INDEPENDENT SHOWCASING GUIDE
2020 ARTS MIDWEST CONFERENCE

Independent showcasing allows artists, managers, and agents to capitalize on the avid audience of presenters planning their upcoming seasons. In 2019, more than 200 independent and group independent showcases were listed in the Conference publications as taking place at or near the Conference venue(s) over the four-day event.

Dates + Deadlines

<table>
<thead>
<tr>
<th>Date</th>
<th>Deadline/Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 16</td>
<td>Deadline: Room request form due by Noon (Central Standard Time)</td>
</tr>
<tr>
<td>March–April</td>
<td>Arts Midwest staff will contact each producer to discuss availability, and producers will be asked to respond and confirm a room within 24 hours. Special requests (e.g. dance floor) must be submitted at the time of confirmation.</td>
</tr>
<tr>
<td>May 5</td>
<td>Registration opens. Ads available for purchase.</td>
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<tr>
<td>May 14</td>
<td>Deadline: Room rental agreement and payment</td>
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<tr>
<td></td>
<td>Deadline: Register and secure your booth by May 14 in advance of the exhibitor registration deadline to ensure availability. <strong>Note: Exhibitor registration period ends May 28 (subject to availability) and booth payment due in full.</strong> Exhibit space is required for independent showcase producers.</td>
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<tr>
<td>Mid–June</td>
<td>Exhibit space numbers announced and showcase listings form opens</td>
</tr>
<tr>
<td>July 16</td>
<td>Deadline: Showcase listings and ads</td>
</tr>
<tr>
<td></td>
<td>Promote your organization and showcases in on-site printed materials.</td>
</tr>
<tr>
<td></td>
<td>Additional digital listings remain available for purchase through August 11</td>
</tr>
<tr>
<td>August 3</td>
<td>Deadline: Final production logistics + payment</td>
</tr>
<tr>
<td></td>
<td>Any event orders, adjusted room set-up diagrams, and payment forms (if applicable) must be submitted to the CHI Health Center Omaha.</td>
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</table>
**Room Request Process**

Interested producers must complete the room request form no later than Monday, March 16, 2020 at 12 p.m. Central Time.

All of the producers who complete the form by March 16 are entered into a lottery that randomly determines the order in which producers can choose their rooms. The order in which producers are contacted is random regardless of past showcase history or how early the form is submitted.

Starting March 18, Arts Midwest staff will contact each producer via email to discuss availability, and producers are asked to respond and confirm their room within 24 hours.

If a producer’s preferred room is not available, Arts Midwest staff will help the producer determine their best alternative based on remaining availability.

**Eligibility**

Showcase producers must register for the 2020 Arts Midwest Conference no later than May 14, 2020 and must a) purchase an exhibit space package; or b) attend as an additional registrant with an organization that has purchased an exhibit space package.

Additionally, producer agrees to present performances only by artists/ensembles who purchase an exhibit space package or are formally represented by a manager/agent with an exhibit space.

Producer and showcasing artists/ensembles are responsible for necessary licenses or permission to perform, promote, broadcast, transmit, or display any copyrighted works (including, without limitation, music, audio, or video recordings, art, etc.).

Those new to the Arts Midwest Conference or who have not participated in showcasing at previous conferences are strongly encouraged to attend showcases in an observational capacity their first year.

**Requirements**

**Hold Harmless Agreement + Insurance**

Producer assumes responsibility and agrees to indemnify and hold harmless Arts Midwest, MECA (CHI Health Center Omaha), and their respective employees and agents against any claims arising out of the Producer’s use of the facilities. If deemed necessary by the facility and/or Arts Midwest, Producer also agrees to keep in effect and provide proof of policies of Comprehensive General Liability Insurance. At the time of contracting, producers will be asked to sign and submit a hold harmless agreement, inclusive of insurance requirements.

**Billing**

Producers who plan to work with the CHI Health Center Omaha for catering, AV, rigging and electrical should work directly with the contact noted below to confirm the event order and to
make payment arrangements with the Center. Payments are due in full on or before August 3, 2020.

Additional costs for dance floor, room change overs and additional labor beyond the basic set, or other special requests will be billed post-Conference, to the producer by Arts Midwest.

