Official Showcase Application

PDF version for reference only

Folk Alliance International Conference

Sheraton New Orleans Hotel, New Orleans, LA, USA
January 21 - 25, 2026

SECTION 1 - CONTACT INFO

- **Name of Artist/Band**

The name will appear in all publications exactly as entered here. This is the only field that cannot be edited. Contact the FAI office to make a change.

Primary Contact Information

This is the main contact for all FAI communication regarding the Official Showcase and must remain consistent through the event. This is the only contact used to notify the artist if they are selected for an Official Showcase. Prompt response via email is required. A delayed response may result in the loss of showcase opportunity or positioning.

- **First Name**
- **Last Name**
- **Company/Organization**
- **Email**
- **Mobile**

Artist Team Information

- Name of Manager
- Manager Company
- Manager Email
- Name of Tour Manager
- Tour Manager Email
- Name of Publicist
- Publicist Email
- Name of Agent
- Agent Company
- Agent Email
- Record Label or Distributor

Artist Direct Contact

- Email Address for Artist/Band
- Phone Number for Artist/Band

SECTION 2 - JURY MATERIALS

Please link one (1) video of a live performance in the proposed showcase format (solo, duo, band) along with two (2) links to audio only samples. Please note that the live video is the primary source that our jurors will use to create a score of artistic quality. The video should be current enough that it reflects how you plan to appear while showcasing (both band size and creative content) at the Folk Alliance International conference. The audio and video production quality should be at a level that reflects your professionalism.

The video submission does not need to be unique for this application.

It can be as short as 1 song.

Video submission could be; a past live-streamed performance, a tiny desk concert submission, a showcase video from another event, or other high-quality live video performance.

A Music Video is NOT an appropriate showcase submission and will not be judged.

These linked video/audio files can be on the artist website, YouTube, Soundcloud or any other live streaming page.

Only direct links to songs or videos will be used by the jury. Please COPY & PASTE the URL into the fields below.

The jury WILL NOT review downloads or use Dropbox or Google Drive files.

- **Video Link of Live Performance**
- **Audio Sample Link #1**
- **Audio Sample Link #2**
- **Artist Biography for Jury Review**

Jury Category

Please indicate the MARKET that most accurately identifies where the artist is professionally based.
Your selection determines which of the three juries will evaluate the application for market-specific context.
USA = Primarily working in the US Market
Canada = Primarily working in the Canadian Market
INT - Primarily working outside of North America

Touring Territory

Please outline the artist's last tour and/or outline a tour the artist has booked in the near future. Please summarize in chronological order (Dates; Number of shows and list any highlighted performances).

Example:
August 2024 - January 2025
50-date tour of Eastern US
Highlighted performances at Club Passim, Caffe Lena, Joe's Pub

Summer and Fall of 2023
40-date tour of Canada
Highlighted performances at Vancouver Folk Music Festival, CityFolk Festival, and Winnipeg Folk Fest.

Title and Date of Latest Release

Enter the title and date (mm/yy) of the artist's latest record released.

If the artist has an upcoming album/single release, what is the scheduled release date?

Link to Media Coverage page

Please provide a link to either the Media Coverage page of the Artist's website, or the most recent high-profile media coverage.

Awards and Recognition

Please list the artist's most significant nominations or awards won. Be brief, chronological, and specific.

Example:

2023 - Nominated for a Grammy in Best Folk Album Category

2022 - Finalist in the Kerrville New Folk Competition

Marketing Plan
Briefly summarize the artist's marketing plan for the upcoming year. A marketing plan is the roadmap that outlines how you will promote your work, build your brand, and connect to your target audience. It should be specific in stating the artist's goals for the coming year and the strategy developed to achieve them.

Optional Additional Information
Briefly, provide any additional information to be considered by the jury not captured in the fields above.

SECTION 3 - Artist Profile Info

Artist Conference App Profile Information

If selected, this information may be published in the Official Conference App and on the conference website. Take care to check capitalization and spelling.

Artist Headshot Photo (MAX SIZE 2MB)
Square or slightly horizontal images are best. Color image is highly preferred.
Limit size to 2MB for quicker load times in the app. 72 dpi .PNG or .JPEG only.

Alternate Artist Press Photo (MAX SIZE 10MB)
Different from the first image you uploaded. No restrictions on crop, please use .PNG or .JPEG

Artist Homebase City

Artist Homebase Province/State/Region

Artist Homebase Country

Country of Origin

Artist Short Biography

250 character limit - be as brief as you can.
This short bio will be displayed in the conference app, it should be designed to inform and entice in a few sentences.

Artist Website URL
Copy the URL of your website and paste it into the field.

