



UP NEXT! Artist Pitch Session

New York Hilton Midtown, West Ballroom
Friday, January 9, 2026 from 3:00-4:30 p.m. (EST)

Deadline to apply: 11:59 p.m. (EDT) on Friday August 8, 2025

Pitch Overview

The UP NEXT! Artist Pitch Session highlights new projects from artists or companies in the U.S. and abroad. The project should be either;

- Developed to be US tour-ready for the 2026-2027 presenting season (typically Sept-June)
- Completed, having premiered **no earlier** than January 1, 2025 and US tour-ready for the 2026-2027 season

The pitch must focus on one specific project or program. It cannot cover an agency's roster or multiple program options.

Application Overview:

Applications will be reviewed by a Selection Team comprised of APAP members, staff, and colleagues from other organizations in the presenting field. The Selection Team will review and select applicants to ensure a balanced and diverse cross-section of projects and programs that together will be of widest interest to the audience. The project or new work may be discipline-specific or multi-disciplinary and may include site-specific work designed for non-traditional performing arts venues. A maximum of 12 performances and/or projects (12 pitches total) can be selected for an audience of approximately 200 presenters and producers. A management company/agency can submit an unlimited number of applications. However, a maximum of two pitches per management company/agency will be selected. Applicants will be notified of their application's status no later than **August 29, 2025**.

Artists, agents, and/or managers do not need to be APAP members to submit an application but, if selected, will need to hold an active APAP membership through January 2026. If not an APAP member at the time of submission, participants will need to attain an APAP membership no later than **Friday, September 12, 2025**.



A maximum of 2 individuals will make the pitch presentation on behalf of the artist(s) and the work that is being pitched. If applicable, slides and/or video that will be shown as part of the pitch presentation should be completely automated to be shown within a period not to exceed 3 minutes (e.g. a maximum of 9 slides shown for 20 seconds to fall within the 3-minute time limit). The maximum video length is 60 seconds. Pitch materials, including all audio-visual content, must be submitted to APAP no later than **November 7, 2025**. APAP reserves the right to replace pitch presenters who do not submit their materials on time and/or within the specified format.

APAP will list all or some of the following: the artist, title of work, agent information, short description (up to 100 words), photo, and who is presenting each work on APAP365.org. An information packet will be distributed to the live audience. Most information will be collected through the [online application](#), but additional information or edits may also be requested and are due by **November 7, 2025**. While all session attendees must be registered for conference, up to 2 individuals from the agency or management representing the artist(s)/work to be pitched may also attend the UP NEXT! Artist Pitch Session.

Terms and Conditions:

If selected to present at the UP NEXT! Artist Pitch Session, you will agree to the following:

- Pitch presenter(s) must attend a technical run-through from 1:30-3:00 p.m. (EST) and fully participate in the UP NEXT! Artist Pitch Session at the New York Hilton Midtown on Friday, Jan 9, 2026 from 3:00-4:30 p.m. (EST).
- The pitch presentation may not include any live performance, may not exceed 3 minutes in length (no more than 60 seconds of which can be video) following the introduction by the moderator, and may not have more than 2 pitch presenters. The moderator will conduct a question and answer period with the pitch presenter(s) immediately following each pitch lasting no more than 2 minutes.
- APAP will not subsidize participation in or travel to NYC for the pitch session.
- APAP will not provide the pitch presenter(s) (artist, agent or manager) with a complimentary pass for the APAP|NYC conference. The conference begins at 5:00 p.m. (EST) on Friday, Jan 9, 2026 with the opening plenary session.
- Applicants may publicize and promote the UP NEXT! Artist Pitch Session, and APAP may promote projects or programs on the APAP website and other digital platforms.
- APAP may record the pitch session for presentation on the APAP website or for other non-commercial uses such as news, APAP promotion, or archival documentation.
- APAP may replace selected pitch presenter(s) who fail to submit proper presentation materials by the indicated deadlines outlined in their agreement.
- Only those attendees who have purchased a full conference registration will be able to attend the pitch session (with the exception of the (up to) 2 pitch presenters and the (up to) 2 individuals from the agency or management representing the artist(s)/work to be pitched - requests must be submitted to APAP in writing before **November 7, 2025**).



Application Materials:

Applicants must submit materials through the [online application system](#). Please note that applications submitted via email will not be accepted. Review and collect the information below before beginning the [online application](#). Applicants will not be able to save incomplete applications or make changes to applications once submitted.

1. Applicant information

Main Contact for this application/pitch:

Main contact name, affiliation to artist, e-mail address, phone:

Artist Information

Artist name, e-mail address, phone, website:

Agent/Manager Information

Agent/manager name, e-mail address, phone:

Agency/company name, website:

2. Pitch Presenter information (two max)

1st pitch presenter name, title, organization/affiliation (for APAP promotion if selected)

2nd pitch presenter name, title, organization/affiliation (for APAP promotion if selected)

3. Cover letter about the project/work (one page max)

Describe how the project/work came to be developed, including key individuals involved (e.g. artists, producers, partners), thematic content or focus, target audiences and any other elements that make it unique. Also include information about the presenters, content and format of the proposed UP NEXT! Artist Pitch Session presentation.

4. Name and Location of Artist/Company (for APAP promotion if selected)

5. Title of the project/work (for APAP promotion if selected)

6. Brief 100 word description (for APAP promotion if selected)

7. Discipline and genre, e.g. dance; contemporary (for APAP promotion if selected)

8. Length, e.g. 1 hour 30 minutes, no intermission (for APAP promotion if selected)

9. List of project collaborators, including leading artistic, management and producing personnel

10. Cast and company, e.g. 5 dancers; 2 musicians; 2 crew



- 11. Premiere date and location** or projected date for premiere
- 12. Performance fee and other costs**, e.g. \$20,000 plus air travel and hotel for 9 people, plus costs of shipping of set design elements (for APAP promotion if selected)
- 13. General technical specifications and requirements**
- 14. List of confirmed and proposed touring activity**

Optional Supplemental Materials:

Applicants may submit up to 3 electronic attachments such as news articles, press releases, photos or a link to an electronic press kit. Applicants may submit a link to one online video clip of a performance or rehearsal (3 minutes max) for the Selection Team to review — although video submissions are optional, they are highly encouraged.

[Apply for the 2026 UP NEXT! Artist Pitch Session.](#)

Questions? Contact Willie Santiago, Programs Specialist, wsantiago@apap365.org.