



**Molson Canadian Nova Scotia Music  
Week 2010 Showcase Manual**

## Index

Introduction.....	2
Showcase Submission Process and Eligibility.....	3
Nova Scotia Music Week FAQ.....	5
Showcase Submission Form.....	6
Music Nova Scotia Membership Information.....	7
Membership Application.....	10

## Introduction

Music Nova Scotia is proud to present the 2010 edition of the Molson Canadian Nova Scotia Music Week Showcase Manual. It is to be used as a reference guide for all applicants planning on applying to showcase at Molson Canadian Nova Scotia Music Week 2010.

Please read the information contained in this document carefully to ensure that your submissions fulfill the criteria for the categories. Incomplete or late submissions will not be eligible.

Molson Canadian Nova Scotia Music Week is again using Sonicbids ([www.sonicbids.com/nsmw](http://www.sonicbids.com/nsmw)) as the preferred method for applying for showcases submissions; please visit [www.musicnovascotia.ca](http://www.musicnovascotia.ca) for information and links. With Sonicbids you are able to upload information quickly and easily saving you time, mailing and product cost.

If you still need clarification or have questions after reading the Showcase Manual, please contact:

Dwayne Ellis – Project Coordinator - IT and Events

[dwayne@musicnovascotia.ca](mailto:dwayne@musicnovascotia.ca)

Office: (902) 423-6271 ext #110

Toll Free: 1-888-343-6426 ext #110

**This information is updated annually and is valid only for the Molson Canadian Nova Scotia Music Week event in Yarmouth, Nova Scotia, November 4-7<sup>th</sup> 2010.**

## Showcase Submission Process and Eligibility

**\*PLEASE NOTE: ALL submission requirements must be met.  
APPLICATIONS SUBMITTED AS INCOMPLETE, LATE, OR IN UNSPECIFIED  
FORMATS WILL NOT BE CONSIDERED.**

### Intro:

The Molson Canadian Nova Scotia Music Week showcase stages allow Nova Scotian artists the opportunity to perform for a target audience of influential industry members including record label representatives, talent buyers, managers and media from around Nova Scotia and the world.

This year Molson Canadian Nova Scotia Music Week 2010 is continuing the International Buyers Program along with the successful Bringin' it Home Domestic Buyers Program. Music Nova Scotia is working to expand the program in an effort to increase opportunities for showcasing artists.

The following section outlines the showcase submission and selection process for Molson Canadian Nova Scotia Music Week 2010 in Yarmouth, NS. Applications are preferred via Sonicbids ([www.sonicbids.com/nsmw](http://www.sonicbids.com/nsmw)), however paper applications are still accepted.

To be eligible to showcase at NSMW, you must meet the following three conditions:

- be a current member of Music Nova Scotia
- maintain a current, up-to-date profile on the musicnovascotia.ca website
- be a resident of NS .

A Nova Scotia resident is defined as:

1. A person who was either born in Nova Scotia; or
2. A person who has lived in Nova Scotia for **at least one year** before June 11, 2010.

At least fifty percent (50%) of group members must be Nova Scotian.

To renew or begin a membership to Music Nova Scotia please [click here](#)

### Payment:

Performers will be provided with a delegate pass to Nova Scotia Music Week, but will be responsible for their own travel, accommodation and other related expenses. Early booking is essential.

The breakdown is \$92 for the band leader and \$62.50 per side player to a maximum of four performers. That amounts to the following:

Solo - \$92

Duo – \$154.50 (\$92 + 62.50)

Trio - \$217 (\$92 + \$125)

Four or more - \$279.50 (maximum amount paid)

### Juries

Selections for all Molson Canadian Nova Scotia Music Week showcases are juried by groups of at least five (5) music industry professionals with a specific knowledge of Nova Scotian music and the musical genres evaluated. While Music Nova Scotia makes an effort to program from all of our genres, consideration will be given to current industry trends and growth.

### Submission Requirements

If using Sonicbids there is no need to provide any external documents or materials. Manual submissions should have all necessary documents and an audio cd attached with all tracks digitally named and the CD labeled. Applications missing material will not be considered.

