POP: PERFORMANCE OPPORTUNITY PROJECT
SHOWING RENTAL PROGRAM GUIDELINES

OVERVIEW
POP: Performance Opportunity Project serves the dance community by providing space, support, and subsidized rates for non-admission, no-tech studio showings to non-profit companies and individual dance artists. POP: Showings are an opportunity for artists to invite friends and supporters into their creative process in a studio setting to cultivate audiences, funders, and support. Events consist of an informal studio showing of work, followed by a cultivation reception. POP: Showings are available in both Gibney 890 Broadway in Union Square and Gibney 280 Broadway in Lower Manhattan.

Artists participating in the POP: Showing series receive time is Gibney’s beautiful studios, as well as event assistance. POP: Showing events have a maximum attendee capacity of 50 to 116 people dependent on studio.

Applications are accepted on a rolling basis and event dates are subject to availability.

TECHNICAL PERSONNEL
Gibney provides an Event Supervisor who serves as the liaison to the artist for the duration of their POP: Showing. The Event Supervisor is available to:

• Assist with the set up and breakdown of the showing
• Provide advice and direction about the use of the space
• Troubleshoot issues pertaining to the studio and equipment
• Manage and protect the studio and equipment
• Enforce Gibney’s policies and security regulations
• Conduct a walk-thru with the artist at the showings conclusion to confirm that the space has been properly cleaned and restored

RESERVATIONS/AUDIENCE ATTENDANCE
• POP: Showings are non-ticketed studio showings, not performances. POP: Showings cannot be characterized as a performance, but instead should be referred to as a private showing, invited showing, or invited rehearsal.
• No admission may be charged or tickets sold, though you may request a suggested donation upon entrance at the door. Approved language includes: suggested donation, donation based showing, or pay what you wish.
• Each artist is required to collect RSVPs for their POP: Showing to ensure the maximum capacity restriction is adhered to.
• Artist must provide a volunteer to check people in at the door based on the RSVP list.
• POP: Showings may not be listed or reviewed by press.
• For POP: Showings at 280 Broadway, audience members arriving are to use the 53A Chambers Street entrance as the point of entry/exit. ADA accommodations are to be pre-arranged with Gibney through the 280 Broadway entrance 48 hours in advance.

**SUGGESTED EVENT TIMEFRAME**
• For POP: Showings, artist must leave at least 30 minutes at the beginning and end of the event timeline for setup and breakdown.
• It is suggested that work being shown is under one hour to leave time for audience mingling with the artists and performers.

**MARKETING**
• Gibney must approve promotional materials created by the artist prior to being released to the public. In any promotional materials, including posters, flyers, e-blasts, etc., as well as any printed program, artists must include the POP logo and the following line:
  *This showing is a part of Gibney's POP series, a program supporting curated rental opportunities for the dance community.*
• POP: Showings are not performances, and cannot be referred to as such.
• Gibney Dance’s location should be listed in one of the following ways dependent on location:
  Gibney 890 Broadway, 5th Floor
  or
  Gibney 280 Broadway (entrance at 53A Chambers)
• POP: Showings do not receive marketing support from Gibney.

**ADDITIONAL SERVICES**
• Additional equipment including projectors, microphones, pip and drape, and more are available for rent.

**POP RATES**
POP: Showings are available in a number of studios perfect for individual needs. A required $200 security deposit will be returned to the artist three weeks of the event close. 50% of the program fee is due at the time of contract signing, with the remaining balance due 30 days before the showing date.

<table>
<thead>
<tr>
<th>Studio 1 – 890 Broadway</th>
<th>Studio 3 – 890 Broadway</th>
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</thead>
<tbody>
<tr>
<td>3 hours of space (6-9pm)</td>
<td>3 hours of space (6-9pm)</td>
</tr>
<tr>
<td>Maximum Capacity: 50</td>
<td>Maximum Capacity: 40</td>
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<tr>
<td>Rate: $355</td>
<td>Rate: $325</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Studio 4 – 890 Broadway</th>
<th>Studio 5-2 – 890 Broadway</th>
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</thead>
<tbody>
<tr>
<td>3 hours of space (6-9pm)</td>
<td>3 hours of space (6-9pm)</td>
</tr>
<tr>
<td>Maximum Capacity: 74</td>
<td>Maximum Capacity: 50</td>
</tr>
<tr>
<td>Rate: $550</td>
<td>Rate: $355</td>
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</tbody>
</table>
Studio C – 280 Broadway
4 hours of space (6-10pm)
Maximum Capacity: 74
Rate: $600

Studio D – 280 Broadway
4 hours of space (6-10pm)
Maximum Capacity: 50
Rate: $340

Studio E – 280 Broadway
4 hours of space (6-10pm)
Maximum Capacity: 50
Rate: $320

Studio H – 280 Broadway
4 hours of space (6-10pm)
Maximum Capacity: 116
Water only allowed in this space
Rate: $600

Studio U – 280 Broadway
4 hours of space (6-10pm)
Maximum Capacity: 75
Rate: $600

Studio V – 280 Broadway
4 hours of space (6-10pm)
Maximum Capacity: 50
Rate: $340

Studio X – 280 Broadway
4 hours of space (6-10pm)
Maximum Capacity: 50
Rate: $340

Studio Y – 280 Broadway
4 hours of space (6-10pm)
Maximum Capacity: 75
Rate: $600