

# Sunday June 8, 2014

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12:00 pm

**Registration Opens at the Wyndham New Yorker Hotel**

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1:30 pm - 2:30 pm

**Sutton Place**

**The Science of Schmoozing:** Building and working your network. Mastering the elevator pitch. Being in the right place at the right time. Goal setting and preparing. Making yourself memorable.

**CONDUCTOR:** Elliot Resnik (Associate, Shukat Arrow Hafer Weber & Herbsman LLP)

**Players:** Emily White (Co-Founder, Whitesmith Entertainment), David Hazan (Founder, DLH Marketing), Allison Shaw (Founder and CEO, Manic Monkee MGMT), Glenn Litwak (Attorney, Glenn Litwak Esq.)

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3:00 pm - 4:00 pm

**Sutton Place**

**The Artist is a Business:** Passion for music is what got us here. Now how do you turn that passion into a sustainable business? These artist business managers will tell stories of success and failure, not due to their art, but due to the way artists manage their business. Learn the dos and don'ts of running an artist business so you never have to take a day job again.

**Players:** Phil Sarna (Managing Director, PS Business Management LLC), Marc Moscovitz (Wealth Management Associates LLC), Perry Resnick (Principle/Artist Representative, RZO/Sound Exchange Board)

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4:30 pm - 5:30 pm

**Sutton Place**

**Fox Rothschild Presents: The Legal Big Four (CLE):** The Big Four Artist Agreements: The current state of the art. These seasoned entertainment industry professionals discuss the following essentials: The Artist Operating Agreement, The Label Agreement, The Publishing Agreement, The Management Agreement.

**Players:** Michael Reinert (Partner, Fox Rothschild LLP), Lori Landew (Partner, Fox Rothschild LLP), Valerie Marcus, Esq. (Attorney, Law Office of Valerie Marcus, LLC)

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5:15 pm - 6:30 pm

**Crystal Ballroom**

**The Art and Business of Songwriting**

This program will start with a song and the story behind it. Some rags to riches tales; song architecture techniques & songwriting business advice. Watch the great Desmond Child weave through a few musical pieces and wrap it all up with a song.

**CONDUCTOR:** Desmond Child

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7:30 pm  
Webster Hall

**NMS Opening Night Red Carpet Event @ Webster Hall**  
125 E 11th St.

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## Monday June 9, 2014

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8:00 am

**Registration Opens at the Wyndham New Yorker Hotel**

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9:30 am  
Grand Ballroom

**Opening Remarks:** Tom Silverman (Executive Director, New Music Seminar & Founder/CEO, Tommy Boy Entertainment)

**Keynote:** Michael J. Huppe (President & CEO, SoundExchange)  
*Radio Needs YOU*

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10:30 am - 11:45 am  
Grand Ballroom

**Turning the Stream into A River:** The music industry is growing again...and it's all about streaming. Leaders of this growth sector share their vision for a much bigger and better music business.

**CONDUCTOR:** Cristina Alesci (Reporter, Bloomberg Television)

**Players:** Dennis Kooker (President, Global Digital Business and U.S. Sales, Sony Music), Sami Valkonen (Director of International Partnerships, Google), Colin Rushing (Senior Vice President and General Counsel, SoundExchange), George White (SVP of Music Licensing, Sirius XM)

Crystal Ballroom

**The Branding of Cool:** Round table Discussion on developing artists, technology, and brands: an unlikely alliance.

**CONDUCTOR:** Frank Cooper III (CMO, Global Consumer Engagement, PepsiCo)

**Players:** Owen Grover (SVP of Content Partnerships, Clear Channel), Tommy Page (Head of Music Partnerships, Pandora)

10:30 am - 12:30 pm  
Gramercy Park Suite

**Music Xray Presents: A&R Live - Music Critique and Sound Selector Sessions:** Get your music critiqued by A&R executives from the big labels right there in front of your peers. See NMS website for information on how to potentially have your music heard.