## Nova Scotia Music Week FAQ

**Q: How do I apply to showcase at Molson Canadian Nova Scotia Music Week 2010?**

A: To apply for a showcase via Sonicbids, go to [www.sonicbids.com/nsmw](http://www.sonicbids.com/nsmw). For people sending in a manual submission, there is a form located in this document. All applications must contain all necessary documents to be considered and be received by Music Nova Scotia before 5pm on June 11, 2010 to be considered.

Application Submissions will be accepted beginning on April 20<sup>th</sup>, 2010.

**Q: I don't want to use Sonicbids, can I submit a paper application?**

A: Yes, although we prefer Sonicbids applications you can find paper applications attached to this showcase manual or on our website at [www.musicnovascotia.ca/nsmw](http://www.musicnovascotia.ca/nsmw)

**Q: Are all genres accepted?**

A: Yes. Music will be accepted from all genres. Consideration will be given to current market trends and the showcase jury will review all who apply.

**Q: Do you have to be a member to apply?**

A: Yes you do. To join or renew please go to [www.musicnovascotia.ca/join](http://www.musicnovascotia.ca/join).

**Q: Do you look at the musicnovascotia.ca member profiles?**

A: Yes we do. Go and update your profile now and try to keep it current. All applicants must have a current profile on our website in order to be considered for a showcase.

**Q: How much do showcasing bands get paid?**

A: Aside from receiving a delegate pass, showcasing bands get paid according to the following breakdown: \$92 for the band leader and \$62.50 per side player to a maximum of four performers.

**Q: What is a stage plot?**

A: A simple or elaborate drawing of the way your gear is set up on stage. All bands selected to showcase will be required to submit a stage plot and input list at least three weeks prior to performing.

Note: This can be a part of your Sonicbids submission.

**Q: What is the Bringin it Home Buyers Program?**

A: Over 24 community presenters will attend Molson Canadian Nova Scotia Music Week 2010 to block book their Nova Scotian venue with Nova Scotian talent.

**Q: Are hotels provided for showcasing bands?**

A: No, you must book your own accommodation and it is recommended that you do so as soon as you know you are attending. Please visit <http://www.musicnovascotia.ca/nsmw> for info on Molson Canadian Nova Scotia Music week 2010 Accommodations.

**Q: Am I expected to attend the educational conference?**

A: Yes, but it's not mandatory...although it should be. This year we are bringing in our most exciting list of panelists ever.

## Showcase Submission Form (in lieu of using Sonicbids) Yarmouth, November 4-7th, 2010

Please note that Sonicbids ([www.sonicbids.com/nsmw](http://www.sonicbids.com/nsmw)) is the preferred method of submission.

**\*PLEASE NOTE: ALL submission requirements must be met.  
APPLICATIONS SUBMITTED AS INCOMPLETE, LATE, OR IN UNSPECIFIED  
FORMATS WILL NOT BE CONSIDERED ELIGIBLE.**

Artist/Group Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Contact Numbers: \_\_\_\_\_  
Email: \_\_\_\_\_  
Musicnovascotia.ca web profile \_\_\_\_\_  
Myspace: \_\_\_\_\_  
Genre: \_\_\_\_\_

In your submission, you must include all of the following:

- One CD with best 3 songs marked for jury listening
- A comprehensive list of show dates and achievements from the last year
- One 50-word bio
- One complete Showcase Submission Form
- Total submission fee of \$25 (includes HST)

Artist/Band Name \_\_\_\_\_  
Band Member & Instrument \_\_\_\_\_  
Band Member & Instrument \_\_\_\_\_  
Band Member & Instrument \_\_\_\_\_  
Band Member & Instrument \_\_\_\_\_  
Band Member & Instrument \_\_\_\_\_

**DEADLINE: Friday, June 11<sup>th</sup>, 2010 at 5pm**

Payment Information - \$25 (Non-refundable Submission Fee) __ Cash__ Money Order__ Cheque__ Visa Amount Paid: _____ Credit Card #: _____ Expiry Date: ____/____ (MM/YY ) Three digit security number on card back _____ Name on card: _____ Signature: _____
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**PLEASE MAKE CHEQUES AND MONEY ORDERS PAYABLE TO  
MOLSON CANADIAN NOVA SCOTIA MUSIC WEEK**

