



Independent Showcasing Information

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

Before deciding to showcase independently, we encourage artists 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 a showcase. Marketing, advertising, and purchasing a showcase listing all cost money beyond the cost of the showcase itself. And of course, promoting showcases takes time and effort.

Artists should feel secure in the quality and merit of their work before deciding to showcase. It is also beneficial if presenters are already familiar with the artist and have expressed interest in seeing their work live.

Artist FAQs

I'd like to showcase in the hotel. How do I get a slot?

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 the end of March. Please reach out to them directly for information on availability, pricing, and more information about what will be offered in each room. Generally, these 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 and include access to full backline, a professional sound engineer, theatrical lighting, and a run crew. Other rooms are more modest offering the most basic stage lighting and sound reinforcement. Still others simply offer a stage. *In the past*, the fee has widely ranged from \$500-\$1,500 for a 15-minute slot. We encourage you to reach out to this year's room coordinators to compare pricing, availability, and information on what will be offered their rooms.

How long are showcase performances?

This is 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 different showcase performance spaces. We ask that showcasing artists refrain from practicing or warming up in the common areas of the hotel or in WAA's general conference areas. Your showcase room organizer will advise you of the appropriate space and rehearsal and warm-up times.

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. However, some prefer showcasing on the third and final showcase night, using the preceding days to 'talk up' the showcase and generate buzz.

How do I get presenters to attend my showcase?

Invite them! Registered conference attendees will have access to a pre-conference attendee list. You can sort this information to create a list of just the *presenters*. Then, do your own research to determine who on that list might be interested in seeing your work based on their demonstrated programming interests. Thoughtful, targeted email invitations are always more effective than mass emails, which violate our industry's widely-adopted code of conduct.

Can I create my own signs and promotional materials to display at the conference?

The only acceptable place to display signage or promotional materials is in an exhibit space. Therefore, artists *should not* manufacture or bring showcase signage/banners/posters if they (or their agent) will not have an exhibit space in which to place it. WAA has strict rules against promotional materials being displayed in conference meeting space and in common areas of the hotel, and when discovered by conference or hotel staff, these materials are disposed of. Outside of having an exhibit space, the appropriate way to get word out about your showcase is by sending targeted email invitations, purchasing a Showcase Listing, and handing out information directly to someone who has requested it or expressed interest.

Any suggestions for increased 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. Explore our sponsorship page on the website for more information. Depending on the year, WAA also offers various advertising opportunities which can also be found on our website.