



## COCA SHOWCASES AT A GLANCE

**Expose your act to the Canadian college and university market.**

Founded in 1982, the Canadian Organization of Campus Activities (COCA) is the only association dedicated purely to campus activities programming in Canada.

The COCA National Conference provides an excellent opportunity for colleges & universities, booking agencies and self-represented artists to gather together, network, showcase, exhibit and conduct business. **More than 25 showcase opportunities are available** in various categories.

COCA is the place to be to get in front of Canadian campus activities planners! More than 140 student and staff buyers ("school" delegates) from approximately 55 schools across the country are expected to attend the **2017 COCA National Conference in London, Ontario June 11-15, 2017**. In addition, more than 80 "associate" delegates representing 50 companies and artists will be represented in the Campus Activities Biz Hall, COCA's trade show.

Artists that are selected to showcase must become COCA Associates or be represented by a company that is, or will become, a COCA Associate. All selected showcase acts must be represented in the trade show either by the act itself or by a company representing the act. Associate Membership (1-year) and Associate Conference Registration (for trade show & delegate pass) forms are available on the COCA Web site under: Events – National Conference – 2017 National (London). [web page](#) - see list of "Associate" forms at bottom of page.

**Attention Canadian Artists:** There are a number of organizations such as FACTOR and provincial music industry associations that assist music artists with travel expenses involved with showcasing at "contact" events such as the COCA National Conference. You can find links to some of these organizations by going to this [web page](#) on the COCA site.

**Date & Location:** June 11– 15, 2017 (inclusive) – DoubleTree by Hilton, London, Ontario

### Showcase Deadlines:

Showcase Application Deadline: Wednesday, March 1, 2017.

Showcase Selections: announced by Monday, March 13, 2017 on this site.

All Applicable Fees: must be received by COCA no later than Friday, March 31, 2017.

### Showcase Submissions:

Artists of all types MUST apply online at: <https://www.eply.com/2017NationalShowcaseApplication>

To see a copy of the on-line application form to prepare the information you'll be asked for in advance, go to the 2017 National (London) webpage and scroll down to "Showcase Info". Click on the document called "Showcase On-Line Application Form – Preview".

### Showcase Fees

Showcasing at a COCA conference involves several fees. The fees that apply depend on whether an act is "self-represented" or whether the act will be "represented" by a company that will attend the Conference. If selected to showcase, all acts must pay all applicable fees by March 31, 2017 or risk losing their showcase spot. For a full explanation of these fees, go to the 2017 National (London) [web page](#). See "Fees" under "Showcase Info" at the bottom of the page.

**Please note:** If you have any questions about the fees paid to COCA for Showcasing, Associate Membership, or Conference Registration (trade show booth & delegate pass), please direct them to the COCA Office at 519-690-0207 or by email through the Contact button on the COCA website.

**Official Website:** <http://www.coca.org> (Events – National Conference – 2017 National)