



# SFEA Artist Performance *Wanna Play?*

Join us for the Southeast Festivals & Events Conference February 20-22, 2012 for an opportunity to showcase your music and/or talents to over 150 attendees representing festivals and events throughout the Southeast! This year's conference will take place at the MeadowView Conference Resort in Kingsport, Tennessee.

Here's how you can take part...

The SFEA Board is currently accepting applications to perform at this year's Conference. For more information, please see the Frequently Asked Questions below or proceed to the application on the next page.

**What type of performance?** We have several different events during the Conference, in which to perform: 1) Our Monday Night Dinner Function/a casual evening; 2) Our Tuesday Evening Silent Auction/Cocktail Reception or our Tuesday Evening Awards Dinner /more formal attire; 3) Prior to the start of Opening, General, or Closing Sessions during the Conference. This provides an opportunity for musical groups and/or talent to perform while having the full attention of festival and event organizers thus increasing their chances of being booked for upcoming festivals & events. *Last year we had 2 children shows and 2 musical groups as well as a balloon artist.* Please note that you do not have to register or attend the entire conference in order to be eligible but it is encouraged.

**How do I apply?** Please fill out the application, on the next page, to apply for a performance time at this year's SFEA Annual Conference. There is a \$25 non-refundable application fee and if you are accepted, there is a \$100 reservation fee for your time slot.

**What is the deadline to submit my application?** Applications must be received no later than February 1, 2012.

**When will I know if I have or have not been accepted?** You will be notified the week of February 6 at the latest. If you are accepted, you will then receive additional details regarding options for performance time, set-up etc. Please note that for anyone who is not accepted, we will maintain a waiting list, should we have any cancellations.

**Where would we perform and for how long?** Monday night's event takes place in downtown Kingsport, TN otherwise all other performance locations will be within the MeadowView Conference Resort and Convention Center.

**Who provides backline?** You will be responsible for any/all instruments you will need that day. Once we have a complete list of performers, we would be more than happy to put you in touch with one another should you want to discuss other options.

**How is this different from being a tradeshow vendor?** A tradeshow vendor is given the opportunity to interact with attendees throughout the entire conference. Whether it's during the actual tradeshow on Monday & Tuesday, or during social settings such as dinners and the nightly hospitality suite. Whereas, the reservation fee to perform at the conference, includes the performance time and no other dates/times during the conference.

**What if I need to cancel for the showcase?** SFEA must be notified no later than Wednesday, February 8, 2012 in order for you to receive a full refund of your \$100 reservation fee. Any cancellations made after February 8, 2012 will not receive a refund.

**Additional Questions? Please contact Wendy at: [wendy@southeastfestivals.org](mailto:wendy@southeastfestivals.org) or 678-443-9619**



# 9<sup>th</sup> Annual SFEA Conference ARTIST PERFORMANCE APPLICATION

Name: \_\_\_\_\_

Band/Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

Website address to see/hear performance: \_\_\_\_\_

*If you do not have a website or sample online, you are welcome to mail a sample with this application*

Number and/or email address to contact for bookings:

\_\_\_\_\_

Please list the date and locations of your 3 most recent performances:

\_\_\_\_\_

Additional notes/comments:

\_\_\_\_\_

## **Payment Information: \$25 Application & Fee is due by February 1, 2012.**

*Please submit this form via the mailing address or fax number listed below. Thank you!*

Total Amount Enclosed \$ \_\_\_\_\_ (payable by Check or Credit – Visa or MC)

Check# \_\_\_\_\_ (Please make checks payable to SFEA)

Card # \_\_\_\_\_ Exp Date: \_\_\_\_\_ Validation Code (# on back of card) \_\_\_\_\_

Name on Card (Please Print) \_\_\_\_\_

Email Address: \_\_\_\_\_ *A credit card receipt will be sent to this email*

Billing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

**Questions: Please contact SFEA/Wendy Thomas  
SFEA · PO Box 720152 · Atlanta, GA 30358**

**Office: 678-443-9619 · [info@southeastfestivals.org](mailto:info@southeastfestivals.org) · Fax: 678-701-1580 · [www.southeastfestivals.org](http://www.southeastfestivals.org)**