



Ontario CONTACT 09 JURIED SHOWCASE APPLICATION GUIDELINES

OC 09 dates: October 21-24, 2009

Location: Richmond Hill Centre for the Performing Arts
Richmond Hill, Ontario

Application Deadline: must be postmarked Wed., April 15, 2009, 5:00 pm

Performers and companies who would like to be considered for Showcasing at OC 09 are invited to complete the Juried Showcase Application Forms posted on the OC website. Please review the Showcase criteria before submitting your application.

General Information:

- OC (Ontario CONTACT) supports the application, selection and showcasing of culturally diverse artists of excellence.
- There will be approximately 40 Juried Showcase slots available for OC 09.
- Most showcases will take place at the Richmond Hill Centre and will last approximately 20-minutes, with a 5-minute set-up and strike time. There may be some exceptions to this time frame as indicated on the Application form itself.

Application Procedure:

- The Juried Showcase Application form can be completed electronically and emailed.
- Download the application forms and open in Microsoft Word on your computer. Fill in all the grey areas on the form (Form1 Parts A & B and Form2 Part C) and save it to your computer.
- Email the saved application to showapp@ontariocontact.ca. (**Faxed applications will not be accepted.**) Support Materials and a cheque for your Application fee must be submitted together, and **all** application forms and materials must be postmarked by 5pm on April 15/09.
- All applications postmarked by Canada Post or a courier company by the deadline date/time will be **considered. Incomplete applications cannot be considered.**
- **A Juried Showcase Application fee of \$50.00 applies to EACH application. A cheque (made payable to: Ontario Contact), must be included when you forward your Support Materials. (post-dated cheques cannot be accepted) Alternatively you may choose to pay by credit card.** Applicants not chosen to showcase will receive a \$50.00 voucher, which may be applied to the cost of their Exhibit Booth at OC 09.

What is Ontario CONTACT (OC)? OC is an annual arts conference for presenters, artist managements and artists from Ontario and across Canada. This event gives community and professional presenters and exhibitors the opportunity to view showcasing artists and book them for performances. In addition to the range of showcases, delegates participate in professional development workshops and use the conference to network with their peers.

Who Attends OC? More than 350 people attend OC annually from Ontario and across Canada. **EXHIBITOR DELEGATES** are the 'sellers' > Artists and artist managers/agents/representatives. **PRESENTER DELEGATES** are the 'buyers' > the community and professional presenters or programmers who book artists/shows for their communities in the full range of venues such as theatres, libraries, schools, community centres, recreation centres, clubs, and for festivals. Other presenting industry representatives also attend OC; eg., government/funding agency representatives, consultants, suppliers, associations, etc. And members of the general public can also attend select showcase performances.

Who Should Apply for Juried Showcasing?

- **Young Audience Showcases** – Artists or groups that have specific shows/performances designed for children or family audiences, should apply! The buyers attending OC come from communities that offer children's entertainment series, from the educational community, from local libraries and regional library systems, from facilities that have children's programming, and from Children's Festivals. The buyers are also often interested in residencies or other arts education related programs.
- **Youth Showcases** – Artists or groups that perform specifically for youth in any performance discipline are encouraged to apply! Increasingly the buyers attending OC are interested in reaching a younger audience.
- **Adult Audience Showcases** – Artists or groups that perform for adult audiences in any performance discipline, should apply! The buyers attending OC may program a chamber or folk music series, a festival, a theatre series or a mixed program of varied music, theatre and dance. They may also be interested in residencies or other arts education related programs for adults.
- **Theatre and Dance** – OC recognizes that it can be difficult to showcase theatre and dance in a traditional showcase. Therefore, we offer extended showcase opportunities, including additional technical time.
- **Can an artist apply to showcase for both Young Audience and Adult Audience Showcases?** Yes this is possible but a separate application must be submitted for each. This means that separate support material will be required too. **Please Note:** Artists will be eligible to perform in only one showcase. So if you are chosen to showcase, you will be chosen in either the YA program or the Adult Audience program, not both.

Criteria for Showcasing:

- Excellence or artistic merit is the principal criterion.
- Showcase artists must be Canadian citizens or permanent residents of Canada
- Diversity of art forms and styles that meet different audience needs.
- Preference will be given to artists who have not showcased at OC in recent years.
- Applicants must be available for touring in Ontario during the 2010 – 2011 or 2011 – 2012 touring seasons.
- Applicants must complete and submit all parts of the showcase Application form, along with requested Support Materials (outlined below) and \$50 application fee cheque, no later than 5pm, April 15/09.
- Each showcasing artist/group must purchase at least one full EXHIBITOR DELEGATE registration. (This registration begins in August 09.)
- All performers must have a contact person or management represent them at the conference during the hours stipulated for the Contact Room. Artists without management can represent themselves.