302-5516 Spring Garden Road, Halifax, Nova Scotia B3J 1G6

## Music Nova Scotia Membership Information

Whether it is with our one-on-one consultation, funding programs, showcasing opportunities or our resource centre; we can help everyone from the burgeoning high school musician, to the seasoned veteran. We provide our members with current information on industry trends and issues and educate our members on the business of music. Our current membership boasts regional and national Nova Scotian songwriters, musicians, agents, managers, promoters, distributors, record retailers, record companies, studios, radio stations, associations, lawyers, graphic designers, accountants and more.

### EDUCATION and FUNDING

Music Nova Scotia creates and supports projects that help stimulate growth and develop sustainable careers in the music industry. We have a wealth of information to share with our members, whether it's through the staff, The Ardenne Resource Centre or our website [www.musicnovascotia.ca](http://www.musicnovascotia.ca).

Music Nova Scotia has a number of **workshops** and **seminars** each year and also provides consultations on a variety of music business topics. We tailor the needs of our members to industry realities. Notice of these workshops and seminars will be sent through email and posted on our website.

**Educational resources** are available online through our website at [www.musicnovascotia.ca](http://www.musicnovascotia.ca) > Education. Simply login with your username and password and explore the documents and videos uploaded online.

Members are welcome to book **consultations** with our staff to help career-building. Laura Simpson ([laura@musicnovascotia.ca](mailto:laura@musicnovascotia.ca)) is available to discuss issues regarding communications/publicity/media relations. Serge Samson ([serge@musicnovascotia.ca](mailto:serge@musicnovascotia.ca)) is available to discuss how to bring your music to the next level, whether it is touring, creating an album or promoting yourself. Alex Meade ([alex@musicnovascotia.ca](mailto:alex@musicnovascotia.ca)) is available to discuss funding issues, especially those concerning the Export Development Program that is administered through Music Nova Scotia on behalf of the Government of Nova Scotia. **Please email the staff member you would like to speak with to set up an appointment.**

*Note: You do not have to be a member of Music Nova Scotia to access any funding programs.*

Note that the **Emerging Music Program** is administered through the Department of Tourism, Culture and Heritage and assistance can be found through their office (902) 424-8216 or online at [http://www.gov.ns.ca/dtc/pubs/emerging\\_music\\_program.pdf](http://www.gov.ns.ca/dtc/pubs/emerging_music_program.pdf).

**FACTOR's** regional evaluation coordinator is Alex Meade ([alex@musicnovascotia.ca](mailto:alex@musicnovascotia.ca)) at Music Nova Scotia. You may book a **consultation** with him to review your FACTOR funding applications – please read through the entire form and prepare yourself before making the appointment! All of the funding programs can be found at <http://www.factor.ca> under 'Programs'.

### COMMUNICATION

Music Nova Scotia keeps its members up to date on a variety of music industry topics through **daily email newsletters** and **website updates**.

**To submit a news item to daily newsletter:** Email your music-related event, notice or story to [info@musicnovascotia.ca](mailto:info@musicnovascotia.ca) by 3:00pm, and we will make sure that it circulates to all of our members that day. (There are no newsletters sent on weekends or holidays.) Please keep the notice brief and with as little formatting as possible. All entries will be reformatted to fit our

newsletter. If you want the notice to run more than once, you must resubmit on the days you wish it to run. Any accompanying photo or graphic **MUST be below 500 kbs and in jpeg format**

Music Nova Scotia provides members with an internet presence as well. Our website has a **profile devoted to each and every member**, comprised of contact information, a photo, a biography, show dates and music. Please login to the website at [www.musicnovascotia.ca](http://www.musicnovascotia.ca) to update your profile.

