

Monday, July 21, 2025

Apply to Pentacle's Tour Ready Lab – Showcase at APAP 2026, Refine your Tour Package, & more!

Company: Pentacle
Location: Brooklyn, NY
Compensation: \$0

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[Tour Ready Lab](#) works with choreographers, dance companies, and multidisciplinary performing artists who seek to increase their understanding of how to tour work outside their home base, create or refine their touring assets, maximize their conference experiences, and showcase during the [APAP Conference in New York City](#).

Applications are due by August 4 at 6pm ET.

[>>> APPLICATION LINK <<<](#)

Contact Quincie Hydock at quincieh@pentacle.org for assistance.

PROGRAM DETAILS

There are two ways to take part in Tour Ready Lab; as a *Showcasing Participant*, or as a *Non-Showcasing Participant*. Details on each offering are below.

All participants in Tour Ready Lab will:

- Attend 4 interactive seminars focusing on tour readiness led by dance booking experts including:
 - Session #1: From a Booking Agent's Perspective – Presenter Research and Cultivation, Crafting Your Showcase, Preparing Tour Materials
 - Session #2: Insights from an APAP Artist Alumni – What to Expect and Lessons Learned from Attending APAP
 - Session #3: Pitch Practice with a Presenter – How to Communicate Effectively About Your Work
 - Session #4: Thinking Outside the Touring Box – Alternative and Non-Traditional Ways of Getting Your Work Seen
- Receive direct individualized feedback on how to refine digital assets needed for touring (e.g., EPKs, tech riders, video samples, tour budgets) via virtual Office Hours
- Forge a peer supported network – Build relationships and engage with an intimate cohort of artists and arts workers with similar goals
- Learn how to prepare for a booking conference and make the most of sessions, activities, and gatherings that APAP offers
- Attend in-person meet-ups and events during APAP weekend with the other participants
- Have the option to be mentored by an artist from the 2025 TRL cohort

Showcasing artists will participate in the above, plus:

- Perform in a Pentacle-produced APAP 2026 showcase at Ailey Citigroup Theatre or New York City Center Studios as "Guests of Pentacle". Pentacle is a member of the prominent Dance Managers Collective (DMC), which produces APAP showcases in these venues each year
- Be included in APAP-related showcase marketing support:
 - "Guests of Pentacle" Postcard – Included in Pentacle's Joint Mailing in which presenters attending APAP receive postcards directly. Postcards are also available for artists to distribute at the conference
 - APAP listing on the official APAP website, app, and online calendar
 - Dedicated artist webpage and calendar event on the DMC website
 - RSVP coordination and distribution
- Gain insight into how to utilize the APAP attendee list to target, contact, and form ongoing relationships with presenters
- Receive a list of the presenters who attended their showcase to use for personal follow-up

PARTICIPATION OPTIONS

Applying to Tour Ready Lab as a SHOWCASING participant is an ideal option for those who:

- Work in the dance or dance theater field
- Have identified specific repertoire they intend to tour in 2026-2028
- Have marketing assets such as EPKs, tech riders, and work samples for that repertoire, or drafts to be finalized
- Have toured at least once outside of their home location
- Intend to attend and participate in the APAP 2026 Conference: showcasing, purchasing a conference badge, attending workshops and conference meet-ups

Applying to Tour Ready Lab as a NON-SHOWCASING participant is an ideal option for those who:

- Work in any performing arts genre (not just dance or dance theater)
- Have never been to a performing arts conference
- Have not yet presented their work outside their home location but are ready to expand their networks with presenters and curators so that they may do so in 2027/2028
- Would like to begin preparing to showcase in a regional or APAP conference in late 2026 or 2027

PROGRAM TIMELINE

Program Start date: September 8, 2025
Program End date: January 26, 2026

Schedule:

July 7 – Application live
August 4 at 6pm ET – Application deadline
August 12 – Applicants notified of acceptance or nonacceptance
Week of September 8 – Introductory meeting*
Week of September 15 – Seminar #1*
Week of October 6 – Seminar #2*
Week of November 10 – Seminar #3*
Week of December 8 – Seminar #4*
January 9-13 – APAP Conference Weekend
January 10 – Tour Ready Lab participants APAP Showcases
Week of January 26 – Closing and Debrief*
July 2026 – Mid-Year Cohort Catch-Up*
*Will be offered virtually and in-person.

Exact seminar days will be determined according to participants' availability.

COST TO PARTICIPATE

Applying to the program is free. If selected, participant is responsible for the following costs:

\$2,000 – Showcasing Participants at Ailey Citigroup Theater
\$1,500 – Showcasing Participants at New York City Center Studios, Studio 5
\$500 – Non-Showcasing Participants

Pentacle has space for 5 artists to showcase at Ailey, 4 artists to showcase at NYCC%, and 5 artists to participate without showcasing.

Showcasing Participants of Tour Ready Lab will be required to; 1) register for the APAP conference in order to gain access to all APAP events, seminars, showcases, and entrance to the expo hall, and 2) become a member of APAP (required to register).

Non-Showcasing Participants will not be required to attend the APAP conference and become an APAP member, but it is encouraged for those who seek to fully participate in the conference experience.

These costs of APAP membership and conference registration are not included in the Tour Ready Lab fee, but participants will be able to take advantage of any discounts that Pentacle is able to obtain. Visit the APAP website for more info.

[>>> APPLY HERE <<<](#)

Pentacle's Tour Ready Lab is not affiliated with Pentacle's Roster, and participation in Tour Ready Lab is not a way to join The Roster.

Tour Ready Lab supports artists in preparing for touring, however participation does not guarantee bookings or engagements.

Pentacle is an equal employment opportunity provider of services and programming, and we strongly encourage diverse candidates to apply. Pentacle does not discriminate on the basis of race, color, religious creed, sex (including pregnancy), gender, national origin, ancestry, citizenship, age, medical condition including genetic characteristics, mental or physical disability, veteran status, marital status, sexual orientation, gender identity (including transgender status), weight, height, linguistic characteristics (such as accent and limited English proficiency, where not substantially program-related), citizenship status, or any other basis prohibited by law. This policy applies to all terms and conditions of service and program engagement, including applications, acceptance, and participation.

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