

# SHOWCASING

## MANUAL

EAST COAST  
**MUSIC** AWARDS

ST. JOHN'S / NL  
APRIL 29 - MAY 3, 2020

# SHOWCASING

## ABOUT THE EAST COAST MUSIC AWARDS: FESTIVAL & CONFERENCE

ECMA Showcasing allows Atlantic Canadian acts the opportunity to perform for a target audience of influential industry members that can include label representatives, talent buyers, managers and media, as well as excited music fans.

The following section outlines the showcase submission and selection processes for the 2020 East Coast Music Awards: Festival & Conference in St. John's, NL April 29-May 3. All showcase applications are submitted online via Marcato.

## ELIGIBILITY

Eligible artists must be Atlantic Canadian, defined as:

- A person who was either born in Atlantic Canada; or
- A person who has lived in Atlantic Canada within the showcasing eligibility period of June 1, 2017-May 3, 2020.
- At least 50% of group members must be Atlantic Canadian.

## GENERAL SUBMISSION INFO

- All applicants must be ECMA Members **NEW!**
- Artists/group may submit for any number of general categories.
- Artists/groups may submit for one (1) genre-specific category for each recording.
- Artists/groups may also submit for any number of cross-over categories (if criteria is met, separate fees apply).
- If a recording falls within the eligibility period for two (2) years, it may be submitted both years but can only receive one (1) genre-specific nomination. A recording cannot be nominated twice in the same category.

## ECMA EXPORT-READY CRITERIA

An Atlantic Canadian artist/group who has:

1. At least one (1) sound recording of any format (physical or digital) of a minimum 6 tracks in length/20 minutes long that has been made commercially available to the general public in Canada; and
2. At least one (1) 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
3. A professional support team including at least one (1) of the following: artist manager, record label, booking agent, publicist, publisher; and
4. Public and industry recognition (via radio play, video play, web hits and streams, music press, blogs, awards, etc.)

**SHOWCASING APPLICATION  
FEE IS \$30 PER CATEGORY!**

**APPLY HERE**

**For any questions or concerns**

please contact Tara MacDonald, Artist & Industry Manager, at  
tara@ecma.com, 1(902) 423-6770 or 1(800) 513-4953.

# SHOWCASING

## SHOWCASE FEES

Performers on ECMA Showcasing Stages will be paid according to a standard rate set by ECMA. Performers will be provided with an artist pass, but will be responsible for their own travel, accommodation, and other related expenses. Artists should contact ECMA and their provincial Music Industry Association for assistance in identifying sources of funding.

## SHOWCASE SELECTIONS

Selections for all ECMA Showcasing Stages are juried by groups of at least five (5) music industry professionals with a specific knowledge of East Coast music and the musical genres evaluated. Consideration will be given to current industry trends and growth. Showcase selections are based on the results of jury panel consisting of 200+ qualified regional, national and international industry professionals.

Artists selected to showcase will be contacted in late December/early January (subject to change) after juror selection results are tabulated.

## JURY CRITERIA

The criteria that is followed by jurors varies for each Showcase. Please see the jurying criteria as described for each showcase stage. ECMA strongly encourages each artist/group submitting to ensure their application is complete and includes all pertinent information.

**PLEASE NOTE:** ECMA reserves the right to solicit showcase applications when required. Where an ECMA showcase or stage is broadcast, ECMA may partner with representatives of the broadcaster in soliciting artists/groups. Priority for ECMA showcase performances will be awarded to artists/groups that did not showcase at the previous year's event and will be awarded to 2020 East Coast Music Award nominees where possible. ECMA reserves the right to solicit headline performances as a means of raising profile for the showcases and event overall.

## PRODUCT REQUIREMENTS

All material is submitted online via Marcato where you will be asked to answer a series of questions as well as upload a minimum of three (3) tracks and in some cases a complete album. Physical showcase submissions will not be accepted.

## SOUND PRESSURE LEVELS

ECMA is committed to a safe environment for all participants. With this in mind, the ECMA has implemented a policy for a safe listening environment at ECMAs. All artists must perform with a continuous Front-of-House volume no more than 98 Db at 10 metres from the sound source, with peak frequencies no louder than 101 Db. This will ensure an enjoyable listening experience for all attendees, while not sacrificing the excitement of the performance.