Update your **Member News**: Login to your profile, go to the bottom where it says “Member News Add a News Item”, enter your news and wait for it to be approved – it will go directly on our homepage under ‘member news’

Update your **Tour Dates**: Login to your profile, go to the bottom where it says “Tour Dates” and add your dates to the calendar and it will appear on the homepage under ‘Music Nova Scotia Live’

Update your **videos**: Send embeddable YouTube or other links to [Dwayne@musicnovascotia.ca](mailto:Dwayne@musicnovascotia.ca) for our Music Nova Scotia YouTube channel. Don’t forget to also embed the video in your own MNS web profile.

## **LOBBYING AND PROMOTING**

Music Nova Scotia acts on behalf of the Nova Scotia music industry regionally, nationally and internationally, both to government and other music industry representation. Music Nova Scotia promotes Nova Scotian music at major music conferences and festivals such as Canadian Music Week, East Coast Music Awards (ECMA), and also organizes such events as Nova Scotia Music Week and Bringin’ It Home.

## **BOARD OF DIRECTORS AND COMMITTEES**

The Music Nova Scotia Board of Directors holds monthly meetings and shapes the direction of the association on behalf of its members. Music Nova Scotia holds elections every year for empty spots on the board. If you are **interested in running for the board**, please contact [info@musicnovascotia.ca](mailto:info@musicnovascotia.ca).

A list of the current board of directors can be found on our website under ‘About’.

## **VOTING**

**Your membership entitles you to vote!** One vote is given per individual or band membership and two votes per non-profit or corporate membership. The individual who signed up for the membership will be automatically considered the first voting member, unless otherwise stated. Please notify us of your voting member(s) through [info@musicnovascotia.ca](mailto:info@musicnovascotia.ca). The voting members **MUST** be part of the band/group/association membership.

We encourage you to attend and vote at our **Annual General Meeting**, held every June. This is where your say can shape the path of Music Nova Scotia.

We also encourage you to attend and vote for **Molson Canadian Nova Scotia Music Week**, a celebration of our provincial music industry, held every November. The more votes received for our awards show, the more reflective the results will be of our music scene.

## NETWORKING AND WORKING IN OUR SPACE

**Our office is your office.** Use our computers (including a Mac), or bring your own and connect to our wireless internet. We have a colour printer/copier, fax and scanner. If you want to copy posters for gigs, black and white copies are free (up to 50 copies) and colour copies are only \$0.50.

Many calls come into the office looking for bands, promoters, agents etc. Being a member of Music Nova Scotia may put money in your pocket. It is the policy of Music Nova Scotia to search our membership database first for **business referrals**. Make sure your profile includes key words the public could be searching for!

The Music Nova Scotia office is *the meeting place* for artists and industry alike, many success stories have come out of just having a presence at the office. So drop by!

## PERFORMING

**Music Nova Scotia Showcases** are held throughout the year and all over the world! We have showcased Nova Scotian artists everywhere from a navy ship in Ireland to South by Southwest Music Festival in Austin, Texas. Opportunities to showcase will be posted through email and on our website. As a member, you can apply for these opportunities! These advertised showcasing opportunities are juried by your peers, who are chosen to be objective and knowledgeable.

**Music Nova Scotia New Music Tuesdays!** Held every Tuesday at The Seahorse in Halifax, New Music Tuesdays features two new artists, along with a more established regular performer every week, offering a main Halifax stage for new artists to cut their teeth at performing. The event also continues to feature the Industry Room, which showcases visual artists from Nova Scotia. Contact Troy Arseneault at [troyarseneault@gmail.com](mailto:troyarseneault@gmail.com) for booking information.

**Music Nova Scotia Songs and Stories Open Mic at the Carleton Music Bar & Grill** (1685 Argyle St., Halifax) For the singer-songwriters, come out to the afternoon show, 1-4 p.m. at the Carleton on Argyle Street in Halifax to show off your tunes. Signup starts at 12:30 p.m. on Saturday – first come first serve! Email [laura@musicnovascotia.ca](mailto:laura@musicnovascotia.ca) for more information.

## DISCOUNTS

Get a membership card from the Music Nova Scotia office to receive discounts! Go to our website [www.musicnovascotia.ca](http://www.musicnovascotia.ca) under the Preferred Services page for more information about discounts offered to our members.

