

APAP | NYC

JANUARY 10-14

2020

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





Lula Washington Dance Theatre

“The Three Pillars” of APAP | NYC

- Professional Development
- The EXPO Hall
- Showcases





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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



Aching day

Cold earth

Anais, A Dance Opera

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.





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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.





Cirque Alfonse

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.





Os Clavelitos

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





Black Grace Dance Company

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





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Special Guests: Stories from the Source



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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.



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Kuan-Hsiang Liu

Q & A: Ask the Experts



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After the Conference

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





Debashish Bhattacharya

Get Social!

- [Facebook.com/APAPNYC](https://www.facebook.com/APAPNYC)
- Tweet with us [@APAP365](https://twitter.com/APAP365) and [#APAPNYC](https://twitter.com/APAPNYC)
- [Instagram/APAP365](https://www.instagram.com/APAP365)





PUSH Physical Theatre

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!

