

COMMUNITY

COMMERCE

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DISCOVERY

GLOBAL PERFORMING ARTS CONFERENCE



Pearlyn Lii showcase  
at New York Live Arts

# APAP | IN NYC

JANUARY 12-16, 2024



## ADVANCE PROGRAM

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# Welcome from the APAP President and CEO



## Welcome from the Conference Co-Chairs

We're thrilled to invite you to New York for the most consequential gathering of arts professionals in the industry—whether it's your first time or your twenty-first!

At APAPINYC 2024, you'll have the opportunity to connect with artists, agents, managers, producers, presenters, fundraising and marketing experts, community builders, service agencies, and more as you conduct your work—your way. In fact, there are as many ways to APAP as there are people in the field. Each attendee's schedule is a unique mix of meetings, professional development, showcases, and connecting with colleagues. Attendees represent a wide number of countries, backgrounds, ages, disciplines and everything in between.

We continue to strive towards an accessible and inclusive APAP experience. This year, we have lower registration rates, more points of entry, and new opportunities for discovery and networking all year long. A new \$225 artist registration rate, discovery roundtables, ASL interpretation, closed captioning, reserved wheelchair areas in sessions, gender-inclusive bathrooms, quiet rooms and wellness spaces are just a few examples.

Commerce and community remain at the heart of the conference, with more connective possibilities to support your creativity and productivity. We gather together as a field to inspire each other with our unique and ambitious goals. That inspiration can happen by experiencing incredible artists and performances, conversing with visionary thinkers, learning from professional experts, and building a network of collaborators.

The most important thing to know is that APAP will be better if YOU are in the room, at the table, and sharing your experiences. APAPINYC is better with YOU.

Come join us—we can't wait to welcome you in person!

Sincerely,

APAPINYC 2024 Co-Chairs Andrea Cuevas, Christopher K. Morgan, Sarah Saltwick, Diana Tan, Todd Wetzel

# Schedule-At-A-Glance

All times in Eastern Standard Time (EST).

## Thursday, January 11

*\*Showcases on and offsite all day and all night*

9:00 a.m. - 5:00 p.m.	Emerging Leadership Institute (ELI) New Cohort Meeting
3:00 - 6:00 p.m.	Registration/badge pick-up open
5:30 - 7:00 p.m.	APAP Leadership Program Alumni Gatherings and Special Interest Meetings

## Friday, January 12

*\*Showcases on and offsite all day and all night*

8:00 a.m. - 6:30 p.m.	Registration/badge pick-up open
9:00 a.m. - 6:00 p.m.	EXPO Commons load-in
9:00 - 11:00 a.m.	Networking Forums and Affinity Groups
11:00 a.m. - 12:30 p.m.	Affinity Groups
12:30 - 1:30 p.m.	Lunch/Make your own meeting
1:30 - 2:45 p.m.	APAPINYC 2024 Orientation
3:00 - 4:30 p.m.	UP NEXT! Artist Pitch Session
3:00 - 4:30 p.m.	Networking Forums and Affinity Groups
5:00 - 6:30 p.m.	OPENING PLENARY SESSION
6:30 - 7:30 p.m.	Opening Night Reception

## Saturday, January 13

*\*Showcases on and offsite all day and all night*

8:00 a.m. - 6:00 p.m.	Registration/badge pick-up open
8:00 - 9:00 a.m.	Networking and Consortia Meetings
9:00 a.m. - 12:00 p.m.	EXPO Commons load-in
9:15 - 10:30 a.m.	Learning Sessions/Findings from the Field
11:00 a.m. - 12:15 p.m.	PLENARY SESSION
12:15 - 1:30 p.m.	Lunch/Make your own meeting
1:30 - 6:30 p.m.	EXPO Commons open
2:00 - 3:00 p.m.	Info Sessions
2:30 - 4:00 p.m.	Networking/Learning Sessions
4:00 - 5:30 p.m.	Info Sessions and Affinity Groups
5:30 - 7:00 p.m.	Affinity Groups and Networking



Khadija El Warzazias Bnat el Houariyat

# Schedule-At-A-Glance

## Sunday, January 14

*\*Showcases on and offsite all day and all night*

8:00 a.m. - 6:00 p.m.	Registration/badge pick-up open
8:00 - 9:00 a.m.	Networking and Consortia Meetings
<b>8:00 - 9:00 a.m.</b>	<b>EXPO Commons open</b>
8:00 - 9:00 a.m.	Info Sessions
<b>9:00 - 10:50 a.m.</b>	<b>Learning Sessions</b>
<b>11:00 a.m. - 12:15 p.m.</b>	<b>PLENARY SESSION: Annual Member Meeting and Town Hall</b>
12:15 - 1:30 p.m.	Lunch/Make your own meeting
<b>1:30 - 6:30 p.m.</b>	<b>EXPO Commons open</b>
<b>1:30 - 2:30 p.m.</b>	<b>Works-In-Progress Pitch Session</b>
<b>2:30 - 4:00 p.m.</b>	<b>Networking/Learning Sessions</b>
<b>3:30 - 4:30 p.m.</b>	<b>Discovery Roundtables: Just SEW (Socially Engaged Work)</b>
4:00 - 5:00 p.m.	Info Sessions
5:00 - 6:00 p.m.	Affinity Groups and Networking

