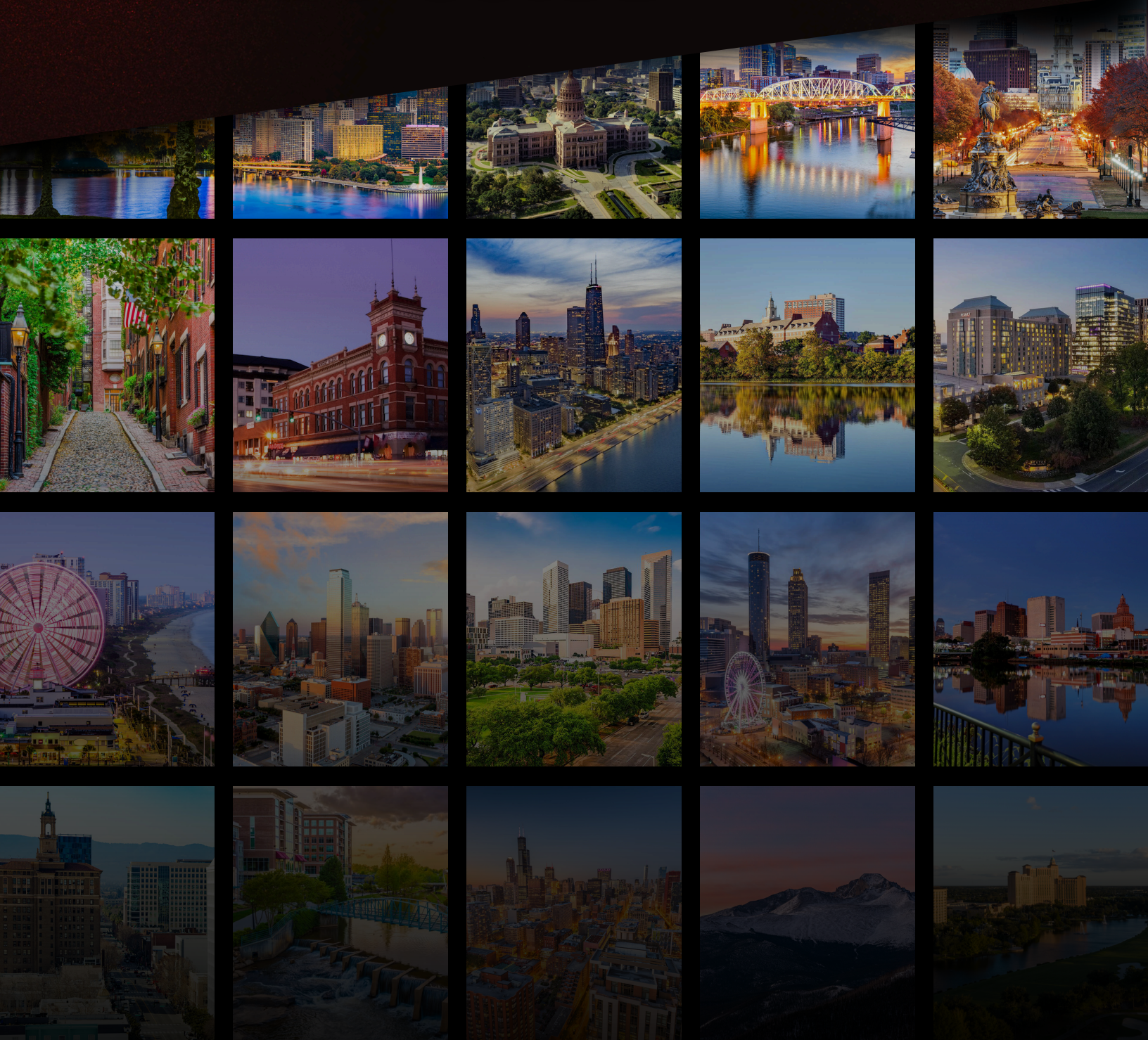


855.ASH.Dance

EVENT GUIDE





CHALLENGE.
INSPIRE.
TRANSFORM.

CONVENTION



We are **passionate** about providing an unequalled dance experience that challenges dancers as artists, and inspires them to be the best they can be in **both dance and life**.

The Regional Tour consists of two days of convention classes as well as a Performance Showcase.

PERFORMANCE SHOWCASE

What is a Performance Showcase?

It is an opportunity for dancers to perform their pieces in a supportive and **non-competitive** environment while receiving video critiques and specialty awards from the ASH Faculty and Judges.



