



## **WATERLOO RECORDS SXSW IN-STORES 2010**

**Hi!**

**We're super excited that you're interested in applying for a Waterloo Records 2010 SXSW in-store.**

**With only 15 spots over three days (March 18, 19, 20), space is very limited and the competition is fierce!**

**Since we generally get hundreds of applications for our 15 spots, we've decided to set up a few guidelines for you, the applicant, to make sure we're all on the same page.**

**The application itself is on page 2, but before we get to that, please look over these few points to make sure your band qualifies!**

**To apply, please enclose in one package – a completed SXSW in-store application form, a CD, CDR, or MP3 of original material (at least 3 songs), a photo, and a little info – one sheet, bio, etc.**

**Please indicate how many times your band will be playing during SXSW. Consideration will be paid to bands playing the fewest number of shows.**

**Your application will be acknowledged by e-mail. All acts will be notified of their status no later than Monday, Feb. 22, 2010. We ask that you do not call this office to inquire about the status of your application.**

**APPLICATIONS MUST BE RECEIVED BY FRIDAY, FEBRUARY 12, 2010.  
NO EXCEPTIONS!**

**Your application will be considered if and only if:**

- It is filled out completely and accompanied by music.(CD, CDR, MP3 only)
- Artist is an official SXSW showcasing artist.
- Artist has a recent release – within the past year (2009 or later).
- Artist has never done a Waterloo Records **SXSW** in-store.
- Artist has not done an in-store supporting their current release already at Waterloo.
- Application and music must arrive in my hands by Fri., Feb. 12, 2010.  
No exceptions!

**Please note:**

Cost for a SXSW in-store at Waterloo Records generally runs around \$500 and includes print ad, equipment rental, security, hospitality, pricing, positioning, etc.

When applying for an in-store, please keep this in mind...



# Waterloo Records SXSW In Store Application 2010

ARTIST NAME: \_\_\_\_\_ TYPE OF MUSIC \_\_\_\_\_

ARTIST WEBSITE: \_\_\_\_\_

PRIMARY CONTACT: \_\_\_\_\_ COMPANY: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

CURRENT RELEASE: \_\_\_\_\_ STREET DATE: \_\_\_\_\_

LABEL: \_\_\_\_\_ DISTRIBUTION CO. \_\_\_\_\_

## WHICH DATES/ TIMES ARE YOU AVAILABLE TO DO YOUR IN-STORE:

Please check all that apply

Wed.      March 17                      2pm\_\_\_\_ 3pm\_\_\_\_      4pm\_\_\_\_ 5pm\_\_\_\_ 6pm\_\_\_\_

Thursday    March 18                      2pm \_\_\_\_ 3pm \_\_\_\_      4pm \_\_\_\_ 5pm \_\_\_\_ 6pm \_\_\_\_

Friday      March 19                      2pm \_\_\_\_ 3pm \_\_\_\_      4pm \_\_\_\_ 5pm \_\_\_\_ 6pm \_\_\_\_

Saturday    March 20                      2pm \_\_\_\_ 3pm \_\_\_\_      4pm \_\_\_\_ 5pm \_\_\_\_ 6pm \_\_\_\_

# OF SHOWS BEING PLAYED (OFFICIAL & NON OFFICIAL) DURING SXSW \_\_\_\_\_

DAY/ TIME OF YOUR OFFICIAL SXSW SHOWCASE: \_\_\_\_\_

ANYTHING ELSE WE SHOULD KNOW?

---

---

---

---

Please mail completed application and music to:

JESSIE STRUB  
WATERLOO RECORDS & VIDEO, INC.  
600-A NORTH LAMAR BLVD.  
AUSTIN, TX 78703