## Contacts

| Room assignments | Angela Urbanz  
| Conference policies | Director, Arts Midwest Conference  
| Dance floor + initial seating change requests | 612-238-8023  
| Loading dock schedule | angela@artsmidwest.org  

| Contracts + Invoices | Carly Newhouse  
| Conference Registration + exhibiting | Program Associate  
| | 612-238-8002  
| | carly@artsmidwest.org  

| Final room layout | Kaitlyn Tonack  
| Facility agreements | Event Coordinator  
| On-site support | Metropolitan Entertainment & Convention Authority  
| Electrical (exclusive) | 455 N 10th Street, Omaha, NE 68102  
| | 402.599.6714  
| | ktonack@omahameca.com  

| Catering | Christi Rath  
| | Senior Catering Sales Manager, Levy Catering  
| | crath@chihealthcenteromaha.com  

| AV and tech (preferred in-house provider) | Charlie Wagner  
| Rigging (exclusive) | Audio Visual Sales Manager, J&S Audio Visual  
| | 402.599.6492  
| | charliew@jsav.com  

| Piano rental options | Keyboard Kastle  
| | Rick Backhaus  
| | 402.593.9400  

| | Schmitt Music  
| | Nidhal Kedda  
| | 402.391.5588  

| | Dietz Music  
| | 402.333.1535  


**On-site Schedule**

It is strongly encouraged to schedule showcases only during the official times listed below. Only showcases taking place during these times may appear in listings.

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Activity</th>
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<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wednesday, September 9</strong></td>
<td><strong>11:30 a.m.</strong></td>
<td>Room access + load-in + set-up</td>
<td><strong>4:30 – 8:30 p.m.</strong></td>
<td>Sound checks</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Showcase</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>8:30 p.m. – midnight</strong></td>
<td>Complete</td>
</tr>
<tr>
<td></td>
<td><strong>1:00 a.m.</strong></td>
<td>Load-out</td>
<td><strong>midnight</strong></td>
<td>****</td>
</tr>
<tr>
<td></td>
<td>Complete</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Thursday, September 10</strong></td>
<td><strong>11:30 a.m.</strong></td>
<td>Room access + load-in + set-up</td>
<td><strong>4:30 – 9:30 p.m.</strong></td>
<td>Sound checks</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Showcase</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>9:40 p.m. – midnight</strong></td>
<td>Complete</td>
</tr>
<tr>
<td></td>
<td><strong>1:00 a.m.</strong></td>
<td>Load-out</td>
<td><strong>midnight</strong></td>
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</tr>
<tr>
<td></td>
<td>Complete</td>
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</tr>
<tr>
<td><strong>Friday, September 11</strong></td>
<td><strong>11:30 a.m.</strong></td>
<td>Room access + load-in + set-up</td>
<td><strong>4:30 – 9:30 p.m.</strong></td>
<td>Sound checks</td>
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</tr>
<tr>
<td></td>
<td>Complete</td>
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<tr>
<td><strong>Overnight storage available upon request</strong></td>
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</table>

* Final showcase to conclude at midnight each night.

** Building will be closed and secured at 1:00 a.m. Load-out to be complete by this time.

**Load-in + Load-out**

**Loading Dock**

Producer agrees to use the CHI Health Center Omaha loading dock and freight elevator for large installations and oversized equipment. Confirmed producers will be surveyed in June 2020 to learn more about load-in and load-out needs. Approved times for loading dock access at the Center will be finalized and shared with producers in July. Only trucks actively loading and unloading are permitted on the dock. Long term parking is not available on the dock.
Hand Carry
Producer may hand carry smaller items through the CHI Health Center Omaha guest entrance or skyway entrance from the Hilton Omaha. Short term parking is not allowed on S. 10th Street.

Due to other events taking place at the Center during the day, storage of crates and materials in hallways during load-in is strictly prohibited. All items must be brought directly and immediately to the Producer’s room.

Load-out
Producer is responsible for the timely removal and appropriate disposal of all showcase property following the agreed upon end time for your room. Arts Midwest and CHI Health Center Omaha shall not be liable for any loss, damage or claims for removed or abandoned property.

