APPLICATION FOR SHOWCASE SCOTLAND EXPO
The Visit 2018 – welcoming Australia and New Zealand to Perth and Edinburgh.

SHOWCASE SCOTLAND EXPO will present a showcase of Scottish artists and internationally renowned musicians at the fourth edition of The Visit. Taking place between the 12th and 15th of August in Scotland, the Visit is supported by Creative Scotland, Perth Council and and The Queens Hall Edinburgh. Produced for a fourth time this year with a focus on North America and Canada, the Visit will in 2018 bring together the music industries of **Australia and New Zealand** for the first time at this event. Agents, festivals venues, record labels, managers and media will be invited to attend as delegates with a view to booking or reviewing Scottish artists. The Showcase forms part of an export strategy for Scottish artists, which has been developed by the Showcase Scotland Expo Steering Group and Active Events.

We are seeking applications from artists to be selected to perform as part of the event. The application form below should be completed and emailed along with any supporting materials to showcasescotland@activeevents.org.uk by **5pm on Tuesday 19th December 2017**.

The Showcase Scotland Expo Panel will be selecting up to 18 artists to perform. Each artist will perform once for approximately 30 minutes as well as being provided with an opportunity to meet delegates straight after your performance

Guidance Notes

1. Artists' work must be rooted in the acoustic, folk, Gaelic, roots, Scots language, traditional, or world music genres.
2. Artists will have a demonstrable track record of performance in the UK including e.g. live reviews, festival and venue performances.
3. Artists must be able to demonstrate the ability to maximise the promotional opportunities that Showcase Scotland Expo affords e.g. strong web and social networking presence, credible mailing lists, promotional product for the event, EPK/Live footage available.
4. Artists must be able to articulate their rationale for applying and relevance to their career.
5. Artists must be willing to undertake press interviews etc as required for the Showcase Scotland Expo showcase.
6. Artists must be able to provide access to three tracks by providing a soundcloud link.
7. Evidence of existing international interest or support is desirable.
8. Artists must be available to perform in Scotland between 12th and 15th of August 2018.
9. Artists must agree to provide evaluation as required to the Showcase Scotland Expo Steering Group. This will include financial information regarding onward bookings secured from the Showcase.
10. Artists must be resident in Scotland.

Applicants are asked to complete the Showcase Scotland Expo, The Visit 2018 application form and return to showcasescotland@activeevents.org.uk by 5pm on Tuesday 19th December 2017.

APPLICATION FORM to PERFORM AT THE VISIT 2018 (12 – 15 August 2018)

1. APPLICANT'S DETAILS

Name of artist:

Name of agent/manager (if applicable):

Contact address:

Postcode:

Telephone contact number:

Email contact address:

Website (artist/agent(s) or both):

Are you a full time professional musician?

How many musicians are part of your permanent ensemble?

Do you perform in any musical ensembles other than that name on this application? (If yes please list)

Dates you are available to perform from 12th-15th August 2018

2. ARTISTIC WORK

Please describe your work and why you consider it is rooted in acoustic, folk, Gaelic, roots, Scots language, traditional, or world music genres. It will be essential to meet this criterion (250 words maximum).

Please provide soundcloud links to three tracks of music below.

3. EXPORT READY

Please detail up and coming live performances in the next 12 months (confirmed or under discussion). If you run out of room you can attach a separate sheet.

Please give details of all (or most significant) UK performances over the past two years e.g. venue/festival, date, headliner or support (if the latter, please name the main artist).

Please give details of all international performances over the past two years.

4. PROMOTION

Please provide details of your current marketing and PR activities support. This should include information on whether you are self-marketing; supported with details of press agents and PR companies if relevant and the numbers on your mailing lists.

5. MARKETING

In addition to your website details, please provide information on other forms of internet marketing and networking you use with relevant addresses e.g. Facebook, Twitter, Youtube channel, etc. Where applicable please indicate the number of "likes" and "followers" you have.

Please provide a link to your EPK or attach with your application (if the latter put 'attached' in the box below).

Please provide information about your most current/future albums e.g. title, when released, availability and information and links to press reviews. Please indicate the territories that you have released/plan releases in, with details of record labels/distributors where applicable.

6. CAREER RELEVANCE

Please outline why you want this opportunity to perform at an international showcase. Why is this opportunity relevant for your career ambitions; what do you expect to gain from such an experience; and how will you evaluate success? (250 words maximum).

Please tell us if you are self managed or provide agent/manager details in the UK and overseas markets.

7. TECHNICAL REQUIREMENTS

Please include your technical specifications, stage plan and channel list below or attach with your application (if the latter write 'attached' in the box below).

Applicants are asked to complete the application form and return by email to showcasescotland@activeevents.org.uk by 5pm on Tuesday 19th December 2017 together with a soundcloud link to 3 tracks that the artist considers best represents their work, an EPK and technical specification/channel list.

If you have any queries prior to emailing your application please email showcasescotland@activeevents.org.uk with 'THE VISIT' in the subject line.

Showcase Scotland Expo
c/o Active Events
The Courtyard
22 Hayburn Street
Glasgow
G11 6DG

CREATIVE SCOTLAND

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