



APCA IS EXCITED TO ANNOUNCE OUR 2020 FALL VIRTUAL CONFERENCE PLATFORM!

We are creating an APCA Workplace to engage students and advisors from around the country for the ENTIRE FALL SEMESTER. This will be a place for school delegates to network, receive professional development training, share documents and files, get involved in special events (APCA SERVES!™ Community Service Projects, Broadway Cares auctions, Awards Ceremonies, AND all Live Conferences and Cooperative Buying Sessions). When the conference begins, our Workplace will already be full of engaged and excited school members.

**Our schools are excited about this
opportunity, and are ready and
committed to book both virtual and
live events!**

SEPTEMBER 22-24, 2020

2020 APCA Fall Virtual Conference Pricing

- **No Showcase Submission Fees!**
- **No Booth Fees!**
- **No cap on showcases**
- **Multiple options for showcase length**
- **BEST engagement, value, and buyer access of any conference showcase options!**

AGENCY DELEGATE PASS
\$99.00 per/seat in the APCA
Conference Workplace.

**Minimum of one Delegate Pass required. If your agency has multiple agents, you are encouraged to purchase a Delegate Pass for each participating agent.*

**ONLY Agents and Self-represented Artists are eligible to purchase Delegate Passes.*

This delegate pass allows you to create a personal profile page in the conference area of the workplace. Your personal profile can be accessed by all students and advisors throughout the conference, and in the days leading up to and following the conference. You may also share information and content throughout the conference in accordance with APCA policies.

REMINDER
PLATINUM MEMBERS GET ONE (1) FREE DELEGATE PASS

SHOWCASE FEES

**No showcase other than the Special Event Showcase may feature more than one artist/attraction.*

Pre-recorded Showcase:

\$249: 60 Second Snapshot Showcase

Recorded showcase that will be posted throughout the entirety of the conference.

Live OR Recorded Showcases:

Live or Recorded - artist choice. All showcases will be posted throughout remainder of the conference.

\$549: 5-minute Showcase

\$799: 10-minute Showcase

\$1499: 20-minute Showcase | Keynote, Novelty, Function, etc.

Special Event Showcase

Multiple acts may be submitted for approval within one Special Event Showcase.

\$1999: 30-minute Special Event Showcase | Novelty, Game Shows, Festival, etc.

Educational Sessions

Showcasing artists may submit Educational Session proposals for a Student or Advisor audience. These sessions will be approved based on topic, need, and availability. Selected ed sessions will be NO ADDITIONAL CHARGE.

APCA 2020 Membership Renewal Notice



Please allow this letter to serve as your notice for APCA membership renewal. Current APCA associate membership expiration is on 6/30/20.

Please renew or join at apca.com by 6/30/20 to maintain your APCA artist profiles, conference eligibility, and lead generation notifications.

APCA Associate Membership Benefits for the APCA 2020 – 2021 Membership Year

- Eligibility to apply for inclusion in FALL VIRTUAL CONFERENCES (details released by July)
- **No showcase submission fees** for APCA events
- **No Cap** on showcase submissions and selections (agency memberships only)
- The APCA comprehensive directory of all campus activities buyers
- Listing in our APCA buyers guide of vendors
- APCA **live and virtual** cooperative buying programs

APCA Complimentary Artist Profiles For 2020 Associate Members

APCA recently introduced “artist profiles” to the APCAONLINE.COM website. These electronic press kits, complete with lead generation forms, headshots and video capability have been well received by school buyers looking for virtual and live entertainment offerings. APCA members can now enjoy a choice of membership packages, all including artist profiles as a complimentary gift with your membership.

APCA MEMBERSHIP 2020 PRICING

We have also added new membership options, based on associate feedback. This will help customize the APCA experience for different roster sizes and offer flexibility in choosing your artist involvement.

\$269 for Self-Represented Artist

- 1 ARTIST PROFILE PER ARTIST MEMBERSHIP
 - *(One showcase submission per conference and only 1 showcase allowed per conference)*

\$299 for Basic Agency Membership

- 3 FREE ARTIST PROFILES PER BASIC AGENCY MEMBERSHIP
- ADDITIONAL artist profiles in the APCAONLINE Virtual Resources area can be purchased for \$99. Artist Profiles include lead generation functionality and video capabilities.

\$499 for Gold Agency Membership

- 7 FREE ARTIST PROFILES FOR GOLD AGENCY MEMBERSHIP
- One ½ page ad in APCA Campus Life Trends Magazine (1 issue of your choice)
- ADDITIONAL artist profiles in the APCAONLINE Virtual Resources area can be purchased for \$99 each. Artist profiles include lead generation functionality and video capabilities.

\$699 for Platinum Agency Membership

- **UNLIMITED FREE** ARTIST PROFILES FOR PLATINUM AGENCY MEMBERSHIP
- One full page ad in APCA Campus Life Trends Magazine (1 issue of your choice)
- 1 free delegate pass to (1) APCA Fall virtual conference with minimum purchase of at least one showcase

Please note that complimentary agency profiles are exclusive to the actual members and can only be resold or gifted to artists on your roster. Their artist profile must list you as their representative. Any artists without a complimentary agency profile assigned to them or having purchased a profile will be removed on July 15th.

Please register at apca.com or email us at ronnie@apca.com to begin or renew your APCA membership!

REGISTRATION OPENS
Wednesday, July 22, 2020
AT 12:00 NOON EDT

**VISIT APCA.COM OR EMAIL
ELAMBERT@APCA.COM FOR MORE
INFORMATION!**



Association for the Promotion
of Campus Activities