Artist Social Profiles

Copy and paste the URL from any social profile you wish to share. The link should always begin with 'https://'

- **Youtube Channel URL**
- **Instagram URL**
- **TikTok URL**
- **Spotify URL**
- **Bandcamp URL**
- **Soundcloud URL**
- **Facebook URL**
- **X formerly Twitter**

Genre & Performing Rights Organization

- **Folk Genre**
- **Write-In Folk Genre**
- **Primary Performing Rights Organization (PRO)**
- **Write-In PRO**

SECTION 4 - TECHNICAL

Type of Act
Solo = 1 performer on stage
Duo = 2 performers on stage
Band = 3 or more performers on stage

Number of performers who will be on stage for your Official Showcase

Names of Band Members + Role for FAI showcase
Example:
Andy Smithfield - bass, vocals
Edgar Nuñez - charango, vocals
Katia Dubois - hurdy gurdy, vocals

We understand that the lineup may change by the event. This is just for planning purposes.

For NON-US Based applicants: Legal Names of Band Members

This section is required for NON-US applicants. US Applicants please skip.

Legal names as listed on passports for all persons traveling to the conference. This data will be used to create border crossing letters.
Example:
Edgar Lucas Nuñez
Katia Manon Dubois

Does this showcase require a drum kit?
Drum kits are provided by Folk Alliance International. (Not all showcase stages have drum kits.)

Does this showcase require a keyboard?
Keyboards are provided by Folk Alliance International. (Not all showcase stages have keyboards.)

Upload a stage plot (.pdf only)
Please upload a stage plot and line list showing the requirements for the proposed Official Showcase.
Folk Alliance International does not accept riders for showcases, we use stage plots to guarantee the stage has all equipment needed to accommodate the artist.
Production Coordinators will follow up with specifics during the advancing of the showcase.

SECTION 5 - ADDITIONAL DEMOGRAPHIC INFO

The following information is not part of the jury review. This information is confidential and not shared. The following information is used in the planning process of the official showcase by staff only.

Will this be the artist's first time attending this conference?

Will this be the artist's first time performing an official showcase at this conference?

Please list any of the artist's current endorsements or sponsorships.
e.g. Taylor guitars endorsement
Shubb Capo official artist
TrueFire certified instructor

etc...
(if none, leave blank)

Funding

Is acceptance of an Official Showcase at the conference contingent on the Artist/Band receiving funding?

If yes, provide the name of funder(s).

If yes, when will the results of the funding request be known?

Demographics

Folk Alliance International is committed to diversity, inclusion, and equitable representation in all programming. In order to measure progress toward FAI's strategic priorities, please answer the following questions.

*The following information is for statistical analysis only. It will not be viewable by the jury and is not part of scoring applications.

How do members of your group self-identify racially or ethnically?

Does the artist or anyone in the band identify as Black, Indigenous, or a Person of Color (BIPOC)?

We ask this question to ensure accuracy and accountable representation in the showcase program.

Does anyone in the band identify as LGBTQ2IA+?

Does anyone in the band identify as disabled?

Do any featured performers in the band identify as a woman, transgender, or non-binary?

Disclaimers

Please read and confirm you understand by answering "yes" next to each statement below.

Registration Clause

I understand that, if selected, **all attending members of the artist's act must register** for the conference, including but not limited to, hired side-players, sound engineer, management, photographers, and significant others. Special

registration rates may apply. Details are provided by production coordinators during the advance.

Registration Deadline

I understand that if the artist/band is not registered for the conference by November 1 the artist's showcase slot can and will be opened to another Artist/Band from the official standby list.

Guest Clause

I understand Official Showcase performances are not open to the public and there are no guest passes available. Attendees of Official Showcases must be registered delegates of the conference with proper credentials. If Official Showcase acts have special invitations they wish to have at their showcase, they must go through Folk Alliance International for all requests.

Radius Clause

I understand that, if selected, Official Showcase artists are not permitted to perform outside the host hotel within a 15-mile (24km) radius from the host hotel between the hours of 4 PM - 3 AM during the conference (Jan 21-25, 2026). This radius clause is valued as part of the respect Official Showcase Artists give their fellow performing artists. Violation of this clause is terms for the withdrawal of the showcase invitation.

Riders and Backline Clause

I understand that Official Showcase only have a 15-minute changeover between acts, there are no full sound checks, and the lighting is set, as is typical for a showcasing event. All performances take place in the host hotel. Because of these limits, FAI does not provide items on an artist's rider. All backline and equipment provided on stage will be communicated to the artist in the advance. Typical backline includes, drums, keyboards, amps, and all stands, microphones and lines as indicated on the stage plot. Anything not provided by Folk Alliance International is the responsibility of the ARTIST to bring to their showcase.

Promotion Clause

I understand that, if selected, artists are encouraged to post that they are an Official Showcase Artist on their social media pages using the images provided by Folk Alliance International. This promotion is done collaboratively with Folk Alliance International and the Artist.