**CONDUCTOR:** Mike McCready (Co-Founder and CEO, Music Xray)

**Players:** Fred Hanba (A&R, Tommy Boy Entertainment), Jeff Lanier (Founder/A&R, Label Recruit), Austin Rice (A&R, Columbia Records), Dylan Chenfeld (A&R, Razor & Tie), Success (A&R Director, Atlantic Records)

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**11:45 am - 12:45 pm**  
**Herald Square**

**SoundExchange Artists/Labels Workshop**

SoundExchange will explain what it is, why it pays, and how to get your share. Registering (free!) with SoundExchange can earn you royalties for plays on satellite radio, Internet radio, cable TV music channels and other services that stream sound recordings. Becoming a Member allows you to further maximize your royalties for streams around the world. SoundExchange is a non-profit, and an important source of revenue for all artists (big and small) and labels (indie and major): they've distributed more than \$2 BILLION to artists and labels so far. But thousands of artists and labels don't know they need to register, and millions in royalties haven't yet been claimed. Interactive and question-driven, this workshop will also cover need-to-know info on copyright, licensing, metadata, and legislation that will affect your career.

\* Light refreshments will be provided

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**12:30 pm - 12:45 pm**  
**Grand Ballroom**

**NMS Intensive:** Russ Crupnick (SVP, Industry Analysis, NPD Group)

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**12:45 pm - 2:00 pm**  
**Grand Ballroom**

**Music Business Legends: It's Still About the Music:** Technologies come and go but great music is a constant. These legends share their biggest triumphs and disappointments.

**CONDUCTORS:** Tom Silverman (Executive Director, New Music Seminar & Founder/CEO, Tommy Boy Entertainment), Jerry "The Geator" Blavat

**Players:** Seymour Stein (Co-Founder/Chairman, Sire Records), Kenny Gamble (Co-Founder/Chairman, Philly International), Al Bell (Chairman/CEO & Owner, Al Bell Presents/Stax Records)

**Crystal Ballroom**

**MIDEM Presents: The Globalization of Music:** We are approaching a time when all the world's music will be available everywhere at the same time. What will that mean to developing artists? Should music activity tracking be done by worldwide metropolitan area rather than the historical home market approach? Build your global strategy now; soon you will have no choice.

**CONDUCTOR:** Bill Werde (Guggenheim Digital)

**Players:** Daniel Glass (Founder and President, Glassnote Entertainment), Steve Hill (Head of Marketing & Projects, Warp Records), Andy Chen (CEO, Aspiro Group), Peter Szabo (VP Head of Music & West Ad Sales, Shazam), Ari Taitz (COO, ADA Worldwide)

**Sutton Place**

**Fox Rothschild Presents: Artist Label Deals, Back to the Future (CLE):** It is 2024. 65% of music industry revenues are subscription, 15% is ad-supported streaming, 8% is music sales (vinyl and downloads), 5% is experiences and special products, 5% is SoundExchange and 2% is sync. 50% of revenues are domestic and 50% are international. Albums are around 15% of all revenue. We look back in amusement at the “record deals” that were still prevalent ten years ago in 2014. Label heads, lawyers and managers discuss the “new and improved” artist deal.  
**CONDUCTOR:** Monika Tashman (Partner, Fox Rothschild LLP)  
**Players:** Rosie Lopez (President, Tommy Boy Entertainment), Craig Averill (Attorney, Serling Rooks Terrara McKoy Worob), Tom Lipsky (President, Loud & Proud), Steven Ambers (Director of Royalties, GSO Business Management), Mike Martinovich (Artist Manager, Red Light Management)

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**2:00 pm - 3:00 pm**  
**Herald Square**

**The International Brainstorming Open Forum**

New Music Seminar presents its inaugural International meeting that will introduce the annual series of discussions designed solely with the International Music Business in mind.

Hear about New Music Seminar's plans for building a forum for a high-level open discussion on challenges and issues in the global marketplace – how we can work together more efficiently to grow the music business, generate more income for companies and artists, and facilitate change. NMS will host representatives from over 30 countries this year. This is the prime opportunity for you to have your voice heard in building the future of the International Music Community at New Music Seminar.

**CONDUCTOR:** Peter Schwinge (General Manager, New Music Seminar)

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**2:45 pm - 3:00 pm**  
**Grand Ballroom**

NMS Intensive - Alex White (Co-founder and CEO, Next Big Sound)

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**3:00 pm - 4:15 pm**  
**Grand Ballroom**

**The Producers Movement:** Producers have been the critical link to help artists connect to potential audiences. Now they are more relevant

than ever as most are also involved with songwriting and some go on to become artists...see Bruno Mars and Pharrell Williams. We will discuss the state-of-the-art of music production from artist psychologist to sound technologist to music consumer telepathist.