## Monday, January 15

*\*Showcases on and offsite all day and all night*

8:00 a.m. - 6:00 p.m.	Registration/badge pick-up open
<b>8:00 - 9:15 a.m.</b>	<b>EXPO Commons open</b>
8:00 - 9:30 a.m.	Networking and Consortia Meetings
<b>9:30 - 11:00 a.m.</b>	<b>THE APAP HONORS AWARDS BREAKFAST</b>
<b>11:30 a.m. - 1:00 p.m.</b>	<b>MLK Day "Mentor for a Moment" Service Project</b>
<b>11:30 - 12:30 p.m.</b>	<b>EXPO Commons open</b>
12:30 - 1:30 p.m.	Lunch/Make your own meeting
<b>1:30 - 6:00 p.m.</b>	<b>EXPO Commons open</b>
<b>2:30 - 4:00 p.m.</b>	<b>Networking and Learning Sessions</b>
<b>7:00 - 9:00 p.m.</b>	<b>YPCA Showcase and Reception</b>

## Tuesday, January 16

8:30 - 10:00 a.m.	Farewell Meet & Greet
10:00 - 11:00 a.m.	<b>CLOSING PLENARY SESSION</b>

## SHOWCASES

Don't miss 1000+ showcases happening in and around NYC!

Independently produced showcases light up the stages across the city, before, during, and after the conference. The brightest stars and the newest works from around the world are right here at APAPINYC. Learn more about how to showcase and how to attend showcases here.

[LEARN MORE](#)

APAP|NYC

Note To A Friend at Japan Society

# Program Highlights **APAP|NYC**

## FRIDAY

Find your people, connect with colleagues, get inspired, and celebrate!

### Forums and Affinity Groups:

Find your people and join discussions on topics of common interest. Affinity Groups are meant only for people who identify with the group.

#### 9-10:30 a.m.

- Classical Music Forum
- Step Right Up Circus Forum, hosted by the American Circus Alliance

#### 9-11 a.m.

- Dance/USA Dance Forum
- Youth and Family Forum

#### 11 a.m. - 12:30 p.m.

- Agents and Managers Affinity Group
- Artists Affinity Group
- College and University Presenters Affinity Group
- Independent Venues/Venue-less Presenters Affinity Group
- Municipal Presenters Affinity Group
- Outdoor and Festivals Presenters Affinity Group

#### Noon-1:30 p.m.

- Women of Color in the Arts (WOCA) Meeting
- LGBTQIA+ Professionals Affinity Group

#### 3:00-4:30 p.m.

- Community Engagement Professionals Affinity Group
- Development Affinity Group, Part I
- Marketing and Communications Affinity Group
- Venues and Operations Affinity Group

### UP NEXT! Artist Pitch Session

#### 3-4:30 p.m.

Discover 18 exciting new works under development or ready to tour. Admission limited to registered APAPINYC conference attendees! Artists curated by APAP will include:

**Collage Dance Collective**  
Their Eyes Were Watching God

**Nadhi Thekkek**  
Rogue Gestures/Foreign Bodies

**Leela Dance Collective**  
Encounters With Beauty

**eVenti Verticali**  
SPHERE

**Alejandro Brittes**  
Tour of "(L)Este"

**Polyglot Theatre**  
Pram People

**David Dorfman Dance**  
TRUCE

**Marisol Encinias**  
MESTIZX

**American Patchwork Quartet**  
Debut Album Touring

**Lorelei Ensemble**  
love fail

**Dara Starr Tucker**  
The Breakdown with Dara Starr Tucker

**Dan Froot**  
Arms Around America

**Dominic Moore-Dunson**  
Aftermath

**Cahoots NI**  
The Vanishing Elephant

**Jamal "Litebulb" Oliver**  
New Ghost

**Stephanie Chou**  
Comfort Girl

**Squonk**  
Brouhaha

**Quarteto Nuevo**  
Quarteto Nuevo's C.R.E.E.D. Project

To attend, you must pick up your badge prior to the session.

### Don't Miss Orientation!

Learn to navigate the conference and make some new friends.

1:30-2:45 p.m.



### OPENING PLENARY SESSION

5-6:30 p.m.

The official kick-off to APAPINYC, the opening plenary promises to inspire and invigorate. Join us for this warm welcome from APAP President and CEO Lisa Richards Toney, the APAPINYC 2024 Conference Co-Chairs and an array of special guests.

