

western arts alliance

Independent Showcasing FAQs

First Things First

All showcasing artists must be represented by a WAA member in good standing who attends, and exhibits, at the conference. Self-represented artists must themselves become members of WAA and exhibit at the conference.

Before deciding to showcase at WAA, we encourage you to please consider the significant investment showcasing requires, both in terms of dollars and time. In addition to membership and conference registration fees, there are also costs associated with promoting your showcase. Marketing, advertising and being listed in the official showcase guide all cost money beyond what you pay for the showcase slot. And of course, promoting your showcase takes time and effort. While WAA cannot not endorse any independent showcase, we do offer tools (showcase listings, advertising opportunities, segmented membership lists, and sponsorship) to help *you* promote your show and reach your target clients.

And now the FAQs!

How do I get a showcase slot in the host hotel?

There are independent showcase producers or “room coordinators” who regularly run showcase rooms at WAA. Contact information for these individuals is usually posted in the conference/showcase section of our website by late February. Please reach out directly for information on availability, pricing, and what will be offered in each room. *Generally*, showcase slots are sold first-come-first-served.

How much does a showcase slot in the hotel cost?

This varies widely depending on what is being provided in the room. Some coordinators' showcase rooms are fully produced including full backline, sound, theatrical lighting, and run crew. Other rooms are more modest offering the most basic stage lighting and sound reinforcement. Still others offer simply a stage. In the past, the fee has ranged from \$400-\$1,500 for a 15-minute slot. We encourage you to reach out to this year's room coordinators to collect current quotes.

How long are showcase performances?

This is really up to the showcase organizer, but presenters prefer and expect 15-minute showcases.

Are warm-up and greenrooms provided when showcasing in the hotel?

Yes, though greenrooms are sometimes shared between two performances spaces. We do ask that showcasing artists refrain from practicing or warming up in the common areas of the hotel or in WAA's general conference meeting areas. Your showcase organizer will advise you of rehearsal and appropriate warm-up times.

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Can I showcase off-site?

You sure can! WAA members often produce independent showcases in venues near the hotel. Please note that to be listed in WAA's official showcase guide, even off-site showcases need to take place during designated showcase hours.

What's the best day to showcase?

Opinions vary on this, but in our experience, hotel showcasing is best attended on the first and second days of the conference. Some do prefer showcasing on the third and final showcase night.

Any suggestions for increasing exposure at the conference?

If your budget allows you to sponsor at the conference, this is a great way to lift your profile and build name recognition among WAA attendees. Sponsorship opportunities start at \$500 and benefits at this level include logo exposure at the conference, public thanks, and invitation to WAA's pre-conference VIP President's Reception (networking!). Head over to our conference/sponsorship page on the website for more information.

What else should I know?

Obviously, you should feel secure in the artistic merit of your act/performance. Also, it is advantageous if presenters are already familiar with your work and have expressed interested in seeing it live.