

How-To-jazzahead! Trade Fair & Showcase Festival

**TRADE FAIR
& FESTIVAL**

24-26
APRIL 2025



RE
CONNECT

with
SPAIN 2012
FRANCE 2015
SWITZERLAND 2016

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Agenda

- 1) Introduction
- 2) Dates and Deadlines
- 3) Application
- 4) Selection
- 5) Costs and Contract Matters
- 6) jazzahead! On-site and Benefits
- 7) Advices / Questions
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1a) Introduction - What to expect ?

- 3,000 professional participants from more than 60 countries and various fields of business activities in Bremen
- around 150 accredited journalists
- networking options via “talque” (as soon as registered)



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1b) Introduction – What's behind?

- First jazzahead! **RECONNECT** edition with a partner region instead of a country
- three long-standing countries as partners for 2025: Spain / France / Switzerland
- enormous potential in the geographical neighbourhood for musical exchange with each other
- support the cooperation of the local organisers for "Green Touring"
- support idea of a sustainable and future-oriented music landscape (and music industry)

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2) Showcases – In short

- 38 Showcase slots of 30 - 45 minutes (bands from overseas)
- Who can apply? Where to apply: website > **RECONNECT**
- Preconditions/ Check list
- Selection by four international juries (composed each by 9-11 international promoters > what is the benefit?)
- Jury process: in four steps
- Time line: deadline for applications 1 October, announcement 19 November
- Professional audience, open to public
- Contact: Insa Stanke > stanke@jazzahead.de

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2) Dates & Deadlines

- Showcase applications: until 1 October 2024
- Official announcement of the bands: 19 November 2024
- Cancellations costs of 30% until 16 December 2024
- Cancellations costs of 50% until 7 April 2025
- jazzahead! trade fair 2025: 24 – 26 April (Thursday – Saturday)
- **Grand Opening** on Wednesday evening, 23 April
- **CLUBNIGHT** on Friday evening, 25 April

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3a) Application - Expectations

Preconditions for the application:

- The applicant must be a registered (co-) exhibitor or professional participant (all days) of jazzahead! 2025
- Pass the screening -> Checklist 2025
 - Artists with professional intentions and perspectives
 - Being able to tour internationally: what does it mean?
 - Existing band or a profiled project with a permanent line-up
 - High quality music that includes improvisational elements
 - Current, exciting projects and upcoming bands

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3b) Application – Process in Details

1. One person has to register for jazzahead!
 - > band/artist is proposed by a registered (co-)exhibitor or a professional participant (all days) of jazzahead! 2025
 - > bands and artists can register themselves as (co-)exhibitors (e.g. with the umbrella stand), a professional participant (all days) can submit an application, or a representative (e.g. from a label) submits the application
2. Read and accept Pre-conditions
 - > available online: [Link](#)
3. Choose showcase module & apply online
 - > as a registered (co-) exhibitor or trade participant (all days) log in to the participants portal and visit the section "Submissions"

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3c) Application – What to provide?

- Vita/short portrait of the artist/band in English
- Technical rider and/or stage plan
- Professional photo(s) of the artist/band incl. copyright
- Relevant video/audio material of the applying/performing line-up in form of links to YouTube, soundcloud, Vimeo, etc.

Behind the scene suggestions... / Artistic advices by Götz Bühler

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4a) Selection - Process

- Annually changing expert juries, RECONNECT jury
- Each showcase modules with own jury team (intl. festival and program directors)
- Jury members are announced with showcase program
- Selection process in 4 phases:
 - Screening by Jazzahead!
 - Individual listening by jury members and online voting
 - Short lists: bands are evaluated by different criteria via a scoring system
 - Online conference with all jury members where the final program is discussed and decided

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4b) Selection - Criteria

- Criteria Screening: checklist
- Criteria first voting session: musical quality and whether the artist(s) is/are able to perform on an international level
- Criteria short list voting session: Instrumentation, Country/Regional aspects, Gender and diversity aspects

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5) Costs and Contract Matters

- registration gives access to “talque”, jazzahead! trade fair, conferences and showcase festival, online and on-site
- NEW: direct access to “talque” right after registration
- For co-exhibitors and professional participants cancelation is free of charge until two weeks after receipt and confirmation
- Later cancelations will be charged with 30% until 16 December, 50% until 7 April 2025 and thereafter with 100%
- Selected showcase bands 2025 are freed of the fees for the exhibition and showcase festival online and on-site

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5) Costs and Contract Matters

- applicants are responsible for organizing and financing the travel, arrival and departure as well as their accommodation and any additional costs > Individual regulations in the countries of origin in terms of support
- High standard technical equipment, infrastructure, professional video recordings of the showcases, promotion in the national and international media and broad press campaign, catering on the day of the performance are covered by jazzahead!
- applicant agrees that jazzahead! and its radio and production partners (lump sum) are authorized to present the concert recordings by public and private broadcasting companies

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6) jazzahead! On-site and Benefits

- National and international professionals including press have access to the jazzahead! showcase program > around 480 promoters
- Complete professional infrastructure on-site (techn. equipment, backline, exclusive catering & networking areas)
- Audio/video production and streaming of the showcases (exclusive on “talque” for professionals, in parts on YouTube, on demand and by artists channels)
- Video recordings are provided to the artists for promotional use > make use of it!
- Extensive, intl. press and advertising campaign (before, during and after jazzahead! > summer nights)

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7) Advices & Questions

- > join our newsletter (free of charge)
- > be active on „talque“, watch out for workshops, sessions and round tables

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Thank you for your attention!

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