### Opening Night Reception

6:30-8 p.m.

Welcome to APAPINYC 2024! Reunite with friends and colleagues and meet new ones, from near and far, as we toast the coming year and affirm the power of the performing arts.



### Experience Showcases!

Happening all day and all night, every day. Check our online platform, Swapcard, in November, for Showcase Listings.

# Program Highlights **APAP|NYC**

## **SATURDAY**

Come together to learn, gather information, hear industry updates, network, and make things happen!

### **Forums and Affinity Groups:**

**9-9:50 a.m.**

- Development Professionals Affinity Group, Part II

**4-5:30 p.m.**

- Asian Arts Professionals Affinity Group
- Black Arts Professionals Affinity Group
- LatinX Arts Professionals Affinity Group
- Native and Indigenous Arts Professionals Affinity Group

**5:30-7 p.m.**

- 35 and Under Arts Professionals Affinity Group



### **SATURDAY PLENARY SESSION**

**11 a.m.-12:15 p.m.**

#### **Surviving and Thriving as a Field in Politically Fractious Times**

Living in these fractious times, how do we ensure the work of our industry and the work we're called to program, perform, and support? How do we stand true and advocate for values we believe in and champion, while making our case to our patrons, funders, politicians and others with agendas of their own? We've been here before, but this time, it feels different, and colleagues are taking new approaches to weather and navigate the current challenges. Learn what's on the horizon, how little "a" and big "A" advocacy are more important than ever.

### **The EXPO Commons opens!**

**1:30-6:30 p.m.**

Get down to business and open to discovery at our 300+ booth EXPO—the largest exhibit of the performing arts booking and touring industry.



### **Learning and Networking Sessions Start Today!**

Catch them all day long. View details in Swapcard, beginning in mid-November.

# Program Highlights **APAP|NYC**

## SUNDAY

Strengthen and bond, discover new people and projects, all while taking care of business—and yourself!

### Learning and Networking Sessions Continue Today!

The action starts at 8 a.m. View Swapcard, beginning in mid-November for details.

#### SUNDAY PLENARY SESSION

11 a.m.-12:15 p.m.

##### Annual Member Meeting/Town Hall

Come to hear about the state of the Association, including the results of the vote for the new board slate, and then stay for a lively discussion and community building event.



#### NEW! Discovery: Artists, Partners, and Projects

Two new opportunities to discover new partners and projects in process

##### Works-In-Progress Pitch Session

1:30-2:30 p.m.

A pitch session featuring artists' projects not yet ready to tour. Explore and initiate partnerships to develop new work!

Artists and agents—apply by November 17, 2023:

<https://bit.ly/APAPNYC2024WorksInProgress>

##### Discovery Roundtables: Just SEW (Socially Engaged Work)

3:30-4:30 p.m.

An opportunity for artists and presenters making or supporting work rooted in community, activism and/or social practice to connect and collaborate.

RSVP by December 4, 2023

<https://bit.ly/APAPNYC2024DiscoveryRoundtables>



#### EXPO Commons Open Today

from 8-9 a.m. and 1:30-6:30 p.m.!



#### Forums and Affinity Groups:

5-6 p.m.

- Small and Midsized Presenters (SAMP) Affinity Group

# Program Highlights **APAP|NYC**

## MONDAY

Celebrate service, the power of mentoring, and the next generation of artists.



### The APAP Honors Awards Breakfast

9:30-11 a.m.

The APAP Honors special event returns live to New York City in 2024 at a different time of day. Colleagues from across the performing arts will celebrate those who have made an impact on the field and those who are shaping the future.

Join us as we present APAP awards, including the inaugural Arts Champion Award and Spark of Change Award!

### MLK Day “Mentor for a Moment” Service Project

11:30 a.m.-1 p.m.

MLK Day of Service Project brings together students and early-career performing arts professionals along with seasoned APAP members in an enriching exchange of insights and knowledge. To mentor, sign up here by December 4, 2023:

<https://bit.ly/APAPNYC2024MLKServiceProject>

[SIGN UP TO MENTOR](#)

### Mentor Exchange Live

2:30-4 p.m.

APAP’s Mentor Exchange features informal yet lightly structured conversations with field leaders and alumni from APAP’s Board of Directors, Leadership Fellows Program, Emerging Leaders Institute and Artist Institute about leadership, personal career learning, field insights, and leadership challenges.

APAP’s Mentor Exchange Program is a project of the Halsey North Mentoring Initiative, funded in part by generous APAP Board Alumni.



### EXPO Commons Open Today

from 8-9:15 a.m., 11:30 a.m.-12:30 p.m.  
and 1:30-6 p.m

### YPCA Showcase and Reception

7-9 p.m.