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info@ashproductions.com

ASH 26 SEASON 27

ORLANDO, FL

NOV 6 - 8, 2026

PITTSBURGH, PA

NOV 13 - 15, 2026

AUSTIN, TX

NOV 20 - 22, 2026

NASHVILLE, TN

JAN 8 - 10, 2027

PHILADELPHIA, PA #1

JAN 15 - 17, 2027

PROVO, UT

JAN 21 - 23, 2027

DENVER, CO

JAN 29 - 31, 2027

NEW BRUNSWICK, NJ

FEB 5 - 7, 2027

PHILADELPHIA, PA #2

MAR 5 - 7, 2027

ATLANTA, GA

MAR 12 - 14, 2027

HOUSTON, TX

MAR 19 - 21, 2027

GREENVILLE, SC

APR 2 - 4, 2027

FT. LAUDERDALE, FL

APR 9 - 11, 2027

CHICAGO, IL

APR 16 - 18, 2027

SANTA CLARA, CA

APR 23 - 25, 2027

IRVINE, CA

APR 30 - MAY 2, 2027

BRITTANY
CAVACO

ASH FACULTY

RESTON, VA

FEB 12 - 14, 2027

MYRTLE BEACH, SC

FEB 19 - 21, 2027

BOSTON, MA

FEB 26 - 28, 2027

NATIONALS

JW MARRIOTT ORLANDO GRANDE LAKES

JULY 2 - 8, 2027

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ARTISTS SIMPLY HUMAN

ASH 26 SEASON 27

WELCOME TO ASH!

Dear Studios, Dancers, and Families,

We're thrilled to welcome you to the 26/27 Tour of Artists Simply Human!

At ASH, our mission is simple: to **push dancers beyond technique and ignite their passion both on and off the dance floor**. With a dynamic lineup of classes – including Ballroom, Contemporary, Hip Hop, Ballet, Jazz, Tap, Fusion, and more – our faculty brings a wealth of experience from stages and studios around the world. From world tours, concert companies, commercials and Broadway, our educators are true leaders in the field, and they infuse every class with artistry, heart, and inspiration.

Each regional event features two exciting days of convention classes, along with our Performance Showcase – a non-competitive opportunity for dancers to share their work in a supportive environment. Dancers will receive video critiques and specialty awards from the ASH Faculty and Judges, making it a truly valuable and enriching performance experience.

Our **Concierge Team** is here to support you every step of the way, so don't hesitate to reach out with any questions at concierge@ashproductions.com.

We encourage you to register early – our events often sell out quickly, and we don't want you to miss out on this one-of-a-kind experience.

As we embark on our 16th season, ASH remains deeply committed to equity, excellence, and creating safe, inclusive spaces for all. Here, dancers don't just learn steps – they discover their voice, their strength, and their community.

We can't wait to see you!

Braham Logan Crane
Director



FACULTY

ASH 26 SEASON 27



BRAHAM LOGAN
CRANE
OWNER & DIRECTOR



DJ
SMART
REGIONAL TOUR DIRECTOR



HANNAH
GOSSETT
ASH THE COMPANY DIRECTOR



ALAN
BERSTEN



AZUKI
UMEDA



BRITTANY
CAVACO



LISETTE
BUSTAMANTE



MATT
SMITH



MAUD
ARNOLD



SABRINA
PHILLIP



TOVARIS
WILSON

WHAT'S NEW

ASH 26 SEASON 27



DEPOSITS

Deposits are optional but are encouraged in order to reserve your spot at an event. Deposits will be accepted starting August 3, 2026.

CONVENTION

5-20 Students (\$500 Deposit total)
21+ Students (\$1,000 Deposit total)

SHOWCASE

5-20 Routine (\$500 Deposit total)
21+ Routines (\$1,000 Deposit total)

TEACHERS

You can register one FREE teacher for every four full-paying students in your registration. Assistants, Company members, or dancers on scholarship do not count toward that number. For example, if you have 20 full-paying students, you can register up to five teachers for free. All registered teachers must be verifiable on your studio's website and registered prior to the Registration Deadline. If Teachers are registered after the Registration Deadline or exceed the 25% limit, they will be charged the Regular Rate of \$195.

MEDIA PACKAGE

Every dancer registered for the Performance Showcase receives the ASH Media Package: every professional photo and video from every routine they perform, for a flat \$40 per dancer, per event.

Previously, photos and video were sold one routine at a time at \$70 per routine. The Media Package replaces that entirely. The \$40 Media Fee is added automatically during the registration process. Upon checkout, the system automatically removes the fee for any student not registered for at least one routine. There is nothing to purchase during or after the event, and no order deadlines to miss.

Every family leaves with complete professional coverage of everything their dancer did on stage.

Each studio receives a unique Studio Code that unlocks its own performances, keeping a studio's media with its own families.

WHAT'S NEW

PERFORMANCE SHOWCASE AWARDS

Performance Showcase Awards belong to the studio under which they were received and cannot be transferred to another studio registration or to an independent registration.

THE STUDIO SERIES

Choreography

THE VISION

Recognizes outstanding choreography – the structure, musicality, and staging that turn an idea into a fully realized number. The vision was clear before the first count and held all the way to the final image.

