



Media Advisory

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Photos and Advance Interviews Available
**Media Registration Open for
The Association of Performing Arts Professionals'
63rd Annual Global Gathering of the Performing Arts Industry at
APAP|NYC 2020, January 10-14**

**Multi-Platinum Selling Singer-Songwriter and Arts Education Champion
Ben Folds Announced as Closing Plenary Speaker**

APAP|NYC is the world's premiere gathering of the performing arts presenting and touring industry and the annual members conference of APAP, the Association of Performing Arts Professionals. For details, visit apapnyc.org.

WHEN: January 10-14, 2020
Pre-Conference takes place January 9-10, 2020
MEDIA CREDENTIAL [REGISTRATION](#) IS NOW OPEN

WHAT: Every January, APAP|NYC is where performing arts professionals gather to explore and present the best and newest of dance, music, theater---all disciplines and genres---at APAP's annual membership conference and pre-conference. APAP|NYC features more than 1000 world-class artist showcases held around the city; an EXPO Hall boasting nearly 400 booths, the world's largest performing arts marketplace; dozens of professional development sessions, keynote speakers including well-known and cutting-edge artists and arts leaders; and pre-conference intensives and forums, many of which are free and open to the public. More information on APAP|NYC pre-conference programming and conference events can be found [here](#).

APAP|NYC 2020 is excited to announce multi-platinum-selling singer-songwriter Ben Folds as our closing plenary speaker. In addition to his enormous body of genre-building music with Ben Folds Five, multiple solo albums and numerous collaborative records, he also serves as the first Artistic Advisor to the National Symphony Orchestra at the Kennedy Center. Mr. Folds is also a highly recognized champion for arts education and music therapy funding in our nation's public schools. He currently serves as the Chairman of the Americans for the Arts' Arts Action Fund's ArtsVote2020 national initiative to advocate for a greater commitment to the nation's creative economy through improved public policies for the arts and arts education. You can also hear him as host of a podcast series of interviews on arts policies with current 2020 presidential candidates.

In addition to solo rock and orchestral touring, Mr. Folds has recently written his critically acclaimed memoir, "A Dream About Lightning Bugs," which debuted as a *New York Times* Best Seller. At the APAP|NYC conference, he will share a message on risk, resilience and creativity based on his book, a collection of essays, anecdotes and lessons about art, life and music.

The closing plenary takes place Tuesday, January 14 at 10 a.m. at the New York Hilton Midtown.

See more about the conference at apapnyc.org. Follow APAP on Twitter and Instagram at @APAP365 and using the hashtag #APAPNYC, as well as on Facebook at facebook.com/APAPNYC. APAP membership information can be found at APAP365.org. APAP|NYC is also an integral part of JanArtsNYC, the most comprehensive annual celebration of the performing arts around the globe and annual convergence of 13 major performing arts industry forums and public festivals.

WHERE: New York City at the New York Hilton Midtown and Sheraton New York Times Square. Showcases take place at venues around the city. The media desk is at the Hilton, on the 2nd floor promenade.

WHY: The Association of Performing Arts Professionals (APAP) is the national service, advocacy and membership organization dedicated to developing and supporting a robust performing arts presenting field and the professionals who work within it. More than 1,600 APAP members represent leading performing arts centers, municipal and university performing arts facilities, culturally specific organizations, foreign governments, artist

agencies, managers, touring companies, consultants and self-represented artists.

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