APAP’s Young Performers Career Advancement program (YPCA) supports classical musicians early in their careers. In 2024, this special performance takes place in Carnegie Hall. Free and open to the public.

Artists: The Dior Quartet; Amir Farsi, flute; Njioma Grevious, violin; Maxim Lando, piano; Joseph Parrish, voice; Clayton Stephenson, piano

For more info and to RSVP, visit <https://bit.ly/APAPNYC2024YPCA>.

To support YPCA visit

<https://bit.ly/DonateAPAPClassicalConnections>.

[RSVP TO YPCA](#)



## TUESDAY

Cap off your conference with lasting inspiration.

### CLOSING PLENARY

10-11 a.m.

Join your colleagues and the APAP Team as we end on a high note!



**Farewell Meet & Greet  
breakfast begins at 8:30 a.m.!**

# Sessions and Opportunities

## LEARNING AND INFORMATIONAL SESSIONS

Get practical strategies and resources for navigating the now and understanding how to adapt to an ever-evolving and unknown future. Session themes will include:

- The Future of Labor—Trends, Issues and What's on the Horizon
- Information Briefings: Ticketing legislation, Visas, Taxes, and Issues for 2024
- Arts Compensation—New Data and Applications
- Are the Arts Essential? Making the New Case in Current Times
- The Future and Impact of AI: For Creatives, for Business, For Our Industry
- New Data on Audience Participation: We May Be Missing
- Redefining Community Engagement and Why It's Critical
- Sustainable and Thriving Organizations—Lessons from Creatives
- Re-imagining Relationships: New Models in Artist/Presenter/Producer Partnerships



- The New Realities for Block Booking—What's In, What's Out, What's Necessary
- Curatorial Practice: How to Balance Innovation, Budgets, and Programming in Politically Charged Environments
- Making Big Asks of Donors and Audiences - New Strategies and Innovations

**Explore these and more sessions on Swapcard, beginning mid-November.**

## OPPORTUNITIES

Engage with your colleagues and share your ideas, experience, and perspective through these special opportunities:

### ■ 5 Minutes to Shine

Tell your story of innovation and present it to a live audience at APAPINYC. (No sales pitches, please.) Apply here by November 15, 2023: <https://bit.ly/APAPNYC20245MTS>

### ■ Works-In-Progress Pitch Session

Explore and initiate partnerships to develop new work! Artists and agents—apply by November 17, 2023: <https://bit.ly/APAPNYC2024WorksInProgress>

### ■ Discovery Roundtables: Just SEW (Socially Engaged Work)

Artists and presenters making and supporting work rooted in community, activism and/or social practice: Connect and collaborate! RSVP here by December 4, 2023 to participate: <https://bit.ly/APAPNYC2024DiscoveryRoundtables>

### ■ MLK Day “Mentor for a Moment” Service Project

Participate in intergenerational conversations across the industry. To mentor, sign up here by December 4, 2023: <https://bit.ly/APAPNYC2024MLKServiceProject>



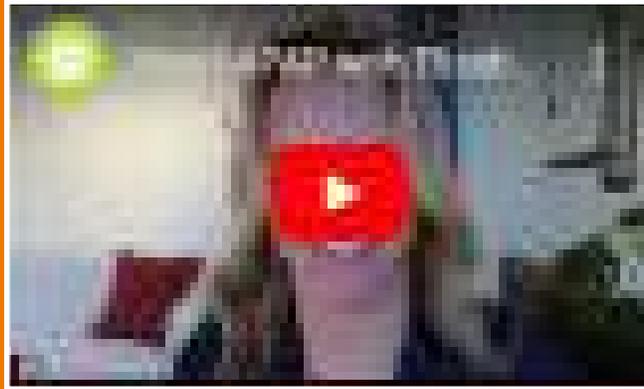
# APAP | NYC

# How I APAP

Watch all videos on [YouTube!](#)

Of the 3,000+ attendees every year, each one has their unique “Way to APAP”. With professional development, networking, EXPO, and showcases galore, the conference is yours to make!

Below are some suggestions and tips from members of the APAP|NYC 2024 Conference Committee.



“

Elizabeth Auer,  
executive director of arts  
engagement and cultural resources,  
Appalachian State University (Boone, NC).

APAP is a great opportunity to  
make new friends, discover  
new artists, get face time  
with agents, get new  
perspectives.