Room Set-up

Dance Floor Rental (upon request)
Dance floor inventory is limited and must be requested at the time of confirming a showcase room. Rental costs for dance floors will be distributed equally among interested producers and will be billed post-Conference, by Arts Midwest

Seating
As a starting point, the rooms are approximately allocated as follows. Changes to room seating must be submitted to the CHI Health Center Omaha and approved by August 3. Changes to rooms sets will not be allowed after this date.

<table>
<thead>
<tr>
<th>Size</th>
<th>Quantity</th>
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</thead>
<tbody>
<tr>
<td>Medium</td>
<td>50</td>
</tr>
<tr>
<td>Large</td>
<td>75</td>
</tr>
<tr>
<td>Extra-Large</td>
<td>100</td>
</tr>
</tbody>
</table>

Production

Showcase Liaison
Arts Midwest employs a Showcase Liaison to be present during sound-check and performance times to answer questions, provide assistance when appropriate, and enforce closed doors, sound level and signage policies.

Electricity (recommended)
Producers are encouraged to work with the CHI Health Center Omaha to determine the appropriate electrical connections to meet their needs. Electrical costs are the responsibility of the producer. To minimize costs producers are encouraged to work with each other and the Center to consolidate electrical drops.
AV + Rigging
Producer may choose to work with J&S Audio Visual, the preferred AV vendor at the CHI Health Center Omaha for their AV needs. Outside AV companies are allowed.

Arrangements for items requiring rigging must be made directly with J&S Audio Visual, the exclusive rigging provider for the Center.

Sound + Noise Bleed
With so many performances happening simultaneously in spaces that weren’t designed for that, it’s important for producers, artists/ensembles, and audiences to understand the limitations of using convention center meeting rooms as a performance venue. Rooms at the convention center have been selected and assigned intentionally to minimize sound-related distractions, but a certain amount of sound bleed between rooms, nonetheless, is inevitable and part of the independent showcasing experience.

Performance sound and production should be scaled to fit the space. Special consideration should be given to providing the audience with safe sound levels. Decibel levels in hallway is not to exceed 80 dbs.

Closed Doors
In most cases, attendees are encouraged to enter a showcase room even after the performance starts, least disruptively as possible, but doors should not remain open at any time sound is being made in the room.

Green Rooms
Arts Midwest provides at least one room on each floor designated as space for showcasing artists/ensembles to assemble immediately prior to or after their showcase. These spaces are not secured and are public spaces shared with other artists/ensembles.

Catering (optional)
Producers who choose to have catering in their rooms will work with Levy Catering, the exclusive caterer for the CHI Health Center Omaha. All event orders and payment forms must be submitted to the Levy no later than August 3, 2020. The CHI Health Center Omaha does not allow any outside food or beverage.

Cash Bar + Water Service
Arts Midwest will provide at least one cash bar on each floor and water service in common areas. Producers are not encouraged to order additional bars.

Signs + Promotion
Easels + Signs
Arts Midwest will provide 2 easels and 1 display table per room.

Producer agrees to keep 6’ clearance directly in front of and inside of room entrance. Display materials must be placed outside of this clearance area, and no further than 10’ from the rooms primary entrance.
Signs and all display materials must be removed, or stored inside your room by 1 a.m. following the final showcase each evening.

Signage is not allowed anywhere else in the Conference facilities including CHI Health Center Omaha, Hilton Omaha and Omaha Marriott. All signage must be free-standing and nothing can be affixed to the Center.

**Directional Signage**
Arts Midwest will provide directional signage at key locations throughout the CHI Health Center Omaha. Arts Midwest will also provide directional signs to assist attendees traveling between rooms, floors, and other Conference venues.

Arts Midwest is actively encouraging all attendees to consider the environmental impact of doing business at the Conference, including promotional and directional signage during independent showcasing. Please limit the amount of paper and plastic products used or distributed.

**Showcase Listings**
Producer agrees to communicate deadlines and necessary information for all artists/ensembles performing in the contracted room to purchase showcase listings.

- Listing form will be available mid-June.
- The deadline to purchase a listing for inclusion in on-site printed materials is July 16
- Additional digital listings (website and app only) remain available for purchase through August 11.

Visit arts_midwest.org/conference for more information about how and where showcase listings are distributed to attendees.