**CONDUCTORS:** Craig Kallman (Chairman & CEO, Atlantic Records) & Nile Rodgers

**Players:** Howard Benson (Producer, AAM), Andy Kipnes (CEO/Founder, AAM), Mike Caren (President, Worldwide A&R, Warner Music Group), Luke Laird (Songwriter, Creative Nation), Peter Asher (President, Peter Asher Management)

### **Crystal Ballroom**

**Independent Labels Coming to Power:** 35% of sales market share and probably more than that of streaming market share, independent labels continue to take risks where majors fear to tread. Why independent labels may be a better choice for artists than majors.

**CONDUCTOR:** Darius Van Arman (Co-Owner, Secretly Label Group)

**Players:** Edward Vetri (CEO/President, WindUp Records), Craig Balsam (Co-Founder, Razor & Tie), Michael Goldstone (Founder/Owner, Mom + Pop Records), Shannon Houchins (CEO, Average Joes), Steve Greenberg (Founder/CEO, S-Curve Music), Jon Salter (General Manager, ATO), Kris Gillespie (General Manager, Domino)

### **Sutton Place**

**Online Media Music Discovery:** Music fans want to know what's next. How do trusted advisors wade through the torrents of new music to make their recommendations. How does the modern-day "music review" spread to reach critical mass? How media is changing with the digital culture - what is the future? Just like radio, the limited amount of space is sought by thousands of artists and publicists. How do editors and writers select which stories, video premiers, and acts to cover? How are publicists becoming more creative in crafting their story? What new technologies are creating a more efficient process? What moves the needle and how can we use analytics to track effectiveness?

**CONDUCTOR:** Jay Frank (Founder/CEO, DigSin)

**Players:** Mark Richardson (Editor-in-Chief, Pitchfork), Andrew Flanagan (Writer and Editor, Billboard), Joe Carozza (Senior Vice President of Publicity, Republic Records), Andy Cohn (President + Publisher, The FADER)

### **4:15 pm - 5:15 pm Gramercy Park Suite**

**International Music Managers Forum (IMMF) Meetup:** Music managers are at the forefront of the artist's career and are more influential than ever. Managers need to truly understand – and have networks developed in every sector of the music business both domestic and abroad – and NMS is where you make those connections. Come meet and network with music managers from across the globe to discuss the new era of music business. Open to all Managers.

## Herald Square

**Women in Music Meetup:** An open-door discussion forum on recognizing and encouraging female leaders in the music industry to discuss new initiatives and raise further awareness of the exceptional women that are breaking new ground in the music business. Open to all NMS delegates.

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## 5:15 pm - 6:30 pm Grand Ballroom

**Label Heads: The Gamblers:** The music business is a high-risk game. Nobody wins even 50% of the time. With odds so low, how do label heads decide where to place their bets; head, heart, or balls? Label heads will share their excitement for some of their newest artists. They'll share their recent success stories as well as mistakes made in the past and the lessons learned.

**CONDUCTOR:** Jason Flom (President, Lava Records)

**Players:** Tom Corson (President & COO, RCA Records), Monte Lipman (Chairman/CEO, Republic Records), Avery Lipman (President/Co-Founder, Republic Records), Julie Greenwald (Chairman/COO, Atlantic Records), Alan Grunblatt (President, Entertainment One Music), Cameron Strang (Chairman and CEO, Warner Bros Records & Warner Chappell Music)

## Crystal Ballroom

**The Billboard Touring Conference Presents: The Live Music Business and Emerging Artists:** Almost every artist must play for 50 people before they can play for 5,000. What is the secret to growing artist audiences from 50 to 5,000? How much is about the quality of the show itself? How much is about the popularity of a current or past hit song? Technology has brought the highest level of connectedness between artists and their fans. How has this affected the acceleration of the artist's journey from 50 to 5,000 or does it have any affect at all? Now that labels are signing less acts than ever, many agents are signing acts before labels. How do agents and talent bookers make a decision on who to bet on? What are the challenges between promoters, managers, agents and labels and are they any different now than they were 30 years ago?

**CONDUCTOR:** Ray Waddell (Executive Director of Content and Programming for Touring and Live Entertainment, Billboard)

**Players:** Marty Diamond (Head of East Coast, Paradigm), Peter Shapiro (Founder, Owner, Brooklyn Bowl), Ben Weeden (COO, House of Blues Entertainment), Jake Gold (President, The Management Trust), Jordan Wolowitz (Co-Founder & Partner, Founders Entertainment/ Governors Ball), Casey McCabe (Senior Talent Buyer, AEG Live), Matt Galle (President, Photo Finish Records/Paradigm)

## Sutton Place

**Hip Hop Resurrection:** After 6 years of decline, hip hop is reinventing itself. What happened and how can hip hop turn it around? If you look

at hip hop as an industry in recession, what will it take to bring back prosperity and make it sustainable?

**CONDUCTOR:** Al Branch (General Manager, The Blueprint Group)

**Players:** Jonny Shipes (CEO, Cinematic Music Group), Rob Reef Tewlow (Music Director at Shade 45, Sirius XM), Peter Schwartz (Vice President and Head of Urban Music, The Agency Group), B-Dot (Content Director, Rap Radar)

**6:30 pm - 6:45 pm**  
**Grand Ballroom**

**Day 1 Closing Remarks**

**7:00 pm - 9:30 pm**

**SoundExchange Industry Reception**  
**The Cutting Room (44 E 32nd St.)**

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**7:00 pm**

**The party continues downtown for New Music Nights featuring the NMS Artist on the Verge Performers and other exciting new acts. See Festival Schedule handouts for set times.**

## **Tuesday June 10, 2014**

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**9:30 am**

**Registration Opens at the Wyndham New Yorker Hotel**

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**10:30 am - 11:45 am**  
**Grand Ballroom**

**Fox Rothschild Presents: The Music Publishers Movement (CLE):**

How will the radical restructuring of the music business affect music publishing? Songwriter data and metadata and the importance of a global database. Direct deals with the biggest streaming services, performance revenues and international collection. Is technology disintermediating the publishing business so more money gets to the writers? What are these publishers most optimistic about and what are their biggest concerns?

**CONDUCTOR:** Tim Mandelbaum (Partner, Fox Rothschild LLP)

**Keynotes:** Ralph Peer II (CEO, peermusic), Billy Mann (CEO, Green & Bloome/TOPL1NE), Neil Gillis (President, Round Hill Music), Ian James (Managing Director, Mushroom Music Publishing), David Renzer (Chairman, Spirit Music Group), Ross Charap (Partner, Arent Fox LLP)

**Crystal Ballroom**

**Music Video Mandatory:** Videos are no longer an option, as YouTube

has become both a revenue generator and a worldwide music exposure medium. Making a powerful music video has never been more important, not just for the hit single, but, perhaps, for every single. These video experts discuss the concept and the execution: How to make great videos quickly and inexpensively. How can labels/managers/artists build video into the process of making each song? Are labels ready to make thrice as many videos per artist per year than they ever did before? Who will make these videos? Mastering the \$5,000 viral video is the goal, how do we achieve it?

**CONDUCTOR:** Steve Gottlieb (Video Commissioner/ Bossman, Downtown/Video Static)

**Players:** Phil Botti (SVP Music Video and Content Production, Atlantic Records), DJay Brawner (Executive Producer/Director, Anthem Films), Jill Kaplan (Producer, Video + Content Production, Columbia Records), Jim Roppo (EVP of Marketing, Republic Records), Doug McVehil (Senior Vice President of Content and Programming, VEVO), Zachary Mortensen (Executive Producer, Ghost Robot)

#### **Sutton Place**

**High Resolution Audio is coming. Are you Ready?** Vinyl is up 36% this year. Beats Headphones are nearing \$1 billion in revenue. Neil Young raised a record \$6 million on Kickstarter for high resolution audio product. There is no doubt that high resolution audio is coming. Are you prepared? Are the recordings you are making today ready for the much higher definition future? What you have to know about getting the best possible recording done today to insure that it will be ready for our high-resolution future.