“

Sarah Haag,  
artist at Rhythmwood Drive  
(Columbia City, IN)

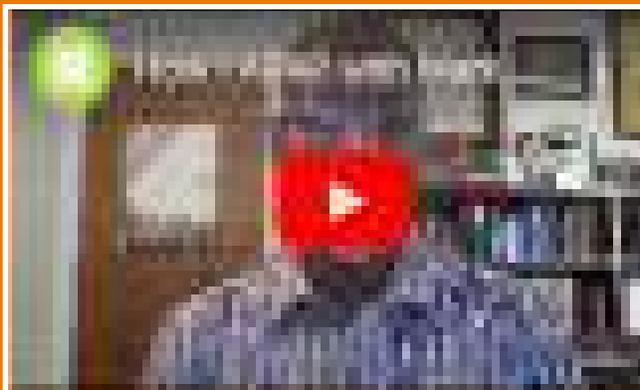
Participate, register and join  
early, so that you get the APAP  
experience throughout the year,  
so you know what to expect.  
That'll help you budget  
better, too.



“

Mark Wilson,  
executive director, Zoellner  
Arts Center at Lehigh University  
(Bethlehem, PA)

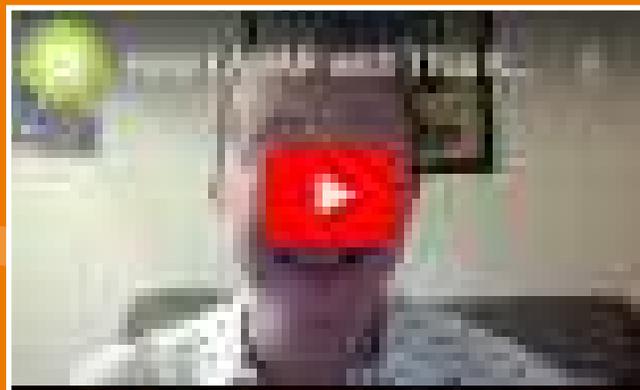
Stay hydrated, APAP is like a sport.  
...When you meet someone, take a  
picture of their face with their name  
badge, so you  
remember them.



“

Thia Knowlton,  
senior vice president, IMG Artists  
(New York City, NY)

I start planning my APAP sched-  
ule in November. In your schedule,  
be sure to give yourself some time  
for yourself. It's really important  
because it can be over-  
whelming.



APAP|NYC

# How I APAP



## Andrea Cuevas

Marketing Strategist, Hartford, CT

I work in marketing (not a programmer, though I often fall into both the producing and presenting conversations), so I may have a different approach to the conference than the majority. I love to soak in all the professional development and networking opportunities. Some of those are official, but some of those are just relationships that were born out of unexpected moments! Never underestimate the power of a smile on the escalator, a greeting to someone while you're waiting in line for the bathroom, or a celebratory "Cheers!" at the bar after a long day of conferencing.

## Christopher K. Morgan

Artistic Director, Christopher K Morgan & Artists;  
Artistic Director, Malashock Dance & Co., San Diego, CA

For the 2024 conference, I'm looking forward to the plenary content that we've been planning! I think the topics and speakers in the works will lead to fruitful discussions for all the members of APAP as we navigate the evolving challenges in our field.



## Sarah Saltwick

Co-Director, Sales & Artistic Relations, Holden & Arts Associates, Austin, TX

I like to go in with a solid plan and full-ish schedule but with enough room for surprises. I set my meetings first, usually reaching out to venues in late November/early December. I contact folks we work with often first and then also reach out to a selection of venues new to us who I think would be interested in our artists. I also add professional development sessions and plenaries to my schedule – it's so helpful – and inspiring to be part of these fieldwide conversations! And I leave a little open time for coffee, meals, and to catch some shows while I'm in New York!



## Diana Tan

Booking Manager, National Geographic LIVE, National Geographic Society, Virginia Beach, VA

I try to take advantage of something new to shake things up. This could range from sitting in a showcase room I've never visited, exploring the new networking areas, or making time for one more session than normal. We're experiencing a period of profound change, and I've embraced this time by making small changes in my own routines. In doing so, I've been able to disrupt patterns and step out of comfort zones.



## Todd Wetzel

Vice Provost/Executive Director, Purdue Convocations, Purdue University, West Lafayette, IN

I make APAPINYC both productive AND enjoyable. I build my schedule so that I can get inspired with big ideas from the conference speakers, have lots of inspiring discussions about artists and productions, see lots of great performances and showcases, and make sure I care for myself by intentionally scheduling time for food and sleep, just like I schedule the rest of my day.



# EXPO Commons and Showcases

## Shine a spotlight on art and artists at the EXPO Commons!

300+ booths in the APAPINYC EXPO Commons bring the industry together to book seasons and tours, develop new creative collaborations, and get business done face-to-face. This is the world's largest marketplace for the performing arts and the center of the APAPINYC action!

## Interested in exhibiting?

Booths are selling out quickly, so don't lose your spot. Indicate your interest when you register.

## Want to know who's exhibiting?

Check out the list on the next page!

## Performance Showcases

1000+ independently produced showcases light up the stages across the city, before, during, and after the conference. The brightest stars and the newest works from around the world are right here at APAPINYC.