If your business or establishment is interested in offering our members a discount, please contact [laura@musicnovascotia.ca](mailto:laura@musicnovascotia.ca) for more information.

## HEALTH CARE

Music Nova Scotia, in partnership with Theriault Financial Inc, (Employee Benefit Specialists) have put together a wonderful health plan for members only through Manulife Financial.

Theriault Financial is a locally owned business specializing in health plans for businesses and individuals since 1970. They have arranged 8 programs to choose from ranging from simple dental coverage to complete health, drug, and dental plans - and to top it all off - collect AirMiles while paying your premium!!!

For further information, contact Jeff Theriault at 902 434 9088, [jeff@tfi.cc](mailto:jeff@tfi.cc) or visit them at [www.tfi.cc](http://www.tfi.cc). They look forward to hearing from you!



# Music Nova Scotia Membership Form

- New Member  
 Renewed Member

Please fill out the form below as fully as possible so that we can register your information into our membership database.

### Contact Information

Your full name / band or organization's name

Contact  Postal Code

Address  Telephone

City  Email

Province  Website

Region (check one)  Annapolis Valley  Fundy Shore  Northumberland Strait  
 Cape Breton  Halifax-Dartmouth  Out of Province  
 Eastern Shore  South Shore

(Optional): For the purposes of identifying the communities represented in our membership, please identify your ethnicity \_\_\_\_\_ (e.g. African Canadian, Aboriginal (or First Nations), Asian, Hispanic, Acadian or other)

### Type of Membership (check one)

Individual Membership \$40  Band Membership \$50  Student Membership \$10

Promote your news in our **daily email newsletter** / Apply for show casing opportunities and awards / Create a profile online at musicnovascotia.ca / Use our **resource centre** / Have access to year-round **workshops** / Free **consultations** / **Voting** member status for ONE representative for the AGM and Music Nova Scotia Awards / Business **referrals** / **Networking** opportunities

Promote your news in our **daily email newsletter** / Apply for show casing opportunities and awards / Create a profile online at musicnovascotia.ca / Use our **resource centre** / Have access to year-round **workshops** / Free **consultations** / Business **referrals** / **Networking** opportunities \*Students do not have voting rights

Non Profit Membership \$60  Corporate/Partner Membership \$125

Promote your news in our **daily email newsletter** / Apply for show casing opportunities and awards / Create a profile online at musicnovascotia.ca / Use our **resource centre** / Have access to year-round **workshops** / Free **consultations** / **Voting** member status for TWO representative for the AGM and Music Nova Scotia Awards / Business **referrals** / **Networking** opportunities

Promote your news in our **daily email newsletter** / Placement of logo and link on "Preferred Services" webpage / Apply for show casing opportunities and awards / Create a profile and **advertise** online at musicnovascotia.ca / Use our **resource centre** / Have access to year-round **workshops** / Free **consultations** / **Voting** member status for TWO representative for the AGM and Music Nova Scotia Awards / Business **referrals** / **Networking** opportunities

First voting member  Email

Second voting member\*  Email

(\*For Non Profit and Corporate memberships only)

### Classification (check all that apply)

Artist  Event Management  Promoters  Services  
 Artist Management  Festivals and Events  Publicity and Marketing  Technicians  
 Associations  Lessons - Voice / Instruments  Record Labels  Venues  
 Booking Agencies  Media  Recording Studio  Visual Artists and Design  
 Educators  Producers  Retailer  Other

### Artist Profile

**Band Members**

Name  Email

Name  Email

Name  Email

Name  Email

Name  Email

Name  Email

**Genre (check all that apply)**

Rock  Classical  
 Rock - Metal  Folk  
 Pop  Urban  
 Adult Contemporary  Urban - R&B  
 Jazz  Gospel  
 Jazz - Blues  World - African  
 Bluegrass  World - Aboriginal  
 Country  World - Celtic  
 Electronic  Children's  
 Alternative  Other \_\_\_\_\_

### Payment Information

Cash  Cheque  Debit  Credit Card

credit card number expiry date and 3-digit code

Please tell us how you heard about Music Nova Scotia: