



MMF-US –ANNOUNCEMENT (September 2009 I - *Extra MMF-US FEATURE*

MMF-US / SXSW MUSIC CONFERENCE SHOWCASE – MARCH 2010

Artist Submissions are being accepted by MMF @ SXSW subcommittee, with a submissions deadline due on Friday, October 16, 2009.

Music Managers Forum-US will be presenting its Third Annual Music Showcase at the SXSW Music Conference in March 2010, in addition to another planned pre-showcase networking party, a managers panel and a peer group meeting in Austin, Texas. At the 2009 MMF@SXSW Music Showcase, MMF presented at its showcase at legendary Maggie Mae's (Gibson Room) - and the showcase included musical performances by legendary MC5 founder **Wayne Kramer**, Nashville roots rocker **Bobby Bare Jr.**, and **The Cringe**. The event included special guests **Steve Conti** of the **New York Dolls**, pioneering rock and roots DJ & AMA President **Jessie Scott** as our emcee, and even TV's Rachel Ray rocked out from the crowd. MMF-US had a strong U.S. and International MMF managers turnout in support of the showcase.

For members of MMF and IMMF, managers may submit their artist(s) for a SXSW Music Conference 2010 Showcase presented and hosted by the Music Managers Forum-US. MMF showcase submissions must be done by MMF members in current standing in order to have their artist selected for the showcase.

MMF-US has set up a submission system so that all artists are reviewed by an MMF@SXSW subcommittee. The subcommittee then suggests a short list of artists to be reviewed by the MMF-US board. The entire MMF-US board will take a private vote and select up to three (3) artists each for the live showcase (pending other 'national and international' headliners that are currently being considered for the evening showcase total of six acts, each performing up to a 40-minute set. Artists can only perform one (1) nighttime show at SXSW, per SXSW rules. There is NO FEE to submit your artist for the MMF@SXSW showcase. If selected, SXSW/Sonicbids artist submission fees will apply by the SXSW submission deadline of November 6, 2009. Travel to/from SXSW in Austin, Texas and accommodations during the conference are the financial responsibility of performing artists and their representatives.

Apply at: www.sxsw.com/music/shows/apply

Event Date: One evening either March 17, 18, 19 or 20, 2010
Showtime: 7:00 PM (estimated start time)
Place: Austin, Texas

Venue: At a venue near or on 6th Street (venue to be announced in February 2010)

EASY SUBMISSION REQUIREMENTS FOR 2010 MMF@SXSW MUSIC SHOWCASE:

1. All genres of music are considered
2. Artist MUST be able to draw a MINIMUM of 250 attendees to showcase
3. Artist must apply also through SXSW Sonicbids process.
4. Send an email with ONLY the below information to the SXSW MMF-US Committee Chairman's email address:

craighyman@earthlink.net

- a. Managers Name and Contact Info (email address & phone #'s)
- b. Artist Name
- c. Link to Artist Website which must include:
 - *2 or 3 stream-able songs (to hear music from the website)
 - *Bio & Photo
- d. Live Performance History (including venues played in Austin)

If your artist does not have a working website or Myspace, then there is no consideration and the submission is disqualified automatically.

4. DO NOT SUBMIT AN MP3 or PHOTO as an attachment with your submission (all song/photo/bio info must be posted at the website), but email the relevant performance history of the artist in the Austin, TX area please)

5. DEADLINE for submissions is FRIDAY, OCTOBER 16, 2009 - 6:00 PM-EST

You will be contacted ONLY if your artist is selected/voted to be in the showcase. MMF-US is reaching out to the ENTIRE global MMF/IMMF membership for inclusion in this MMF@SXSW showcase selection process.

Thank you for your attention and we wish you the best of luck. MMF-US will send further announcements about special registration discount deals for members wishing to register for SXSW and advance information about MMF-US events/panels/meetings during the SXSW Conference March 17-21, 2010.

Craig Hyman, Steve Garvan & Jack Bookbinder
for the MMF@SXSW SUB-COMMITTEE

www.mmfus.com