## GENRE-BASED SHOWCASES

### FOR EXPORT-READY ARTISTS/GROUPS

ECMA features showcase stages highlighting artists from genre-based award categories. Subject to 2020 programming, possible genre-based showcasing stages based on our Music Award categories can include:

- Blues Stage
- Classical Showcase
- Pop Stage
- Contemporary Roots Stage
- Electronic/Dance Stage
- Folk Stage
- Indigenous Showcase
- Jazz Stage
- Loud Stage
- Country Stage
- R&B / Soul Stage
- Rap / Hip-Hop Stage
- Rock Stage
- Roots/Traditional Stage

**To submit for the genre-based Showcases, artists/groups must meet eligibility criteria, ECMA Export-Ready artists/groups criteria, and any two (2) of the following criteria (unless otherwise noted):**

1. Have an upcoming booking or a contract for a current musical production (i.e. live performance, stage production, songwriting collaboration, composition/soundtrack interest from film/TV, etc.),
2. Have a strong professional outline / business plan which reflects a commitment to touring (both historical, and future dates) regionally, nationally and/or internationally; and
3. The artist must have the required infrastructure to be able to take advantage of any business opportunities that may arise at, or resulting from, the ECMAs. The required infrastructure may be a team, or self-management with a proven track record.

### JURY CRITERIA

When making showcase selections, jurors and programmers will consider the artist/group's history, current activities, future plans, marketability, target audience, and quality.

Each juror will be asked to score selections based on the following:

<b>ARTISTIC MERIT/ PRESENTATION</b>	Does the artist portray professionalism and authenticity in regards to their overall submission and their past live performances? With the complete submission package in mind, and a focus on music in particular, does this submission meet your standards of artistic excellence?	<b>20%</b>
<b>MUSIC &amp; LYRICS</b>	Is there a coherence and originality to the music and lyrics (if applicable) of the submission?	<b>15%</b>
<b>ORIGINALITY</b>	How is this artist/group unique? Do they set themselves apart? What do they offer to differentiate themselves from other musicians? Do they have charisma and star quality?	<b>15%</b>
<b>ACCOMPLISHMENTS &amp; BRAND</b>	Does the artist/group have a strong online presence i.e. website/social media? In reviewing the overall submission does the submitting group demonstrate a level of professional accomplishments? Does the artist/group have a buzz – what press have they generated?	<b>15%</b>
<b>TOURING, PERFORMANCE ABILITY &amp; EXPERIENCE</b>	Does the artist have a strong performance history (see submission)? Are they ready and capable to export nationally and internationally? Is their live performance engaging (Check for live footage online)?	<b>25%</b>
<b>INSTINCT</b>	Gauge your instinct as an immediate feeling or reaction to the submission as a whole. Does the submission make you want to learn more about this artist?	<b>10%</b>

**BREAKOUT STAGE**

**FOR NON-EXPORT-READY ARTISTS/GROUPS**

The Breakout Stage presents emerging and developing artists/groups from all genres and regions. Preference is given to acts that are active with the intent of advancing in the industry. Selected artists/groups will be given a showcase opportunity on the Breakout Stage (paid performance), engage in rigorous ECMA development programs, as well as in-depth engagement at the ECMAs guided by a mentor. Mentors are selected from experienced industry professionals (managers, artists, buyers, promoters).

**NOTE:** Participation in the Breakout Program is mandatory for all Breakout Stage participants.

**To submit for the Breakout Stage, artists/groups must meet eligibility criteria, and the ECMA Emerging and Developing artists/groups criteria:**

1. Applicants must include three (3) recorded tracks (demos are acceptable), photos, and a biography
2. Have not had significant exposure/toured outside of Atlantic Canada.
3. Do not meet all of the criteria for Export-Ready Artists or Exporting Artists as defined by ECMA.
4. Artists will not be eligible for the Breakout Stage if they have released more than 2 albums commercially.