**CONDUCTOR:** Michael Fremer (Senior Contributing Editor, Analog Planet, Stereophile Magazine)

**Players:** Spencer Chrislu (Vice President, Digital Operations & Configuration Strategy, Warner Music Group), Craig Anderton (Executive Vice President, Evangelist, Gibson), Steve Guttenberg (The Audiophile, CNET), Alan Silverman (Founder/ Master Engineer, Arf! Mastering), Jerry Harrison (Talking Heads), Leo Hoarty (Founder, Sweet Vinyl)

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#### **10:30 am - 12:30 pm Gramercy Park Suite**

**Music Xray Presents: A&R Live - Music Critique and Sound Selector Sessions:** Get your music critiqued by A&R executives from the big labels right there in front of your peers. See NMS website for information on how to potentially have your music heard.

**Conductor:** Mike McCready (Co-Founder and CEO, Music Xray)

**Players:** Talya Elitzer (Director of A&R, Capitol Records), Jenna Rubenstein (Creative, Insieme Music Publishing, Glassnote Entertainment), Alyssa Castiglia (A&R Representative, Island Records) Stephanie Karten (A&R, Robbins Entertainment), Chloe Weise (A&R, RCA Records)



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**11:45 am - 12:45 pm**  
**Herald Square**

**SoundExchange Digital Radio Workshop**

This workshop will cover "Licensing 101", what radio is paying and why. We will address the most common problems digital radio providers encounter and provide suggestions for correcting these difficulties. This workshop will be 25% presentation and 75% interactive. Bring your questions and notebooks.

\* Light refreshments will be provided

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**12:25 pm - 12:45 pm**  
**Grand Ballroom**

**NMS Intensive:** Will Page (Director of Economics, Spotify)

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**12:45 pm - 2:00 pm**  
**Grand Ballroom**

**Subscription Music: The Music Business's Bright Future:** The leaders of the exploding music subscription sector explain why music subscription will drive exposure and revenues for artists and their investors in a way that records never could. How can the music industry get behind the subscription wave and accelerate the consumer adoption of subscription music?

**CONDUCTOR:** Ralph Simon (CEO and Founder, Mobilium Global)

**Players:** Mark Piibe (EVP, Global Business Development & Digital Strategy, Sony Music), Stephen Bryan (EVP, Digital Strategy and Business Development, Warner Music Group), Paul Springer (Senior Vice President, Rhapsody), Tamara Hrivnak (Director, Partnerships, Google Play Music), Julien Simon (VP Music Rights and US Operations, Deezer), Steve Blatter (SVP/General Manager, Music Programming and Digital Music, Sirius XM)

**Crystal Ballroom**

**The Venture Capitalist, The Banker, The Record Company, The Music Publisher: Reexamining the business models for the music industry:**

Venture capitalists and a banker show us different ways of looking at the label business model and the music publishing business model. How are they similar and what the music industry can learn from these financial sectors. If you are thinking about starting a label or a publishing company or you are running one now, this session is a must.

**CONDUCTORS:** Ted Cohen (Managing Partner, TAG Strategic), Tom Silverman (Executive Director, New Music Seminar & Founder/CEO, Tommy Boy Entertainment)

**Players:** Jane DeFlorio (Former Managing Director, Deutsche Bank), John Rudolph (Principle, Music Analytics), Julie Swidler (Executive Vice President, Business Affairs and General Counsel, Sony Music Entertainment), Kathleen Utecht (Partner, Comcast Ventures), Jacob Brody (Partner, MESA+)

**Sutton Place**

**Fox Rothschild Presents: So Sue Me: Understanding the perils and opportunities of litigation (CLE):** Stories of good things gone bad. How to deal with litigation threats. When never to sue. When to threaten litigation. Understanding the costs of litigation. Are any of us safe? Sampling, cover songs, DMCA takedown notices and infringements, copyright infringements, breach of contract issues.

**CONDUCTOR:** Alan Friedman (Partner, Fox Rothschild LLP)

**Keynotes:** Clark Miller (Executive Vice President, Warner Chappell), Christine Lepera (Partner, Mitchell Silberberg & Knupp), Carla Miller (Vice President, Litigation Counsel, Universal Music Group), Aaron Fuchs (President, Tuff City Records), Seth Berman (CEO, Nixon Peabody)

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**2:45 pm - 3:00 pm**  
**Grand Ballroom**

**NMS Intensive - TBA**

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**3:00 pm - 4:15 pm**  
**Grand Ballroom**

**The Managers Movement:** Should artists have a voice in the overall music business? Managers share their optimism and concerns about the direction of the new music business. Where does the manager stop and the label start? Today's manager must manage both the physical and the virtual worlds of the artist. They must Manage flow of not only the artist but their total creative output including: music, video, photography, text, and performance across the physical and non-physical universe to maximize the long-term exposure and monetization of their artists. It's a brand new game. Managing an artist's attention graph.

