

ASH 25-26 Season



Thank you for registering for Artists Simply Human in Myrtle Beach, SC.

We're excited to welcome you into the ASH family. Our Faculty, Staff, Assistants, and Company Members can't wait to see you and support you throughout the weekend. We're dedicated to creating a warm, uplifting experience where you will learn, grow, and leave with memories that last a lifetime.

A few reminders for the weekend:

- **Text 386.597.3061** for ASH's event text line that you can contact with questions throughout the weekend (between Friday, February 20th at 7AM and Sunday, February 22nd at 1PM)

Please read through all of the information and feel free to contact the ASH Office with any questions.

See you in Myrtle Beach!



DJ SMART
REGIONAL DIRECTOR

VENUE / HOST HOTEL

Sheraton Myrtle Beach

2101 North Oak Street
Myrtle Beach, SC 29577

SAVE THE DATE!

MYRTLE BEACH, SC

FEB. 19-21, 2027

ASH 25-26 Season

REGISTRATION

- Registration will take place in the lobby at the registration booth, please check the event schedule for exact times.
- Studio Owners, Directors and/or Teachers will pick up the registration materials for all dancers with their studio.
- Dancers/parents registered with a studio DO NOT need to individually check in at the registration booth.
- Upon registering you will receive your wristband(s), audition number(s) and additional information.
- If the registered studio owner is not attending the event, please email info@ashproductions.com to designate an individual to pick up the registration packet.

WAIVERS

All dancers and teachers must sign a "release and waiver of liability agreement" in order to participate at ASH Productions events. If you have not already done so, please visit www.ASHWaiver.com. Registration packets cannot be picked up until all waivers are completed.

WRISTBANDS & SCHOLARSHIP NUMBERS

- Each dancer will receive an Artists Simply Human wristband, and each teacher will receive a badge that must be worn at all times during the event, including during the Performance Showcase.
- Individuals not wearing a wristband or teacher badge during convention classes will not be permitted to enter the ballrooms.
- Wristbands cannot be transferred, and if lost, full payment is required to receive a new band, **NO EXCEPTIONS!**
- At registration, all dancers will receive two scholarship numbers for the weekend. One should be worn on each day during convention classes (*scholarship numbers are not needed for open classes, however wristbands are required*).
- Observer bands are available for purchase at the merchandise booth throughout the weekend and are required to observe classes starting during Open Classes.

AGE LEVELS

Mini Movers	Ages 3-7
Artists In Training	Ages 7-11
Intermediate	Ages 12-15
Advanced	Ages 16+

*Age as of January 1st, 2026

PHOTOS & VIDEOS

- Visit www.ASHPhotoVideo.com to purchase Performance Showcase photos and videos!
- **STUDIO PACKAGES** - To purchase Studio Packages of 10 or more routines, please email info@ashproductions.com.
- **VIDEO TAPING AND PHOTOGRAPHY BY ATTENDEES IS STRICTLY PROHIBITED DURING THE PERFORMANCE SHOWCASE AND CONVENTION CLASSES!**

MERCHANDISE

- Don't forget to stop by the ASH Merchandise booth to check out the new merch! — Sweatsuits, t-shirts, crops, socks, matching sets, hats and more!
- Please Note: Cash, credit and debit cards, Google Pay, and Apple Pay will be accepted at the merchandise booth!

OPEN CLASSES

- All registered dancers (ages 7+) are eligible to attend open classes.
- You must have your wristband on to attend class, however scholarship numbers are optional.
- Teacher badges or Observer Bands are required to observe open classes.

