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2010 MIDWEST ARTS CONFERENCE COMING TO INDIANAPOLIS, INDIANA

PERFORMING ARTS CONFERENCE/TRADE SHOW SETS THE STAGE FOR MIDWEST PERFORMANCES

MINNEAPOLIS, MN – The 23rd annual **Midwest Arts Conference** will be coming this autumn to Indianapolis, Indiana, from Monday, September 13–Thursday, September 16, 2010. The Conference is one of the largest convenings in the nation for performing artists, artist managers/agents, theater and facility managers, and arts administrators from throughout the United States and beyond, and provides a platform for these performing arts professionals to come together for an educational and motivational four days focused on promoting and presenting live touring performing arts.

The Midwest Arts Conference is committed to providing a productive and energized environment where attendees come together to **connect and collaborate**, which is more important than ever in the current business climate. The Conference provides the platform for attendees to **expand their networks** of performing arts colleagues, resources, and opportunities; **learn new skills and gain valuable insights** into issues relevant to their work in the performing arts; **discover artists** in the Marketplace exhibit hall and at live performances; **create dynamic performing arts experiences** for artists and audiences; and invest in **strengthening their organizational capacity and flexibility**. The 2010 event is expected to be attended by approximately 900 individuals representing arts presenting organizations, artists/managers/agents, and arts service organizations from more than 35 states, as well as from several Canadian provinces and beyond.

The Midwest Arts Conference convenes in different cities across the central United States each September. In 2009, Saint Paul, Minnesota, hosted the four-day event; the Conference was last held in Indianapolis in 2005. Most Conference events will be held at the Indiana Convention Center, with special events occurring at the Indiana Repertory Theatre, Indiana Roof Ballroom, and the Columbia Club. The official Conference hotel is the Westin Indianapolis.

The Marketplace Exhibit Hall

The **Marketplace exhibit hall** is where the business of booking happens, with more than 250 organizations representing thousands of performing artists and ensembles ranging from world music, ballet, string quartets, and touring theater companies to percussion ensembles, illusionists, and youth and family entertainment. During Marketplace hours, conversations between artists, agents, and representatives from venues ranging from small community performance series to major performing arts centers will focus on booking future dates and venues. Much of what Midwest audiences will see **on stages in the 2011–2012 season and beyond** will be determined at the Conference

Live Performances

Live performances are a vital part of the Conference, offering venue representatives the opportunity to experience and evaluate a wide range of artists, while providing artists with a forum for presenting their work to a large and diverse audience of potential buyers. The Conference's **Spotlight Showcases** feature mini-performances by 18 panel-selected artists; dozens of other **sponsored and independently arranged showcases** will also take place as part of Conference programming and at venues across the city throughout the four days of the event.

Professional Development

The Conference also programs a **comprehensive slate of professional development sessions**; the rich variety of free sessions run the gamut from legal issues in the arts to audience development to discipline-specific discussions, in addition to half-day pre-Conference seminars that allow attendees to dig into a particular topic. Registrants will be able to choose from more than 30 **professional development sessions** ranging from the in-depth seminars and workshops to more intimate roundtable discussions and meetings.

About Arts Midwest

A non-profit regional arts organization headquartered in Minneapolis, **Arts Midwest** serves audiences, arts organizations, and artists throughout the nine states of Illinois, Indiana, Iowa, Michigan, Minnesota, North Dakota, Ohio, South Dakota, Wisconsin, and beyond. One of six regional arts organizations in the United States, Arts Midwest's mission is to connect people throughout the Midwest and the world to meaningful arts opportunities, sharing creativity, knowledge, and understanding across boundaries. Arts Midwest presents and sponsors performances and exhibitions seen by more than half a million people annually across the Midwest and around the world. Throughout its programming, Arts Midwest maintains a commitment to artistic quality and to reaching underserved audiences and communities.

Complete information on the Midwest Arts Conference and Arts Midwest is available online at **www.artsmidwest.org**.

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