## Want to attend showcases?

Showcase listings will be available in our online conference platform, Swapcard, beginning in November.

## Want to highlight your showcase?

Be sure to purchase a showcase listing through the conference registration portal.

Have questions? Contact us at [apapnyc@apap365.org](mailto:apapnyc@apap365.org)



**3,000+**  
**ATTENDEES**

from North America and around the globe



**5 DAYS** of programming



More than  
**300**  
**EXHIBITORS**



**65+**



learning, discovery, informational and networking sessions

**1,000+**  
showcase performances



**APAPINYC**

# 2024 Exhibitors to date

\*Exhibitors as of 10/13/2023

7/24 Talent Marketing  
Action Entertainment Collaborative  
admire entertainment, inc  
Admission Nation  
Agence Station Bleue  
Alcoléa & cie  
Alliance Artist Management  
Alliance Artist Management  
AMAZ Entertainment  
Ananya Dance Theatre  
Ariel Artists LLC  
artrageousshow.com  
ASYMM Digital LLC  
awesome company  
BAILIWICK BOOKING AGENCY  
Ballets with a Twist  
Ballet West  
BalletX  
Ball in the House  
BAM! Baird Artists Management Consulting  
Bernard Schmidt Productions, Inc.  
Bernstein Artists  
BesenArts LLC  
Bette Davis Ain't For Sissies  
BiCoastal Productions  
Blue Raven Entertainment  
BodyVox  
BOND Theatrical  
Booking House Inc.  
Brad Simon Organization  
Brigham Young University Performing Arts Management  
BritBeat - The Immersive Beatles Tribute Experience  
Broadway & Beyond Theatricals  
Broadway in Love  
Cadence Arts Network, Inc.  
Cadenza Artists  
Capitol International Productions, Inc  
Capstone Theatricals  
CAST PRODUCTIONS  
Cathy Pruzan Artist Representative  
Center Stage Artists  
Ceylon Artist Management  
Changemaker Talent  
Chaplin Entertainment  
CINARS  
Class Act Performing Artists @ Speakers Inc.  
CMI Entertainment, Inc  
Colbert Artists Management, Inc.  
Columbia Artists Theatricals  
Concert Artists Guild  
Concerted Efforts  
Creative Booking Agency  
Crossover Touring  
Curtis Institute of Music  
DADP Agency, LLC  
Dance Theatre of Harlem  
Dandelion Artists  
David Belenzon Management, Inc.  
David Lieberman Artist's Representatives  
David Rowe Artists  
DCA Productions  
Directo Prod ( France )  
Don Casino Entertainment  
Downstage Entertainment  
Dynamic Talent International  
ECE Touring  
Ed Keane Associates  
Ele Parade Creations  
Elsie Management  
Entourage Talent Associates  
EPIC Arts Management  
Estani Frizzell  
Etix  
Fancifool! With Ananda Bena-Weber  
Fas Arts Management  
FLi Artists  
Four Mortals Productions  
Frank Salomon Associates  
FUZION.COM  
General Arts Touring  
Geodesic Management, LLC  
Georgia Players Guild  
Gersh  
G.L. Berg Entertainment  
Good Co  
Gregg Young & the 2nd Street Band/ Shore Records  
Griffin Theatre Company  
grupp5productions  
Hackett Miller | LDM Worldwide  
Harmony Artists  
HEDY! The Life & Inventions of Hedy Lamarr  
Herschel Freeman Agency LLC  
Hideaway Circus  
High Road Touring  
Holden & Arts Associates  
IMG Artists  
ImmerSphere  
Indianapolis Ballet  
Inspiration Artists  
JazzRaga.com  
Jean Schreiber Management  
Jenna Esposito Music  
Jensen Artists  
Jodi Kaplan & Associates  
Jonathan Wentworth Associates, Ltd.  
Kamstar Artist Management  
KCA Entertainment Group  
Kirschner Creative Artists  
Kirshbaum Associates Inc.  
Knudsen Productions  
Koresh Dance Company  
Kosson Talent  
Lelm & Langford  
Lisa Rock Entertainment/Close to You, Inc.  
Lisa Sapinkopf Artists  
Live Arts & Attractions  
LML Music Presents  
Lotus Arts Management  
Love Productions Inc.  
Lula Washington Dance Theatre  
Mack Made  
Madison House  
Mara New Entertainment  
Margot Astrachan Production  
Marian Liebowitz Artist Management  
Marsalis Mansion Artists, LLC  
McCoy Artists Group  
MEAPAP  
Mid Atlantic Arts  
Middleton Arts Management  
Mike Super - Magic & Illusion  
Mills Entertainment  
Mint Talent Group  
MKI Artists  
MM Music Agency LLC  
Mosaic Dance Theater Company  
MPI Talent Agency  
MWO Management  
Myriad Artists  
Mystical Arts of Tibet  
Nagle Productions  
Namus Classics  
National Geographic Society / National Geographic LIVE  
New African Production Inc.  
New Jersey Ballet Company  
New York Gilbert & Sullivan Players  
Nik Wallenda Productions  
Nimbus Dance / Nimbus Arts Center  
Nine Muses Travel  
Northstar Artists  
Officine dell'Incanto  
Opus 3 Artists  
Ovation Artist Group  
Panzyler Entertainment Group  
Paradise Artists Inc.  
Pasifika Artists Network  
Paul Taylor Dance Company  
Pentacle  
Phoenix Talent Agency, Inc  
PMI: Performance Management International & Conciertos Daniel Americas  
Pony Box Dance Theatre Producers, Inc.  
Pyramid Entertainment Group  
Red Shell Mgmt  
Reliant Talent Agency  
Rhythm of the Arts  
Rick Thomas Productions  
Riot Artists  
Robin Klinger Entertainment LLC  
Rockefeller Productions  
Rockhouse Productions  
SBA The Steven Barclay Agency, Inc  
Selby Artists Management  
Shaw Entertainment Group  
Sheldon Artists  
Showstopper Entertainment  
Shupp Artists Management, Inc.  
Siegel Artist Management LLC  
Skylimit Productions  
Spektrix  
Squonk  
STEWART PRODUCTIONS  
STREB, Inc.  
Suono Artist Management  
Swingtopia Jazz  
TAD Management  
Taina Asili  
Taipei Cultural Center in New York  
TCG Entertainment  
Teddy Roosevelt Show  
Terrance Simien and the Zydeco Experience  
TheaterWorksUSA  
Theatre 68  
The Booking Group  
The Carrigan Agency  
The Cilburn  
The Fabulous Equinox Orchestra  
The Honorable Herbert Peabody  
The Kinkead Entertainment Agency  
The Kurland Agency  
The Magic of Rob Lake  
The New School | College of Performing Arts  
The panto Company USA  
The Road Company  
The Roots Agency  
The Stander Group, Inc.  
The Tuesday Agency  
Think Iconic  
Third Coast Percussion  
TKO  
Ultra Artists LLC  
Universal Attractions Agency  
Unlimited Myles, Inc.  
Urban Bush Women  
Utopia Artists, LLC  
Vital Theatre Company, Inc.  
VITALY An Evening of Wonders  
VWA Agency  
Wasserman Music  
Wild Baboo Productions  
Young Concert Artists, Inc.  
Yuck Show