ASH 25-26 season

theCOMPANY INTENSIVE ON TOUR

- All registered dancers that attend open classes are eligible to be selected to work with an ASH Faculty Member and learn an original piece that will be performed in the Closing Show. Selected dancers will be acknowledged at the end of the last class if they are selected to participate.
- If selected, dancers must attend ALL scheduled rehearsals. See the event schedule for exact times.
- Teachers and observers may NOT be in the ballroom during rehearsals.
- Performance Showcase routines will not be rescheduled to participate in open classes/ theCOMPANY Intensive on Tour. Open classes and theCOMPANY Intensive on Tour are extra offerings.
- **Costume:** Please bring a pair of black pants (sweats or pants with no pattern) and a black top (t-shirt or tank top).
- **ALL DANCERS CHOSEN TO PERFORM WILL NEED TO PURCHASE AN EXCLUSIVE PIECE OF MERCHANDISE (AMOUNT: \$60)**
JACKETS WILL BE AVAILABLE FOR PURCHASE AT THE MERCHANDISE BOOTH STARTING SATURDAY MORNING. SIZES ARE LIMITED AND ARE FIRST COME, FIRST SERVE.

SCHOLARSHIP AUDITIONS

- Dancers ages 21 and up are not eligible to audition for scholarships.
- Dancers who are not auditioning and observers may **NOT** be in the ballroom during auditions.
- Studio Owners and Teachers with a teacher badge **ONLY** are able to observe the audition.

SCHOLARSHIPS

During the 25/26 Tour, Artists Simply Human will be awarding over \$6,000,000 in scholarships!

- The ASH Faculty will award scholarships including ASH Apprentice, ASH Apprentice Runner Up, ASH Nationals Scholarships and ASH Faculty Pick Scholarships in addition to scholarships provided by ASH Sponsors. Scholarships will be awarded to dancers based on class work as well as the scholarship auditions.
- Scholarship recipients will be announced during the closing show.
- For additional information regarding the scholarships offered at ASH, please visit: www.ASHDance.com.

PERFORMANCE SHOWCASE

- The Performance Showcase offers dancers a venue to share their art and expression in a supportive and comfortable environment.
- Attendees are welcome to register solos, duets, trios and group numbers to be critiqued by the ASH Faculty and Guest Judges.
- Please review the program order and contact the ASH Office if you have any questions.
- If a routine is scheduled during open classes, the routine will **NOT** be rescheduled.
- **There will be strict adherence to the program order, please arrive one hour before your scheduled time.**

Music: Performance Showcase music must be uploaded to your registration account **at least three weeks prior to the event start date**. Please bring a backup music file to the event - if your backup is needed, an ASH Staff Member will let you know.

Critiques: The Performance Showcase will be critiqued by the ASH Faculty and Guest Judges in a collaborative manner on one audio/video file. Following the event, critiques will be uploaded to your studio or independent registration account. Your file can be downloaded at any time through the end of the 2025/2026 Tour Season. [Critiques will be uploaded by Tuesday following the event.](#)

Specialty Awards: All Performance Showcase awards will be announced during the awards ceremonies specified on the Performance Showcase order. Visit www.ASHDance.com to view all specialty awards.

Please Note: No scores or adjudicated awards will be given.

LIVE WEBCAST

The Performance Showcase can be viewed for FREE on ASH's LIVE WEBCAST at www.ASHWebcast.com. Invite your friends and family to tune in! **Please Note: Due to limited internet access, the webcast may not be available in every city.**

PARENTS

- Parents, get ready to hit the dance floor! Show off your best moves in a fun, upbeat environment made just for you. Learn the latest dance steps, laugh with friends, and enjoy a great time together. **Observer bands are required to attend.**

ASH 25-26 Season

TEACHERS

Teachers Classes: ASH's Teachers Classes are 45 minute learning experiences led by the ASH Faculty. You'll leave each class feeling recharged, valued, and inspired in your teaching journey. Take this time for yourself, you deserve it.

Teacher Lunch: Join ASH's Director, Faculty, and fellow studio owners and teachers for a Teacher Lunch filled with food, connection, and conversation. Enjoy networking in a relaxed setting and take home an exclusive piece of ASH merchandise.

Teacher Breakfast & Chat: Join ASH's Director, Faculty, and fellow Studio Owners and Teachers for a Teacher Breakfast where we eat, connect, and share ideas together. Bring your questions, feedback, and topics you want to discuss. Your voice shapes the conversation, and we want you at the table. Let's learn from each other, support one another, and kick off the day as a community.

Performance Showcase: Teachers and Studio Owners will have priority reserved seating in the first two rows of the audience.

