

So, you'd like your band to do an in-store performance at Waterloo Records, but aren't sure how to get started?

IN STORE PERFORMANCE INFORMATION AND GUIDELINES

First of all, we ask that you fill out and return our in-store application (at the end of this pdf file) with a press kit, photo, and CD for us to look over. If you're a local or consignment artist please submit your application to Martin Coulter either by dropping it off in the store or e-mailing him at martin@waterloorecords.com. If we get your product through one of our many distributors please talk to your label about contacting the specific buyer with your information. Once you're approved...

ADVERTISING:

We ask that the artist/label take out a 1/4 page through us in the Austin Chronicle to promote the event. Cost for a 1/4 page is \$452 (price subject to change).

We have an LED display sign attached to the front of our building. To advertise your in-store on our Jumbotron, the cost is **\$50 per week** and you can sign up for as many weeks as you'd like.

The scrolling ad will include band name, day, time, and date of in-store, CD cover artwork or band publicity photo and a tag for the beer sponsor, Shiner Beers.

It is very important that the artist has additional outside publicity/exposure for the in-store as well. This is left to the artist/label's discretion, but should be noted. We do not have a built-in crowd for in-stores, it is all based on an artist's popularity, publicity, and exposure.

In order to confirm your in-store performance, we must receive payment **and materials** for the ad. **This is the only way to confirm your in-store.**

Materials for the ad include: any artwork you would like to include in the ad, the CD cover art, any quotes/reviews you would like to include, any shows you would like to tag, any sponsorships that you would like to tag, any radio stations or web sites that you would like to tag - basically, everything you want Chronicle readers to learn from your ad.

You can submit all items digitally - by e-mail to jessie@waterloorecords.com, or you may drop them off with any floor manager. Artwork can be any format - we prefer jpeg or tiff, at least 300 dpi, black and white or color.

Payment can be made in cash or with check. Sorry, no credit cards. Please make checks payable to Waterloo Records. Payment can be accepted by any floor manager here at the store, or you can mail it to the attention of Jessie Strub or Andy Pluta.

PA System: Our PA system features 2 powered mains (250 watts), 1 12-channel powered mixing board with 1/4" direct and standard mic inputs, 1 powered monitor, 5 Shure SM-58 microphones, 2 Shure SM-57 microphones, 3 DI boxes, and 7 boom microphone stands.

If you require additional equipment, please bring it with you, or contact your label/distribution representative for the necessary arrangements.

Please direct all sound/stage questions to Kelsey Wickliffe or Edmund LeStrange, our stage managers/sound techs. They can be reached here at the store phone – 512-474-2500 or kelsey@waterloorecords.com, edmund@waterloorecords.com.

Parking and Load In: Our parking lot is small and it can be difficult to find a space. If a large area is required (for a bus, van, etc.) please call in advance so we can make the necessary arrangements. Please try to arrive about 1/2 an hour before you're scheduled to perform. Check in with Kelsey Wickliffe or Edmund LeStrange once you arrive. Please note: Waterloo employees are not responsible for helping the band load in or out.

Performance: We ask that you keep your set to about 25 minutes to give everyone a good taste and to compel them to see you in concert. This also allows more time for you to meet and greet your fans. Your performance is yours. Do whatever you desire, so long as it does not involve pyrotechnics! Also, please be aware that many parents bring their children to our in-store performances. We don't want to limit your performance in any way, but we do ask that you use some discretion when choosing material.

Wow, this sounds great, but I don't think my band is ready for all that and we certainly can't afford to pay \$450+... what do we do?

How about our Hear TX Here Listening Station Program?

Hear TX Here is an exclusive Waterloo promotion that runs monthly. The program consists of inclusion in a full page ad in the Austin Chronicle that runs one time, listening station for one month, and sale pricing/positioning for the duration of the program.

Hear TX Here is open to Texas born or based artists (signed or not) with a recent release.

Please contact Jessie Strub at jessie@waterloorecords.com for more information.

So what if our band doesn't have ANY money to spend on advertising, what can we do?

One of our display racks at the front of the store is dedicated to Texas artists. We are more than willing to display your CD there for no charge. All you have to do is speak with Martin Coulter or Mandy Overton, they're our consignment people and they can get you on the Texas rack. You can call them at 474-2500 or e-mail - martin@waterloorecords.com.

Get your CD on our transactional web site! Yes, it's true, we can put your CD up for sale on our web site for no charge to you. All you have to do is speak with Kelsey Wickliffe, she's our web czar and she'll be able to get you set up on our web site. You can call Kelsey at 474-2500 or e-mail her at kelsey@waterloorecords.com. Note: if we do not already carry your CD you will need to contact our consignment guys first!

How do I get my CDs on consignment at your store?

It's easy to set up consignment for your CDs here at Waterloo. All you need to do is bring in 3-5 copies to start with and fill out our consignment form. Martin Coulter or Mandy Overton will be able to help you decide on a price and get everything ready to go for your CDs. You can call them at 474-2500 or e-mail martin@waterloorecords.com.

**Date:** _____**WATERLOO RECORDS IN STORE APPLICATION AND INFORMATION**

To apply, please enclose in one package, a completed in-store application form, a CD or cassette of original material (at least 3 songs, please do not send DAT, mini disc, or vinyl), a photo, biography, and press kit.

Your application will be acknowledged by e-mail. All acts will be notified of their status via e-mail.

Due to the number of applications received, we ask that you DO NOT CALL this office to inquire about the status of your application.

ARTIST

NAME _____

PHONE _____

E-MAIL _____

WEBSITE _____

TYPE OF MUSIC _____

**PRIMARY
CONTACT**

NAME (ARTIST, LABEL, OR MGR ONLY) _____

COMPANY _____

E-MAIL _____

PHONE _____

FAX _____

Q & A

WHERE DO YOU PLAY AROUND TOWN AND HOW OFTEN? _____

DO WE CURRENTLY CARRY YOUR RECORD/ PREVIOUS RECORDS? _____

IF SO, PLEASE LIST TITLE(S) _____

ARE YOU RECEIVING RADIO PLAY? IF SO, PLEASE LIST STATIONS _____

DO YOU HAVE A MAILING LIST/ E-MAIL LIST? _____

PLEASE LIST ANY ADDITIONAL PROMOTIONS YOU ARE PLANNING IN CONJUNCTION WITH YOUR IN STORE _____

SCHEDULE

DATE YOU WOULD LIKE TO DO AN IN-STORE _____

SECOND CHOICE _____

WATERLOO CONTACT INFO:

Advertising

Jessie Strub

jessie@waterloorecords.com

Consignment/ In Stores:

Martin Coulter or Mandy Overton

474-2500

martin@

waterloorecords.com