



THE NATIONAL INDEPENDENT VENUE ASSOCIATION ANNOUNCES THIRD ANNUAL NIVA CONFERENCE TAKING PLACE JUNE 2 - 5 IN NEW ORLEANS



The Conference will Spotlight NIVA’s Legendary New Orleans Stages, with Programming Taking Place Throughout the City

CLICK [HERE](#) TO REGISTER

January 18, 2024 – [The National Independent Venue Association](#) (NIVA) announces the third annual NIVA conference taking place June 2 - 5, 2024 in New Orleans. Early bird registration is now open, go [here](#) to register. Last year’s conference drew more than 1,000 attendees from 34 states and Washington, D.C., plus international participants.

“New Orleans is thrilled to host the 2024 National Independent Venue Association (NIVA) Conference, bringing the nation’s independent performance venues, promoters and festivals to the birthplace of modern music. There is no city that recognizes the value of our culture bearers

for our quality of life and our economy than New Orleans, and we recognize the vital role NIVA played in supporting them throughout the pandemic and its aftermath,” said **The Honorable LaToya Cantrell, Mayor of New Orleans**. “New Orleans will continue to lead the way in establishing the importance of nighttime economy to our residents, visitors and businesses. This NIVA Conference brings together the venues, artists and professionals that create the vibrancy that local and state economies need, and our city is looking forward to being the epicenter of independent live entertainment's continued efforts to build our nation's collective cultural future.”

“NIVA '24 is an electrifying celebration of independent live entertainment spaces that are the heartbeat of communities across the nation,” said **Stephen Parker, Executive Director of NIVA**. “We are thrilled to bring together agents, bookers, government leaders, advocates, and venue and promoter operators from across the country to help bolster our economic and cultural strength.”

Industry leaders, NIVA members, artists, and sponsors will converge for a three-day event bringing the live entertainment community together to support, educate, and connect industry leaders across the U.S. Building on the success of previous conferences, NIVA '24 promises an immersive experience including a dynamic lineup of panels, workshops, and live performances across multiple iconic New Orleans venues. NIVA '24 programming will include a fireside chat with **Marsha Vlastic, Vice Chair Music Division at IAG**, and more.

This year’s conference will include three days of programming tracks including:

- **Booking:** Sessions programmed for bookers and agents to share best practices and innovations in, booking and scheduling talent. This will include keynotes and sessions focused on insights from agents and bookers, agent-booker 1-on-1 meetings, agent-booker meet-and-greet networking sessions, and an agent-booker happy hour.
- **Marketing and Ticketing:** Sessions focused on helping venue and festival and marketing professionals learn new industry best practices, products, and brand partnerships to pack their events and sell more tickets.
- **Venue and Business Operations:** programming focused on how to create a special experience for every show for fans and artists from front of house to back of house. Topics will include bar sales, workforce development, production, financial management, capital to start and expand, and creating new revenue streams.
- **Advocacy & Policy:** A pathway of programming focused on how live entertainment is getting a seat at the table for state and local policymaking as the industry revitalizes

communities, fuels economic development, and fights for its elevated place in the policy and business ecosystem in every community.

The conference is pleased to offer NIVA members and the industry at large a chance to submit ideas, panels, and presentations through the submission portal [here](#) through January 31. The community-sourced program model continues to elevate NIVA's conference programming to the high caliber that attendees have come to expect.

Attendees can anticipate the following schedule overview:

The graphic is a schedule overview for NIVA 24 New Orleans. It features a dark green background with a silhouette of a person holding up a smartphone. The text is white and green. The schedule is organized into four columns: Sunday June 2, Monday June 3, Tuesday June 4, and Wednesday June 5. Sunday is an opening party. Monday is Day 1, Tuesday is Day 2, and Wednesday is Day 3. Each day includes programming details such as networking sessions, lunch, and happy hour. Wednesday also includes an evening event.

SUNDAY JUNE 2	MONDAY JUNE 3	TUESDAY JUNE 4	WEDNESDAY JUNE 5
OPENING PARTY Exhibition	DAY 1 PROGRAMMING Generations Hall + The Howlin' Wolf	DAY 2 PROGRAMMING Generations Hall + The Howlin' Wolf	DAY 3 PROGRAMMING Generations Hall + The Howlin' Wolf
	<ul style="list-style-type: none">• 10-11:30am - Networking Sessions• Lunch• 12pm-6pm - Programming• Happy Hour	<ul style="list-style-type: none">• 10-11:30am - Networking Sessions• Lunch• 12pm-6pm - Programming / Agent Booker / 1-On-1 Meetings• Happy Hour	<ul style="list-style-type: none">• 10-11:30am - Networking Sessions• Lunch• 12pm-6pm - Programming• Happy Hour
	NIVA GRAS The Howlin' Wolf	NIVA NIGHT IN NOLA Frenchman Street	EVENING Night to explore NIVA member venues

REGISTRATION + HOTEL DISCOUNTS

- Early bird registration dates: Now through -- February 15
 - Early Bird Member Registration: \$299 (will increase to \$399 on 2/15)
 - Early Bird Affiliate Member Registration: \$399 (increases to \$899 on 2/15)
 - Early Bird Non-Member Registration: \$799 (increases to \$899 on 2/15)

Badge Bundle offerings:

Early Bird Member Bundle Registration (3-5 badges): \$269.10 each

Early Bird Member Bundle Registration (6+ badges): \$224.25

Member Bundle Registration (3-5 badges): \$359.10

Member Bundle Registration (6+ badges): \$299.25

More details on conference programming and speakers will be announced soon.

Additional information about registration, media credential applications, and host hotels, available [here](#).

SPONSORS & PARTNERS

NIVA '24 is made possible by the generosity and commitment of our sponsors, including Eventbrite, Live Music Society, Etix, Water Hero, American Specialty Insurance & Risk Services, Inc., Volume, Cast & Crew Live Entertainment, AXS, Prism.fm, Fanimal, and Hive.co.

Additionally, we extend our gratitude to our partners, National Independent Venue Foundation, Marauder, Bandsintown, D Tour, Midtopia, Folk Alliance International, 2112, Backstage Social, FestForums and NAMM, whose collaboration and support contribute significantly to the conference's success.

REGISTRATION INFORMATION

Register [here](#).

Non-member conference tickets are available.

Programming Submissions taken [here](#).

ABOUT NIVA

The National Independent Venue Association (NIVA) represents independent music and comedy venues, promoters, and festivals throughout the U.S. NIVA led the #SaveOurStages campaign, culminating in landmark legislation in 2020 that established the \$16 billion Shuttered Venue Operators Grant program.

NIVA's mission is to preserve and nurture the ecosystem of independent live venues, promoters, and festivals throughout the United States. NIVA is committed to equity in its support and advocacy for independent venues and seeks to create and encourage opportunities for venues, promoters, and festivals owned, operated, and staffed by people of color, women, non-binary, LGBTQ+, veterans, and people with disabilities.

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