Convention Classes Teachers and Studio Owners will have priority reserved seating in convention class ballrooms closest to the stage. Please have your teacher badge visible at all times.

Please Note: Teachers added after the deadline or at the event will have a \$195 registration fee.

OBSERVERS

- Observer bands will be available for purchase for \$65 at the Merchandise booth throughout the weekend only (*not available for purchase online*).
- Observers will be required to fill out a release waiver upon purchasing a band.
- You will not be able to watch any convention classes without an observer band. *Required for attendees ages 3+.*

CLOSING SHOW REHEARSAL

- In order to participate in the closing show, scholarship finalists and *theCOMPANY Intensive On Tour* dancers must attend the Closing Show rehearsal (*see schedule for exact time*).
- Scholarship Finalists: Please bring black booty shorts for female dancers and black shorts or pants for male dancers to rehearsals.
- *theCompany Intensive on Tour* Dancers: Please wear your black sweatpants/pants and your exclusive piece of ASH Merchandise to rehearsals.
- This is a closed rehearsal, dancers who are not participating, observers and teachers may NOT be in the ballroom during rehearsal.

CLOSING SHOW

To conclude your ASH experience, dancers, teachers and parents are invited to the closing show! The closing show will include the final round of scholarship auditions (*scholarship finalists*), "True Artist" routines from the Performance Showcase, ASH Faculty performances, ASH Assistant & ASH The Company performances, *theCOMPANY Intensive on Tour* piece and scholarship announcements.

BALLROOM ETIQUETTE

- Wristbands must be worn at all times (*dancers, teachers and observers*).
- Treat all students, teachers, parents, faculty, assistants, and ASH staff with the utmost respect.
- Keep talking or noise to a minimum while classes are in session.
- Place dance bags UNDER chairs and against the walls to allow for ample dancing space and observer space.
- Photography and videography are STRICTLY PROHIBITED!

PROP STORAGE

- There will be a designated area assigned to store props, please see an ASH Staff upon arrival for the exact location.
- All props will need to be brought through the front of the hotel/venue.
- If you are requesting loading dock access, ASH will need to know this information at least two weeks prior to the event.
- ASH does not guarantee the security of your props so we suggest loading out your prop right after your routine performs.
- ASH cannot arrange truck parking.