# APAP | NYC

View exhibitor profiles and booth locations on our conference platform, Swapcard!

# Sponsorship and Advertising

## DRIVE YOUR BUSINESS WITH SPONSORSHIP AND ADVERTISING!

More than 3,000 performing arts professionals—the majority of them decision-makers—converge each January at APAPINYC, the leading global gathering of the performing arts presenting, booking and touring industry.

### SPONSORSHIP OPTIONS:

Engage as a sponsor and maximize your exposure to the performing arts at our annual conference and year-round. We will work with you to design a program to accomplish your marketing goals and build brand awareness.

**Sponsorships available at all levels. Ask us for sponsorship options within your budget.**

#### Tiered Sponsorships:

Explore APAPINYC sponsorship packages. Ask about these opportunities:

- Conference Daily Email Sponsor
- Accessibility Sponsor
- Coffee Break Sponsor
- Volunteer T-Shirt Sponsor
- Charging Station Sponsor

#### Tiered Sponsorship Benefits:

Here are some benefits of sponsorship:

- Conference Registration
- Verbal thanks during the Opening Plenary Session
- Recognition on the opening slide show at each of the plenary and keynote sessions
- Tile ad on website
- Logo with link in the Sponsors section of APAPINYC website
- Logo rotation within the Sponsor Carousel, present on the conference website, Swapcard platform, and the Hilton media wall
- Organization name and link in Conference eNews, running October through January

To reserve your sponsorship opportunity, contact us at [sponsorship@apap365.org](mailto:sponsorship@apap365.org).

### ADVERTISING OPPORTUNITIES:

Increase your visibility as the APAPINYC conference approaches and year-round!

#### Conference eNews Banner Ads

Promote your conference presence in APAP's Conference e-news, sent to 7,000+ APAP members and past conference attendees with the average open rate is 37%. 600x150 pixel banner ads, limit 3 per publication date, available October through January. Prices start at \$600/each.

#### Spotlights Member eNewsletter Banner Ads

Raise your visibility through APAP's bi-weekly membership newsletter, sent to a list of 5,000+ engaged members, with an average open rate of 37%. 600x150 pixel banner ads, limit 3 per publication date, available year-round. Prices start at \$400/each.