**NOTE: You cannot play the Breakout Stage if you have showcased on this stage before with the same artist/band. You cannot apply to either the Rising Star Showcase or the Export Buyers Showcase Series if applying, and qualifying for the Breakout Stage.**

**JURY CRITERIA**

Programming for this showcase is done through a collaborative process between the five (5) Music Industry Associations (MIAs) and ECMA. Each MIA programs an equal number of selections based on regional industry knowledge.

<b>ARTISTIC MERIT/PRESENTATION</b>	Does the artist portray professionalism and authenticity in regards to their overall submission and their past live performances? With the complete submission package in mind, and a focus on music in particular, does this submission meet your standards of artistic excellence?	<b>25%</b>
<b>MUSIC &amp; LYRICS</b>	Is there a coherence and originality to the music and lyrics (if applicable) of the submission?	<b>15%</b>
<b>ORIGINALITY</b>	How is this artist/group unique? Do they set themselves apart? What do they offer to differentiate themselves from other musicians? Do they have charisma and star quality?	<b>15%</b>
<b>ACCOMPLISHMENTS &amp; BRAND</b>	Does the artist/group have a strong online presence i.e. website/social media? In reviewing the overall submission does the submitting group demonstrate a level of professional accomplishments? Does the artist /group have a buzz – what press have they generated?	<b>15%</b>
<b>TOURING, PERFORMANCE ABILITY &amp; EXPERIENCE</b>	Does the artist have a strong performance history (see submission)? Are they ready and capable to export nationally and internationally? Is their live performance engaging (Check for live footage online)?	<b>15%</b>
<b>INSTINCT</b>	Gauge your instinct as an immediate feeling or reaction to the submission as a whole. Does the submission make you want to learn more about this artist?	<b>15%</b>

**After performing on the Breakout Stage, you will have the opportunity to “graduate” to perform on the Rising Star Showcase (\*as long as you meet the eligibility criteria).**

## RISING STAR SHOWCASE FOR EXPORT-READY ARTISTS/GROUPS

The Rising Star Showcase highlights the talent of those making a splash in Atlantic Canada. This showcase puts artists/groups in front of a target audience of influential industry members including label representatives, talent buyers, managers, media and the general public.

### To submit for the Rising Star Showcase, artists/groups must meet criteria and the ECMA Export-Ready criteria:

1. At least one (1) qualifying release in Canada within the eligibility period (one (1) recording released within the past two (2) years (physical and/or digital release), or one (1) recording being released (either physical and/or digital) within the eligibility period;
2. Have had one (1) recording released within the past two (2) years (physical and or digital release);
3. Have an upcoming booking or a contract for a current musical production (i.e. live performance, stage production, songwriting collaboration, composition/soundtrack interest from film/TV, etc.);
4. Have a strong professional history with a commitment to touring regionally, nationally and/or internationally; and,
5. Have infrastructure in place that would allow the artist to take advantage of business opportunities that may arise in the near future.

**NOTE: You cannot play the Rising Star Showcase if you have performed on this stage before with the same artist/band. If applying to the Rising Star Stage you are in illegible for the Breakout Stage.**

### JURY CRITERIA

When making showcase selections, jurors and programmers will consider the artist/group's history, current activities, future plans, marketability, target audience and quality. This stage will present artists from all genres. Programming for this showcase is done through a collaborative process between the five (5) Music Industry Associations (MIAs) and ECMA. Each MIA programs an equal number of selections based on regional industry knowledge.

Each juror will be asked to score selections based on the following:

<b>ARTISTIC MERIT/PRESENTATION</b>	Does the artist portray professionalism and authenticity in regards to their overall submission and their past live performances? With the complete submission package in mind, and a focus on music in particular, does this submission meet your standards of artistic excellence?	<b>25%</b>
<b>MUSIC &amp; LYRICS</b>	Is there a coherence and originality to the music and lyrics (if applicable) of the submission?	<b>20%</b>
<b>ORIGINALITY</b>	How is this artist/group unique? Do they set themselves apart? What do they offer to differentiate themselves from other musicians? Do they have charisma and star quality?	<b>15%</b>
<b>ACCOMPLISHMENTS &amp; BRAND</b>	Does the artist/group have a strong web presence i.e. website/social media? In reviewing the overall submission does the submitting group demonstrate a level of professional accomplishments? Does the artist/group have a "buzz" – what press have they generated?	<b>15%</b>
<b>TOURING, PERFORMANCE ABILITY &amp; EXPERIENCE</b>	Does the artist have a strong performance history in their own region (see submission)? Are they ready and capable to export nationally? Is their live performance engaging (Check for live footage online)?	<b>10%</b>
<b>INSTINCT</b>	Gauge your instinct as an immediate feeling or reaction to the submission as a whole. Does the submission make you want to learn more about this artist?	<b>15%</b>

