

# The Open Door Event

Mar 17, 18, 19, 2011 – Cedar Door, Austin, TX

Please Print!

Your Name: \_\_\_\_\_

Band Name \_\_\_\_\_

Number of band members: \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Area Code & Phone \_\_\_\_\_

Cell/alternate phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

MySpace \_\_\_\_\_

ReverbNation \_\_\_\_\_

Please indicate  your preferences. All times are assigned first come first served.

## Desired Performance Day

- Thur, March 17, 2011
- Fri, March 18, 2011
- Sat, March 19, 2011

OUTDOOR performance times are 30-minute band sets. INDOOR performance times are (2) 15-minute SOLO ACOUSTIC sets between set changes.

## Desired OUTDOOR Band Time

- 12 Noon to 5:00 pm - \$250
- 5:00 pm to 10:00 pm - \$350
- 10:00 pm to 2:00 am - \$350

## Desired INDOOR Solo Acoustic Time

- 12 Noon to 5:00 pm - \$75
- 5:00 pm to 10:00 pm - \$75
- 10:00 pm to 2:00 am - \$75

Write your preferred performance time: \_\_\_\_\_

We will do our best to meet your request and will contact you to discuss if your choice is not available

Payment Amount Enclosed: \_\_\_\_\_

\$25 returned check fee. \$5 convenience fee added to all credit card transactions.

## Make checks to: ROADWAY PRODUCTIONS

PO BOX 152020, Austin, TX 78715-202

CREDIT CARD NUMBER \_\_\_\_\_

CREDIT CARD EXPIRATION (MMYY) \_\_\_\_\_

CREDIT CARD BILLING NAME/ADDRESS (If different from application address) \_\_\_\_\_

<b>FOR OFFICE USE ONLY</b>	Reg # _____	Contacted: _____
Date/Time: _____		
Ck# or CC tran# _____		
Pmt Amt: _____		Dt Dep: _____

# Band Application

**Location: Cedar Door, 201 Brazos, Austin, TX 78701**

**Hours: 12 noon – 2 am. FREE Admission to the public.**

All Bands are invited to perform. All Bands will be reviewed to make sure they are appropriate for the venue. No obscenities, lewd or violent behavior. Band merchandising (t-shirts, cd's, etc.) is welcome.

## OPEN DOOR EVENT ACKNOWLEDGEMENT & RELEASE:

- I understand that during my participation as a Performer in the Open Door Event (EVENT), French N. Smith IV and Roadway Productions merely arrange for the performance and assume NO responsibility for the supervision or safekeeping of the same. The performer further agrees to hold blameless the EVENT, French N. Smith IV and Roadway Productions from any claim, action, or demand by any person for damages to personal equipment or injury during participation.
- I understand that the Cedar Door is not an official SXSW music venue and band performances are not official SXSW music showcases.
- I agree to keep, save and hold the EVENT, French N. Smith IV and Roadway Productions harmless from any and all action, liabilities, damages, judgments, costs and expenses including reasonable attorney's fees, in the event an action is filed or does in any way accrue against the EVENT, French N. Smith IV and Roadway Productions of consequence of this Agreement or for any act, negligence or omission of the Sponsor or the Sponsor's agents, employees, participants or volunteers, in relation to the event.
- I agree that Roadway Productions and EVENT may use any photos or images submitted by me for publicizing the event with no compensation.
- I acknowledge that I have read and understand the information contained in this application. I further understand and agree that failure to abide by the rules stated in this application can lead to immediate expulsion from the Cedar Door Event with no reimbursement or legal recourse whatsoever.

## AGREED AND ACCEPTED BY: **MUST BE SIGNED!**

Printed Name \_\_\_\_\_

Band Name \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

**WHAT: The OPEN DOOR EVENT** is an opportunity for all Bands that want a place to play during the South By Southwest Music Convention going on March 17, 18, 19, 2011.

**WHERE: The Cedar Door**, 201 Brazos, Austin, TX 78701. The Cedar Door is a one-of-a-kind local Bar and Restaurant that was established in Austin in 1975! This World Famous location is just 2 blocks from the Austin Convention Center. The Cedar Door is opening their parking lot for this special musical event.

**RULES:** No obscenities, nudity, lewd or violent behavior. Performers who appear intoxicated will not be allowed to play and may be asked to leave with no refunds.

**OUTDOOR STAGE & SOUND:** All outdoor bands will play on a state-of-the-art \$90,000 aluminum mobile stage with a world class JBL sound system. The stage will have LED Cans, Par Cans, and LED washes. Sound equipment includes a 32-channel Allen & Heath FOH, crown power, and professional sound engineer.

**INDOOR STAGE & SOUND:** Solo acoustic performers only. A basic speaker, mic, and amp will be provided.

**OUTDOOR BACKLINE:** Pro backline includes a Fender Twin, Fender Blues Deville, SWR Redhead Deluxe 4x10, and a Full Rogers Kit with Cymbals. Load in is close and we provide stagehands!

**LOAD IN / LOAD OUT:** You need to be in the alley next to Cedar Door approximately 1hr before your performance time to load in. Band parking is not provided or available. You must unload and find parking. A pay-to-park lot is directly across the street.

#### HOW TO APPLY

- Send your completed & signed application and payment to Roadway Productions. No refunds on no-shows.
- Send an EPK to [info@roadwayevents.com](mailto:info@roadwayevents.com) or mail a CD, video if you have one, and photos.
- Your quality photos may be used to advertise the show.

**ACCEPTANCE NOTICES:** You will be notified by email that you have been accepted to participate. Bring your acceptance letter to load-in to pick up your band credentials.

**PERFORMANCE TIMES:** Outdoor band performers will have a 30-minute designated performance time. Indoor acoustic solo performers will have (2) 15-minute performance times between set changes. It's your responsibility to be punctual and professional. Bands can purchase multiple performance times.

**MERCHANDISING:** Performers are welcome to sell their merchandise (i.e. cd's, t-shirts, pins, etc.) immediately before, during, and immediately after their performance time. Bands are responsible for selling their own merchandise.

**CANCELLATION:** All cancellations must be in writing. \$35 cancellation fee through March 6, 2011. 50% cancellation fee March 7 – 13, 2011. No refunds on cancellations after March 8, 2011.

**WEATHER:** This is an outdoor show and subject to the elements. Roadway cannot control the weather. The SHOW GOES ON RAIN OR SHINE but public safety is always our first concern. In the case of inclement weather, we will make every effort to continue; however, any decision to postpone, delay or cancel a show would have to be made at the latest possible moment. Due to the complexities of the event, rescheduling your performance may be difficult. Roadway reserves the right to cancel your performance and issue a refund.

**INTERNATIONAL TRAVELERS:** It is your responsibility to have a passport and/or travel documents prior to booking your Open Door performance.

#### ROADWAY PRODUCTIONS CONTACT INFORMATION

Mailing address:

PO Box 152020  
Austin, TX 78715-2020

Physical Address:

12305 Twin Creek Dr  
Manchaca, TX 78652

Phone: 512-441-9015  
Fax: 512-441-9016

Website: [www.RoadwayEvents.com](http://www.RoadwayEvents.com)

Contact: **French Smith**  
[marketing@roadwayevents.com](mailto:marketing@roadwayevents.com)

**Rachel Adelman**  
[rachel@roadwayevents.com](mailto:rachel@roadwayevents.com)

*Please note:*  
The Cedar Door is not an official SXSW venue and band performances are not official SXSW music showcases.