ASH 25-26 Season

FLOOR PLAN

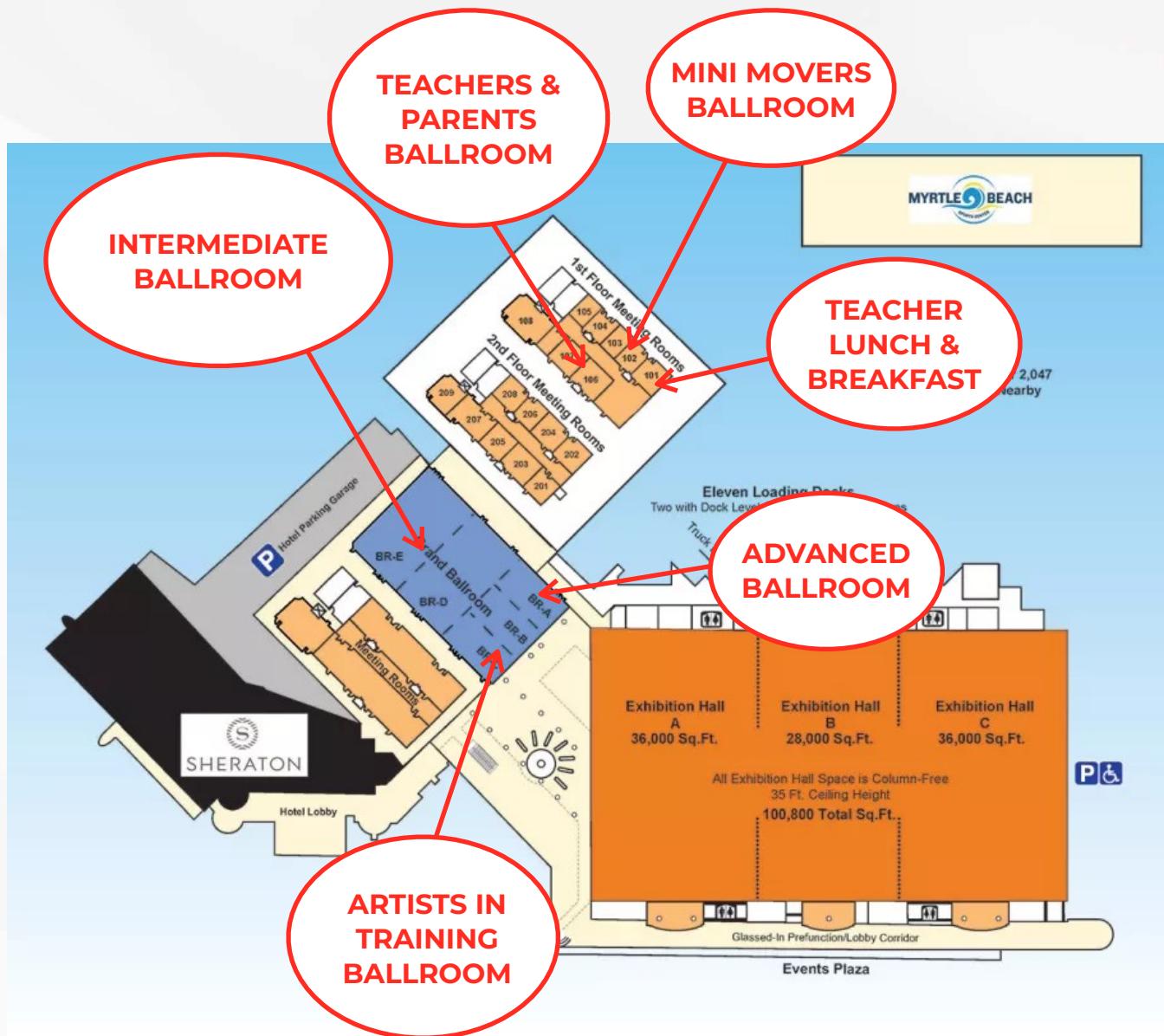


PHOTO VIDEO STUDIO PACKAGES

All packages include all photos/video of each routine. Price is based on the regular price of \$70.00 per routine

To order a Studio Package, visit www.ASHPhotoVideo.com

10-19 Routines.....	20% Off
20-29 Routines.....	25% Off
30-39 Routines.....	30% Off
40-49 Routines.....	35% Off
50+ Routines.....	40% Off



Visit www.ASHPhotoVideo.com to purchase a photos & videos from the Performance Showcase!



GROOVE, MOVE, AND GROW!

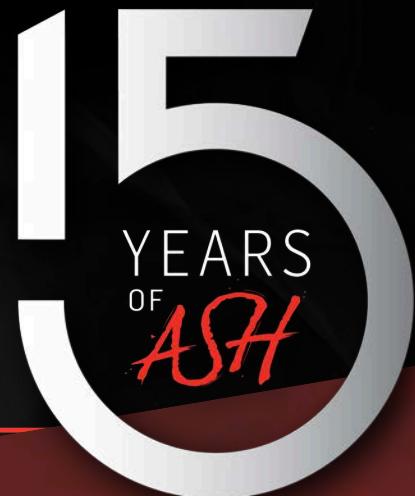
The Mini Movers program is a great introduction to the dance convention world for ages three to seven and includes:

- **FREE Mini Movers Observer Band**
- **2 Full Days of Convention totaling 6 classes**
- **FREE Exclusive ASH Mini Mover Merchandise**
- **PLUS! a themed performance on the ASH Mainstage kicking off the Performance Showcase on Saturday in select cities!**



NATIONALS

JUNE 30 - JULY 6, 2026



**STUDIO
OF THE YEAR**

Competition
\$25K GRAND PRIZE



TEACHER PARTY
**CASINO
NIGHT**

GALA
*dance
party!*

\$300K
SCHOLARSHIPS AWARDED

**SOLO COMPETITION
& IMPROV ROUND**



**JW MARRIOTT ORLANDO
GRANDE LAKES**