



UNSIGNED AND NEW ACTS

Every year, we get inundated by emails and demos from unsigned acts who want to play the festival. These literally run in to the hundreds for the handful of slots we have available.

In order not to waste everyone's time, please note the following

1. We only accept demos from unsigned acts based in the East Midlands (that's Leicestershire, Nottinghamshire, Derbyshire, Lincolnshire and Northamptonshire).

2. Demos should be in physical form and sent to us by post (De Montfort Hall, Granville Road, Leicester, LE1 7RU). You should also include your email address, physical address, phone numbers, biography, website, myspace address, youtube link if you have one, if you are playing locally soon and if so where, and anything else you think is relevant. We will not consider anyone who only send us a web or myspace link.

Please note that we do not return demos, and nor can we reply to everyone

3. Not every type of act is going to be suitable - for example if you play hard rock, its not really our cup of tea. Have you researched the event?

4. Anyone who gets the name of the festival wrong automatically goes in the bin (see 3 above)

5. There is no application form. The criteria are:

* Are you good enough?

* Are you ready? (SSW is a high profile event. If you play and blow it, you're doing yourselves more harm than good)

* Is there a good story to tell (e.g a real buzz, national reviews, genuine following on myspace etc?)

* Do you come recommended? e.g does your EMMNET (East Midlands Music Network. www.emmnet.org) officer know about you, have you done notable slots at (say) The Musician or The Charlotte etc.

* Are you in time (broadly speaking if its later than mid May, it will be full barring any last minute cancellations).

* Are you definitely available - it's amazing how many people ask to play and then don't realise that they're going to a wedding the same weekend.

And finally - please don't hassle us about it! If we're interested, we'll get back to you. And under no circumstances get your Dad to phone up and complain that you're not on (yes, this really did happen...)