year.

• Rent a device through the GES Exhibitor Kit.
Q & A: Ask the Experts

Kristen Ernst
Booking Manager, UIA Presents

Monique Martin
Director of Programming, Harlem Stage

Paul Rajeckas
Educator and Artist, Notes to the Motherland

Erin Shields
Artist, Showstopper NYC

Jeff Vee
Owner, Rockhouse Productions
After the Conference

• Follow Up on your Leads!
  • If you use a lead retrieval device, download your showcase attendee information right away.
Get Social!

• Facebook.com/APAPNYC

• Tweet with us @APAP365 and #APAPNYC

• Instagram/APAP365
Upcoming “How to APAP”/First-Timer Webinar

- Getting the most out of your year-round APAP membership
  Thursday, Sept. 19, 3 p.m. (EDT)

- Listen to the previous first-timer webinars at
  firsttimeattendees.apapnyc.org
Thank you for attending!