



Showcase Production for Export-Ready Artists

Component Guidelines

2019-2020

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Application Deadlines (this component only)

For provincial/territorial music industry associations only: Applications for the full year's export programming must be submitted by **February 1**;

For all other applicants:

Period One - For activities occurring between **May 1 and October 31**, applications must be submitted by **March 1**;

Period Two - For activities occurring between **August 1 and January 31**, applications must be received by **June 1**;

Period Three - For activities occurring between **November 1 and April 30**, applications must be received by **September 1**;

Period Four - For activities occurring between **February 1 and July 30**, applications must be received by **December 1**.

Eligible Activities

1. This component supports international market development initiatives that benefit export-ready Canadian artists. It is intended for Applicants whose activities engage a number of export-ready artists in showcase opportunities of international significance.
2. For the purpose of this component, an export-ready Canadian artist is:
 - a. A Canadian artist who has:
 - i. At least one sound recording of any format or duration that has been made commercially available to the general public in Canada; and
 - ii. At least one sound recording of any format or duration that has been made commercially available to the general public outside of Canada, or will be made commercially available to the general public outside of Canada within twelve months of the export showcase; or has a tour or showcase in the territory of export upcoming within twelve months of the export showcase; and
 - iii. A professional support team including at least one of the following: artist manager, record label, booking agent, publicist, publisher; and
 - iv. Public and industry recognition (via radio play, video play, web hits and streams, music press, blogs, awards, etc.)
3. "Commercially available to the general public" in this component means the sound recording has been offered for sale or consumption to the general public through physical or digital retail distribution, for streaming or sale online whether through the artist's own website, the record label's website, or a third-party website, through authorized audio or video streaming services, or released to terrestrial, satellite, and/or digital radio. If the sound recording is

only been made available at live performances of the artist, it will not be deemed to have been made commercially available to the general public.

4. The activities undertaken under this component must be designed to increase awareness of Canadian music around the world by providing artists with opportunities to secure record distribution, licensing or publishing deals, tour bookings, radio/television exposure, major festival bookings, management, or other representation. These outcomes are generally created in one of two ways: either through inbound projects that bring international music industry professionals to a domestic showcase event, or through outbound projects that produce a showcase at an international industry- oriented event. Showcases must coincide with a strong business activities for the artists and/or their team.
5. **Applicants must submit:**
 - a. A proposal that includes the event's details, history, projected audience, and a discussion of the specific outcomes that are expected to be generated for the participating artists;
 - b. A list of participating artists. Proof of artist participation (signed offers/email correspondence) should be included;
 - c. A budget detailing all expenses and revenue streams for the project; and
 - d. Optional supporting documents which demonstrate the potential success of the project in relation to the program's objectives, and could include a marketing plan, statistics or documentation from previous events, etc.
6. You are obligated as a condition of funding to include the appropriate logos and acknowledgment in all materials created in a FACTOR-funded project. Please review the [Logo and Acknowledgment Guide CI](#) for specific instructions. Remember, the failure to provide appropriate logos and acknowledgment could result in a loss of some or all of your funding.

Funding Limits

7. Funding under this component is at 50% of the Total Eligible Budget. The amount of funding provided shall be proportionate to the scope, reach, and impact of the project.

Eligible Costs

8. The eligible costs in this section are specific to the Showcase Production for Export-Ready Artists component. Please also review [Eligible Costs](#) in the Program Guidelines for the Collective Initiatives program. Applicants are strongly advised to read and understand these sections, and to contact FACTOR prior to submitting an Application to ensure eligibility of the proposed costs.
9. **Eligible costs in this component can include:**
 - a. For inbound markets, costs associated with bringing in foreign industry personnel, buyers, promoters, etc. (members of the press are not eligible invitees):
 - i. accommodation
 - ii. per diems
 - iii. ground and air transportation
 - b. For outbound markets, costs associated with producing a showcase:
 - i. venue rental

- ii. production
 - iii. catering
 - iv. production personnel
 - v. marketing and publicity
10. If the event organizer is requesting funding to support the cost of a staff person traveling to the showcase, only one staff person's expenses are eligible per each trip. As well, the Applicant must provide details on the role that this staff person will play in the actual production of the showcase or in the curation of business-to-business development meetings for participating artists.
11. Ineligible costs for the Showcase Production Export-Ready Artists component include:
- a. Artist performance fees and related artist-specific costs such as travel. Participating artists are encouraged to apply for Showcase support from FACTOR through the [Live Performance program](#).
 - b. Ancillary expenses and production costs for artists that do not qualify as export-ready artists.
 - c. Costs to produce a showcase in Canada.

Component Completion

Please review the [Completion Guide](#) for detailed instructions.

12. For every component of the project, Applicants must compile and organize all invoices, receipts and proofs of payment, then enter the amounts being claimed into the FACTOR Cost Report which can be downloaded from the Budget page of the completion. Applicants must then upload the Cost Report and all related expense documentation, then complete and submit all other sections of the online completion (including Component Information, Budget).
13. The Component Information submitted must include a report with specific outcomes for the artists who participate.