#### APAP Sponsored Content Email

Send an email from APAP with your dedicated advertising message to APAP's membership and prospect lists of 7,000+ performing arts professionals. Average open rate is between 27-44%, and we can share with you any leads that click-through on your call-to-action. Limited availability. Price \$900 per email.

To reserve your advertising space, contact us at [advertising@apap365.org](mailto:advertising@apap365.org).



# APAPINYC



# Get Ready

## REGISTER FOR CONFERENCE

1. Join APAP or renew your membership at [apap365.org](https://apap365.org). Not sure if you're a member? Email us at [info@apap365.org](mailto:info@apap365.org).
2. Register to attend at [apapnyc.org](https://apapnyc.org). Deadline for the regular registration rate is January 5, 2024, 5 p.m. (EST).

## BOOK YOUR HOTEL

The New York Hilton Midtown is the official conference hotel of APAPINYC! As the official hotel, you get a very special APAP rate of \$229/per night. Book hotel using this link: <https://bit.ly/APAPNYC2024Hotel>

### NEW YORK HILTON MIDTOWN

- Complimentary in-room Wi-Fi
- Complimentary access to the fitness center
- Faster check-in and room selection with the Hilton Digital Key
- Earn Hilton Honors points and enjoy benefits of your status.



Get the APAP rate of \$229/night!

BOOK NOW



For more information, contact us at [apapnyc@apap365.org](mailto:apapnyc@apap365.org).



## Accessibility Statement:

In a climate of shifting values, standards, and practices throughout all facets of our industry, APAP recognizes the importance of leading with a people-first, relationship-based approach in our practice and in our spaces. This includes a commitment to disability/access/inclusion, and gender and racial equity as articulated in our stated READI values. We are committed to creating spaces where people are able to exist as their full selves and are able to successfully engage in all of our programs, activities, and gatherings.

At the APAPINYC conference, sessions, exhibit hall and showcases taking place onsite at the Hilton will be fully accessible to persons using wheelchairs, including reserved wheelchair seating. Sign language interpretation and captioning will be available at all plenaries and select featured sessions. All gender bathrooms with designated signage will be available onsite, along with quiet privacy rooms and nursing pods. To inquire about any/other means of accessibility or to let us know how to make you feel more welcome and comfortable during our time together, visit <https://bit.ly/APAPNYC2024Accessibility>

We are in the process of learning and growing in the accessibility and inclusion space, are soliciting and acting on feedback from members of the APAP community and are making actionable, incremental changes that we will share regularly.

# Special Thanks

Thank you to the 2024 Conference Committee for their commitment and contributions.

## CONFERENCE CO-CHAIRS:

Andrea Cuevas, Marketing Strategist, Hartford, CT  
Christopher Morgan, artistic director, Christopher K Morgan & Artists, and artistic director, Malashock Dance & Co.  
Sarah Saltwick, co-director, sales & artistic relations, Holden & Arts Associates  
Diana Tan, booking manager, National Geographic LIVE, National Geographic Society  
Todd Wetzel, vice provost/executive director, Purdue Convocations

## Committee Members:

Elizabeth Auer, executive director of arts engagement and cultural resources, Appalachian State University  
Delbert Anderson, artist, Advancing Indigenous Performance  
Jonathan Campbell, head of outreach and strategic initiatives, Small World Music  
Andy Cassano, vice president of programming and education, Omaha Performing Arts  
Dominic D'Andrea, director of community engagement, Queens Theatre  
Joshua Dalledonne, associate director, social impact, Arts Commons  
Sarah Haag, artist, Rhythmwood Drive  
Thia Knowlton, senior vice president, IMG Artists  
Michelle MacLennan, general manager, Chandler Center for the Arts  
Courtney Ozaki, creative producer, Japanese Arts Network  
Allegra Padilla, executive director, Levitt Pavilion Los Angeles  
Maureen Patton, executive director, The Grand 1894 Opera House  
Charles Santos, executive director/artistic director, TITAS/DANCE UNBOUND  
Mark Wilson, executive director, Zoellner Arts Center at Lehigh University  
Chisa Yamaguchi, manager and producer, Sozo Artists  
John Zion, managing director, MKI Artists

APAP|NYC

## Show Your Support for APAP

DONATE TO APAP

For several decades, the APAP conference has been the engine to drive performance bookings and industry collaborations across the performing arts field.

As APAP members, we gather for community, commerce, learning, and discovery, as well as the networks, inspiration and opportunities that fuel our work, our livelihoods, our industry, and ourselves.

You can help more APAP members gain access essential for success. Please consider making a tax-deductible donation of any amount to APAP's Participation Assistance Fund. Your gift will increase artists' participation in APAP|NYC conference, APAP Leadership Programs, artist-specific training, webinars, resources and more.

Contact [development@apap365.org](mailto:development@apap365.org) to learn more. Thank you!

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