**After performing on the Rising Star Showcase, you will have the opportunity to "graduate" to perform on the Export Buyers Showcase Series (\*as long as you meet the eligibility criteria).**

**SONGBIRD NORTH SHOWCASE  
FOR EXPORT-READY ARTISTS/GROUPS**

Inspired by Nashville’s Bluebird Café, the Songbird North Showcase gives songwriters an opportunity to showcase their material in an intimate setting.

Performers for the Songbird North Showcase are chosen based on their ability to entertain and enlighten audiences through their experience and success in songwriting. If you are a group submitting for this stage, you will be asked to assign a single songwriter/singer. All applicants must be registered with a performing rights organization, have a catalogue of original material, and have had work recorded or performed as a solo artist or with others in a professional environment.

**To submit for the Songbird North Showcase artists/groups must meet eligibility criteria and the ECMA Export-Ready Artists/Groups criteria including:**

1. At least one (1) qualifying release in Canada within the eligibility period one (1) recording released within the past two (2) years (physical and/or digital release), or one (1) recording being released (either physical and/or digital) within the eligibility period;
2. Have had one (1) recording released within the past two (2) years (physical and or digital release);
3. Have an upcoming booking or a contract for a current musical production (i.e. live performance; stage production; songwriting collaboration; composition/soundtrack interest from film/TV; etc.);
4. Have a strong professional history with a commitment to touring regionally, nationally and/or internationally; and,
5. Have infrastructure in place that would allow the artist to take advantage of business opportunities that may arise in the near future.

**JURY CRITERIA**

When making showcase selections, jurors and programmers will consider the artist’s history, current activities, future plans, marketability, target audience and quality. This stage will present artists from all genres.

Each juror will be asked to score selections based on the following:

<b>ARTISTIC MERIT/PRESENTATION</b>	Does the artist portray professionalism and authenticity in regards to their overall submission and their past live performances? With the complete submission package in mind, and a focus on music in particular, does this submission meet your standards of artistic excellence?	<b>25%</b>
<b>MUSIC &amp; LYRICS</b>	Is there a coherence and originality to the music and lyrics of the submission?	<b>25%</b>
<b>ORIGINALITY</b>	How is this artist/group unique? Do they set themselves apart? What do they offer to differentiate themselves from other musicians? Do they have charisma and star quality?	<b>15%</b>
<b>ACCOMPLISHMENTS &amp; BRAND</b>	If the artist does not have an album out in the past year, has the artist included evidence of future plans for example: upcoming album/video release, recording, collaborations, online campaigning, or other promotional events. Does the artist/group have a strong online presence i.e. website/social media? In reviewing the overall submission does the submitting group demonstrate a level of professional accomplishments? Does the artist/group have a buzz - what press have they generated?	<b>15%</b>
<b>TOURING, PERFORMANCE ABILITY &amp; EXPERIENCE</b>	Does the artist have a strong performance history (see submission)? Are they ready and capable to export nationally and internationally? Is their live performance engaging (Check for live footage online)?	<b>10%</b>
<b>INSTINCT</b>	Gauge your instinct as an immediate feeling or reaction to the submission as a whole. Does the submission make you want to learn more about this artist?	<b>10%</b>

**NOTE: This is not our official ECMA Songwriter’s Circle.**

## EXPORT BUYERS SHOWCASE SERIES FOR EXPORTING ARTISTS/GROUPS

The Export Buyers Showcase Series is open to **exporting** artists/groups for the opportunity to perform to a dedicated audience of international program delegates, media and domestic buyers.

ECMA reserves the right to make final selection of artists to reflect the program buyers in attendance. These showcases have a mandatory 'must attend' component of the 2020 ECMA's Export Buyers Program delegates.