**CONDUCTOR:** Mathieu Drouin (Co-Founder, Crystal Math Music)

**Players:** Mark Kates (Founder, Fenway Recordings), Danny Goldberg (Manager, GoldVE)

**Crystal Ballroom**

**BMI Presents: The Songwriters Movement:** Songwriters share their success stories and also their mistakes and how to avoid them.

**CONDUCTOR:** Peter Asher (President, Peter Asher Management)

**Players:** Mark James, Steve Dorff (Composer/ Producer, SHD Music, Inc.), Graham Gouldman

**Sutton Place**

**Dance Music: It's not just a disco bubble:** How can growth be sustainable? What the dance music business can learn from the country business. We will discuss the relative importance of songs,

artists, productions, radio, alternative exposure outlets, touring and generally expanding the dance music ecosystem.

**Players:** Patrick Moxey (President, Ultra Music), Geronimo (Senior Director of Programming, Sirius XM), Prem Akkaraju (Chief Content Officer, SFX Entertainment), Senthil Chidambaram (CEO, Dancing Astronaut), Lee Anderson (Agent, AM Only), Victor Lee (COO, USA, PRMD Music), Glenn Mendlinger (Senior VP/ General Manager, Astralwerks Records)

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**5:00 pm - 5:15 pm**

**Grand Ballroom**

**NMS Intensive:** Jim Lidestri (Founder & CEO, Border City Media, Inc.)  
*New Music Analytics - The Road Ahead*

**Crystal Ballroom**

**NMS Intensive:** Dan Mason (CEO, CBS Radio)

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**5:15 pm - 6:30 pm**

**Grand Ballroom**

**The A&R Movement: Where is music headed?** The young guns of A&R chart the future of music. This Movement will also review the Top 3 Artists from the NMS "Artist on the Verge Project," where the winner will win marketing, promotion, musical equipment and services valued around \$100,000.

**CONDUCTOR:** David Massey (President, Island Records)

**Players:** Talya Elitzer (Director of A&R, Capitol Records), Alyssa Castiglia (A&R Representative, Island Records), Brandon Davis (A&R Manager, Atlantic Records), Jon Coombs (General Manager, Secretly Canadian Publishing), Jenna Rubenstein (Creative, Insieme Music Publishing, Glassnote Entertainment), Austin Rice (A&R, Columbia Records), Jessica Strassman (A&R Representative, Startime International), Patch Culbertson (A&R Manager, Republic Records), Dylan Chenfeld (A&R, Razor & Tie)

**Crystal Ballroom**

**Radio: The World's Best Discovery Engine:** Why does radio still break more music than everything else on the web combined? America's top radio programmers talk about why radio continues to dominate new music exposure and what radio knows about their audiences that digital services have yet to learn.

**Players:** Steve Blatter (SVP/ General Manager, Music Programming and Digital Music, Sirius XM), Michael Martin (VP/ Top 40 Programming CBS Radio), Jimmy Steal (Programming Director, Power 106), Jay Stevens (Senior Vice President of Programming Content, Radio One, Inc), Peter Szabo (VP Head of Music and West Ad Sales, Shazam)

**Sutton Place**

**Music Distribution in Transition:** The role of the music distributor is

changing radically. Once a pick pack and ship, billing and collection operation, the new functions include a whole suite of services to support labels.

**CONDUCTOR:** Dick Huey (Founder, Toolshed, Inc.)

**Keynotes:** Dominic Pandiscia (President, Caroline), Mike Jbara (President, ADA Worldwide), Robb McDaniels (Founder and CEO, INgrooves Music Group), Michael Healy (Executive Vice President, Music & Distribution, Entertainment One), Mike Harris (EVP/General Manager, Caroline), Brad Navin (CEO, The Orchard)

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**6:45 pm**

**Grand Ballroom**

**Artist on the Verge Awards**

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**7:00 pm**

**Final Remarks**

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**7:30 pm**

**The party continues downtown for New Music Nights featuring the NMS Artist on the Verge Performers and other exciting new acts. See Festival Schedule handouts for set times.**