



Oregon Fairs Association

Showcase Application and Selection Procedure

The OFA Convention Committee is delegated the task of selecting and scheduling showcases. Showcases are performances before attendees at the annual Oregon Fairs Association Convention, and are intended to give acts an opportunity to show their talents to entertainment buyers, allow buyers to see the best and latest acts available for their events, and to entertain all attendees at the convention. Showcasing is for family-friendly entertainment.

Applying to Showcase

Any act (group or individual performer,) or agency on behalf of an act, may submit an application provided that:

1. The act or agent is a member of OFA as of the date of application
2. The act has not showcased in either of the previous two conventions

An agency may submit up to five applications, but may receive a maximum of two showcases. An act may submit as a musical or variety act, and must specify their intent to perform as a stage or strolling act, or either. An act will only be accepted for either a stage or strolling showcase. The OFA website will have all deadlines and other pertinent information about showcasing, such as:

1. Timeline for process, including application deadline, selection date, interview dates and times (if any,) act notification date, follow up information deadline, fee payment deadline, etc.
2. Application fee of \$25 (non-refundable,) and Showcase fee of \$75 (non-refundable).
3. The duration of a showcase performance.
4. Other promotional opportunities available, such as trade show booth, screen advertising, etc.
5. Availability and cost of videographer to tape the showcase.

A webform for applying to showcase will be available on the OFA website at least 30 days prior to the submission deadline. The application process is entirely online, with all information submitted in electronic form to OFA staff or via links to resources available on the Web. The application and payment must arrive in the OFA office at or before 5:00 pm on the deadline day.

The application form must be complete before submission. The information required for the application form includes:

1. Name and contact information for the act.
2. Name and contact information for any agency representation.
3. Type of act:
 - a. Musical
 - b. VarietyType of Showcase:
 - c. Stage
 - d. Strolling
 - e. Either, with desired priority.
4. Number of people in the act.

5. A description of the act in 30 words or less.
6. Daily fee charged, a range is acceptable.
7. Other compensation requested or requirements for performing (e.g.: room, RV space.)
8. A link to an online video, 5-minutes in length maximum.
9. Years of previous OFA showcases, if any.
10. Payment (credit card info or indicate payment mailed.)
11. Signature of a person in the act and signature of the agent (if any.) Electronic signature is acceptable provided it is clear the act and agent are both individually aware that an application was submitted.

Applicants must also submit An Electronic Press Kit (EPK) consisting of:

1. A digital photo of the act (minimum 300 dpi)
2. Bio
3. Letters of Reference (optional)
4. Press clippings (optional)
5. Condensed/representative song or artist list

Selection Process

The Convention Committee will determine the number and type of showcase acts that will appear at the convention, and select the showcase acts and sufficient alternate acts to appear in the place of selected acts that do not accept, or ultimately cancel, a placement.

In advance of the application deadline, the OFA Convention Committee will determine the Showcase schedule, including the number of total Showcases for each meal or convention activity, based on the convention schedule. OFA staff will collect Showcase submissions and confirm their eligibility per Showcase Policies. Within five business days of the submission deadline staff will distribute them to Convention Committee members with evaluation criteria and evaluation form. Each member of the Committee will independently evaluate and complete a standard evaluation form for each act, and will have seven business days to complete the evaluations. Scores submitted late will not be counted. A Committee member with a conflict of interest regarding an act, such as the agent of the act or anyone with a financial interest in the outcome, will indicate "Conflict of Interest" on the score sheet and not score that act. OFA staff will collect all score sheets, calculate average scores, and report the results to the Committee. (Averages will be used to eliminate the effect of loss of scores due to conflicts of interest or non-submission by a member.) Staff and the Showcase Production Manager will work together to place acts in the available performing slots. Staff and the Showcase Production Manager will fill the Showcase slots with the highest scoring acts of the appropriate type and will schedule acts, as it deems appropriate to provide the best entertainment value at the convention. Staff will notify all applicants via email of their status, send each act its score sheets with comments, and the cutoff scores for accepting an act.

The following criteria will be scored from 1 (lowest) to 10 (highest) with each criterion having equal weight:

1. Technical quality of performance: vocal, instrumental, juggling, etc., as appropriate
2. Stage presence
3. The “Look” of the act

Post-Selection Follow Up

Acts that are accepted for showcasing will be required to submit additional information within 10 calendar days of notification of their acceptance. This information will be used for producing the convention showcases and provided to entertainment buyers for their information. Failure to submit this information may cause forfeiture of their showcase opportunity. Additional items to submit are:

1. Text of a 30-second (maximum) emcee introduction
2. Stage Plot, input list, and other technical requirements
3. Release form if video of showcase is requested

If a selected act declines its assigned date and time, the time slot will be assigned to the highest scoring available appropriate act on the alternate list, provided it is otherwise eligible. An act that cancels a showcase less than 30 days prior to convention will be ineligible to showcase for the next convention.

SHOW TIME

Stage Showcases

Selected acts may only be on the convention premises for the time necessary for showcasing, unless they register for the convention. An agency may only register employees of the agency for the convention, not represented acts.

The OFA Showcase stage manager will establish a production schedule and will conduct a daily meeting (usually mornings,) that acts and representatives must attend. A sound check schedule will be provided prior to the convention. If an act cannot be present for their scheduled production meeting or sound check, they will appear without benefit of a sound check.

Prior to the meal or other activity, acts showcasing at that meal may place up to one promo piece, maximum size of 8.5” x 11”, at each place set for the meal. No other promo materials may be placed on the convention premises.

All acts will perform under standard stage lighting provided by OFA. Spotlights, if appropriate for the venue, will be provided by OFA. Acts may need to supply their own spotlight operators.

All instruments, instrument amplifiers and/or special lighting effects are the sole responsibility of the act or agency. OFA assumes no liability for said equipment or responsibility for procurement of same.

The house sound system will be provided by OFA and will be scaled to the venue used and the reasonable requirements of the attractions. The OFA showcase stage manager will have absolute control over this system, including overall volume levels (both stage and house).

No modifications to stage sets, instruments, sound, or lights are to be made by any attraction without the prior approval of the OFA showcase stage manager. Unauthorized modifications will result in forfeiture of showcase opportunity.

The time limit for each showcase will be determined by the Convention Committee and will be strictly enforced by the showcase stage manager.

The MCs and type of introduction, on-stage or off-stage, are at the Convention Committee's choice.

Neither OFA nor the Convention Committee assumes any responsibility for any expenses, transportation, meals, or rooms, of any attractions unless approved in advance by the OFA Board. The OFA showcase sound and lighting company will be provided with meals and three guest rooms for up to six of its technical staff.

Strolling Showcases

Strolling showcases are performances in non-stage locations at the convention venue, and will be scheduled and located as the particular venue allows. The showcase manager will schedule and locate these performances to maximize the potential audience. An act applying for a strolling showcase must be willing to perform at fairs in "found space," non-stage locations on fairgrounds. As on the fairgrounds, the act must provide all equipment and be mobile and self-contained, including power, if needed. Acts must respect the time and location limits specified by the manager.