To submit for the Export Buyers Showcase Series, artists/groups must meet the ECMA Exporting Artist/Group criteria including:

1. At least one (1) qualifying release in Canada within the eligibility period: one (1) recording released within the past two (2) years (physical and/or digital release), or one (1) recording being released (either physical and/or digital) within the eligibility period;
2. At least one (1) qualifying release in Canada within the eligibility period (physical and/or digital release);
3. At least one (1) qualifying release that is distributed internationally in addition to the Canadian release (physical and/or digital release);
4. Completed at least one (1) national and/or international tour within the past 24 months and/or has an upcoming international tour or international showcase bookings. The ECMA defines a national tour as a minimum of eight (8) consecutive dates outside of the Atlantic region;
5. An established management/self-management team including at least two (2) of the following: artist manager, record label, booking agent, publicist; and,
6. Public and industry recognition (via radio play, video play, web hits and streams, music press, blogs, awards, etc.).

**PLEASE NOTE:** Artists who participated in the Export Buyers Showcase Series in **both** 2018 and 2019 **will not** be eligible to submit or participate in the program in 2020, but they will be eligible in 2021.

## 'CANADIAN MUSIC. EAST COAST STYLE.' EXPORT BUYERS SHOWCASE

Artists performing on the 'Canadian Music. East Coast Style.' Export Buyers Showcase will have the chance to perform a 20-30 minute set to both industry buyers and the general public. This is an opportunity to give buyers a sense of your typical live show. This stage is best suited for full band performances.

## TWO FOR THE SHOW: LIVE PERFORMANCE PITCH SESSIONS

In an acoustic and intimate setting, these unique live performance pitch sessions are designed for exporting artists to showcase their music to an audience made up exclusively of industry buyers. Each artist performs two (2) songs. This stage is best for solo artists or small acoustic duos or trios.

**PLEASE NOTE:** Performers for Two for the Show and Export Buyers Stage will be selected from the submissions for the Export Buyers Showcase Series. The ECMA Programming Committee, in conjunction with our Export Team, will program artists to the most appropriate stage once all submissions have been received and juried.

**IMPORTANT!** Artists selected to take part in the Export Buyers Showcase Series will be required to participate in the business development program activities (such as one-on-one business meetings, networking receptions, etc.). Participants will be required to complete an ECMA post-event survey reporting the export business development outcomes and results as required by our funding agencies and partners. **Remember – this program is here to help you get business done, so make sure to take full advantage!**

**EXPORT BUYERS SHOWCASE SERIES CONTINUED**

**JURY CRITERIA**

Programming for this showcase is done through a collaborative process between the five (5) Atlantic Canadian Music Industry Associations (MIAs) and ECMA. Each MIA programs an equal number of selections based on regional industry knowledge.

Each juror will be asked to score selections based on the following:

<b>ARTISTIC MERIT/PRESENTATION</b>	Does the artist portray professionalism and authenticity in regards to their overall submission and their past live performances? With the complete submission package in mind, and a focus on music in particular, does this submission meet your standards of artistic excellence?	<b>20%</b>
<b>MUSIC &amp; LYRICS</b>	Is there a coherence and originality to the music and lyrics of the submission?	<b>15%</b>
<b>ORIGINALITY</b>	How is this artist/group unique? Do they set themselves apart? What do they offer to differentiate themselves from other musicians? Do they have charisma and star quality?	<b>15%</b>
<b>ACCOMPLISHMENTS &amp; BRAND</b>	Does the artist/group have a strong web presence i.e. website/social media? In reviewing the overall submission does the submitting group demonstrate a level of professional accomplishments? Does the artist/ group have a buzz – what press have they generated?	<b>20%</b>
<b>TOURING, PERFORMANCE ABILITY &amp; EXPERIENCE</b>	Does the artist have a strong performance history (see submission)? Are they ready and capable to export nationally and internationally? Is their live performance engaging (Check for live footage online)?	<b>25%</b>
<b>INSTINCT</b>	Gauge your instinct as an immediate feeling or reaction to the submission as a whole. Does the submission make you want to learn more about this artist?	<b>5%</b>