



NSMW 2017
Showcase Application Manual
Spotlight on the United Kingdom

Showcasing applications will open on May 9, 2017

Showcasing deadline is 5pm, ADT on June 5, 2017

Introduction

Music Nova Scotia is pleased to present the 2017 edition of the NSMW Showcase Application Manual. It is to be used as a reference guide for all applicants seeking to showcase at NSMW 2017 in Truro, NS. Please read the information contained in this document carefully to ensure that your applications fulfill the criteria required.

Incomplete or late submissions will not be eligible.

The NSMW showcase stages allow Nova Scotian artists the opportunity to perform for a target audience of influential industry members, including festival buyers, booking agents, managers and media from around the world.

Each year our International Buyers Program features a spotlight on a particular region, bringing talent buyers from that region to NSMW to see what incredible talent our province has to offer. This year's spotlight is on the United Kingdom.

NSMW will also see the largest contingent of Canadian industry professionals and we will feature dedicated B2B opportunities for the domestic (national and regional) market during the conference.

If you still need clarification or have questions after reading the Showcase Application Manual, please contact:

Dave Sampson – Festival Coordinator
dave@musicnovascotia.ca
Office: (902) 423-6271 ext. 109

This information is updated annually and is valid only for NSMW in Truro, Nova Scotia, November 2 – 5, 2017.

Showcase Application Process and Eligibility

Process and Requirements:

Showcase applications for NSMW 2017 can only be made online through our online form at: <http://www.nsmw.ca>. Please fill out as many of the fields presented in the online submission page as possible. ***All submissions must contain at least one weblink with music (e.g. Bandcamp, Reverbnation, musicnovascotia.ca profile, artist's own website with a music player, etc); this will be used to jury your application.*** Use the "Links" field in the online form to attach links to your streaming website(s). The more information you present to the jury, the better the chance for them to recognize your preparedness and ability to take advantage of this showcasing opportunity. The process is very competitive, so please take the time to prepare a thorough application. The showcase submission fee is \$30.00 CAD (HST included). Submissions can be paid for through PayPal, at the office by any method (debit, cash, etc.), or over the phone with Visa or MasterCard. To pay over the phone, please contact Member Relations/Operations Manager, Lisa Stitt at (902) 423-0291.

All submission requirements must be met. Applications submitted as incomplete, late, or in unspecified formats will not be considered.

We will begin accepting showcase applications on May 9, 2017. The absolute final deadline for all showcasing submissions and accompanying payments is 5pm on June 5, 2017. Consider adding these dates to your electronic calendar and setting appropriate reminders. No late submissions or payments will be accepted after this date. It is not fair to the artists who have done the prep work and submitted their applications on time to accept late submissions, regardless of the reason or profile of the artist.

Eligibility:

To be eligible to submit for a performance on a NSMW 2017 stage you must be:

1. a current member of Music Nova Scotia
2. a resident of Nova Scotia*
3. If you are a group/band, at least fifty percent (50%) of group members must be residents of Nova Scotia

*a Nova Scotia resident is defined as:

1. A person who was either born in Nova Scotia, or
2. A person who has lived in Nova Scotia for **no less than one year** by June 5, 2017

To renew or begin a membership with Music Nova Scotia, please click [here](#).

Jury Process and Artist Selection:

Selections for all NSMW 2017 showcases are juried by a group of at least five music industry professionals with specific knowledge of the Nova Scotia music industry and the musical genres evaluated. Music Nova Scotia staff do not sit on the jury and do not choose the artists who receive showcases. While Music Nova Scotia makes an effort to program from all of our genres, consideration will be given to current industry trends and growth. The jury will make its selections based on a variety of factors, including

- Professionalism
- Performance History
- Ability to present an energetic or engaging performance
- Regional Profile (publicity and 'buzz' surrounding the artist)
- Recent Touring History

Artists who exhibit strength in these categories will be in a better position to be selected by the jury. You are encouraged to provide details in your submission that will strengthen your case. Submissions that are substantive, yet concise in detail have the best chance of being successful.

Payment for showcase performances (if selected):

All performers on NSMW 2017 stages will be paid according to the following system:

- \$92.00 for the band leader or main artist
- \$62.50 per side player (to a maximum of four total performers, including the leader)

For example;

A solo artist would be paid \$92.00

A duo would be paid \$154.50

A trio would be paid \$217.00

A group of four (or more) would be paid \$279.50

Additionally, all performers will be provided with a delegate pass to NSMW 2017. All performers will be responsible for their own travel, accommodation and other related expenses. Early hotel booking is highly recommended.

NSMW FAQ

Q: Are all genres accepted?

A: Yes. Music will be accepted from all genres.

Q: Do you have to be a member to apply?

A: Yes, you must be a Music Nova Scotia member. To join or renew please go to www.musicnovascotia.ca/join.

Q: Do you look at the musicnovascotia.ca member profiles?

A: Yes, the jury will evaluate your Music Nova Scotia profile. Please update your profile now and keep it current.

Q: What is a stage plot?

A: A stage plot is a detailed drawing of the way your equipment and performer positioning is set up on stage. It is used by stage managers and techs to assist in preparing the stage for an artist quickly. It is important to have in a showcasing environment, when most changeovers are 10-15 minutes in length.

Q: Are hotels provided for showcasing bands?

A: No, you must book your own accommodation and it is recommended that you do so as soon as you know you are attending. Many hotels do not require you to pay in advance, but only need a credit card number for a reservation, therefore there is no reason not to book and reserve early.

Q: Will there be beer/hospitality at the show?

A: No, we cannot afford to buy beer for 90 plus bands. There will however, be plenty of free water provided for you.