Support Material:

Due to time restrictions, the Juried Showcase Committee panellists rarely view works in their entirety. Quality and relevance is of the utmost importance. Label all support material with the artist or group name and identify the contents. **NB: Support materials will be returned if you provide a self-addressed, stamped envelope. Bios and photos will be used in the OC house program and on its website.**

- **Audio/Visual materials (maximum 2 items):** Audio formats may include cassette, DAT, DVD, and CD. Videos must be VHS format and must be cued. Cassette tapes must be cued; CD, DVD, or DAT tracks must be indicated.
- **Two Promotional Kits:** This material should include biography, press quotes, samples of posters or fliers, photographs, reference letters from previous presenters, and recent reviews. Be sure to use current information.
- **Electronic Images:** Email 2 photo images (.jpg format, minimum 300 dpi) to: showapp@ontariocontact.ca.
- **Technical Information:** Technical requirements are needed *for the showcase*.
- **Theatre and Dance applicants** should consider including some or all of the following:
 - A script of the work to be showcased.
 - Information about the playwright, choreographer, dancers and director.

- If possible, a full-length video of the work to be showcased or a sample of a previous work.
- Information about the music and composers to accompany the performance.
- Stage and floor requirements.

To strengthen your application, be certain to address the following:

- The organization's touring experience and the ability to market a tour.
- Your experience and willingness to develop audiences in communities through programs such as residencies, workshops, etc.

The Selection Process:

A volunteer Showcase Selection Committee reviews all the applications, and based on the following criteria, recommends which artists should be showcased. The committee is made up of knowledgeable representatives of professional and volunteer presenting organizations from the adult and/or young audience sector, and OC staff. Applicants will be notified of the results **by email no later than June 15, 2009.**

Artists applying for Adult Showcases

Artistic Excellence	40%
Audience Appeal/Impact on Career	30%
Proven ability to tour	15%
Quality of marketing materials	15%

Artists applying for Youth and/or Young Audience Showcases

Artistic Excellence	50%
Audience Appeal/Impact on Career	20%
Education activities	10%
Proven ability to tour	10%
Quality of marketing/education materials	10%

The jurors consider over 150 applications. In order to stand out, the following will help you:

- Type your responses.
- Submit support material. If you do not, the jury cannot consider you, the jury will not view your website.
- Burn the tracks you want the jury to consider to a separate CD/DVD containing only these works.
- Note, if you have showcased in the last three years, you will not be considered. Dance and theatre may be considered in the third year if presenting new works.
- Theatre wishing to showcase a work in production must send support materials showing the production quality that can be expected. The materials may be from an existing production but must be identified as a sample of your work.
- Theatre, dance and children's performances are better served sending in archival quality video of your work that demonstrates what will be seen on stage, rather than broadcast quality.

The Programming of Juried Showcases:

Once the selection has been made, programming each showcasing artist into the OC conference schedule is based on genre/type of performance, each artist's technical requirements, and overall programming balance in the schedule.

Guidelines for Juried Showcases:

- Showcases are generally 15 – 20 minutes long and must represent what is being offered on tour. There is a possibility of including longer showcases for **dance and theatre** in the programming this year so please be certain to indicate why this would benefit you in your application.
- Technical support will be provided at the venue. A list of technical equipment available will be sent to artists selected to showcase. **Artist must supply any specialty technical equipment if required.**
- A grand piano will be available.

Please note that performance fees are neither collected nor paid, as this is a showcase situation.



The Application Forms and all Support Materials, including Application Fee cheque, must be submitted or postmarked BEFORE 5pm on Wed, April 15, 2009.

> To email Application Form and attachments: showapp@ontariocontact.ca

> To mail Support Materials and Application Fee Cheque:

Ontario CONTACT, Attention: OC Event Manager
c/o CCI, 215 Spadina Ave., Suite 125, Toronto, ON, M5T 2C7

For More Information: Visit the OC website: www.ontariocontact.ca

Questions? Email us at: ontariocontact@ccio.on.ca
Or call us at: 519.579.8564 or Toll-free: 1-888.363.3591

**THANK YOU FOR APPLYING FOR A JURIED SHOWCASE SLOT
AT ONTARIO CONTACT 09!**