Technical Excellence

THE FOUNDATION

Recognizes an outstanding technical performance measured against the demands of its chosen style. Placement, control, and execution held up from start to finish – the training was visible in every step.

Entertainment

THE ASH FACTOR

Recognizes a performance with that thing you can't teach. It had the room from the first beat – energy, personality, and pure watchability that made everyone forget to look away.

Artistry

THE IMPACT

Recognizes emotional execution, artistry, and storytelling. The intent was clear, the through-line never dropped, and the performance left the room feeling something – whether it was one dancer or twenty.



WHAT'S NEW

ASH 26 SEASON 27

PERFORMANCE SHOWCASE AWARDS

THE STANDOUTS

THE ONE TO WATCH

Some numbers are just that good. This one had it all, and whether it was a soloist or a full group on the floor, it left us certain we'll be watching wherever they go next.

SIMPLY BREATHTAKING

This routine was so beautiful the room went quiet. No cheering over it, no talking through it – just a whole audience holding still until the last count.

THE TRAILBLAZER

For the one paving the way. This performance took a real swing at something new and showed us where the art form is headed next.

BREAKTHROUGH PERFORMANCE

For the one paving the way. This performance took a real swing at something new and showed us where the art form is headed next.

THE POWERHOUSE

For the performance that brought sheer power. Energy, attack, and athleticism from the first count to the last – you could feel it from the back of the room.

SPOTLIGHT PERFORMANCE

Awarded to one performance from each eligible studio; the routine that stood out among that studio's entries. Every eligible studio receives a Spotlight Performance for its best routine of the showcase.

TRUE ARTIST

The highest distinction of the weekend – for the numbers that were outstanding among them all, regardless of studio size. Multiple routines will receive the True Artist award at each event.

THE PANEL PICK

Selected by the judges panel from among the weekend's award recipients – the few pieces they want the room to see again. Panel Picks perform in the ASH Closing Show.

SCHOLARSHIPS

ASH 26 SEASON 27

Available to apply in your account when you start your registration. If you don't see your scholarships reach out to us info@ashproductions.com

APPRENTICE

Full Convention Scholarship for next season
Full Convention Scholarship to Nationals this season
theCOMPANY Intensive at Nationals Discount
Audition Opportunity at Nationals for ASH The Company & ASH Assistant

APPRENTICE RUNNER UP

Half Convention Scholarship for next season
Full Convention Scholarship to Nationals this season
theCOMPANY Intensive at Nationals Discount
Audition Opportunity at Nationals for ASH The Company & ASH Assistant

NATIONALS

Discounted Convention Fee to Nationals this season
theCOMPANY Intensive at Nationals Discount
Audition Opportunity at Nationals for ASH The Company

FACULTY PICK

Half Convention Scholarship for next season
Audition Opportunity at Nationals for ASH The Company

Scholarships are jointly owned by both the studio and the student so that the studio may not assign the scholarship to another student and the student cannot use the scholarship either independently or under another studio without express written permission via email directly to ASH releasing the scholarship for the student to use independently or under another studio. All scholarships can be applied during registration. ASH does not provide refunds or extensions for unused scholarships for any reason.

STUDIO AWARDS

ASH 26 SEASON 27



STUDIO OF THE WEEKEND

The ASH Faculty will recognize a studio in each age division (*Artists In Training, Intermediate, Advanced, and Overall*) for a combination of outstanding class work, Performance Showcase routines, sportsmanship, and overall work ethic. Each Studio of the Weekend will receive a voucher to be used at ASH Nationals this season.

TEACHER OF THE WEEKEND

This award is in partnership with Dance Educators Collective, in which ASH is co-producing. The ASH Director and Faculty will recognize an Educator for upholding the ideas and values of ASH. From creating camaraderie to sharing dance training that is life training, this Teacher shares integrity, passion and drive. The recipient of this award will receive half tuition to Dance Educators Collective. Visit www.danceeducatorscollective.com for additional information.

Studio of the Weekend awards are eligible for use at Nationals only and subject to minimum balance requirements. In order to apply your Studio of the Weekend Voucher at Nationals, contact the ASH Office at info@ashproductions.com prior to making your final payment.

CONVENTION

ASH 26 SEASON 27

AGE LEVELS & RULES

- All ages are based on January 1, 2027.
- If space is limited, ASH may adjust age levels to ensure a safe class environment. Final age groupings are listed in the Welcome Packet and Event Schedule, released 10 days before the event.
- In order to attend, students must be registered for the convention, but are not required to register routines for the Performance Showcase.
- Dancers that attend a studio, but are attending ASH without the studio, must have the studio complete their registration under the studio account.
- Wristbands must be worn during all classes and cannot be transferred.
- Deposits are optional but are encouraged in order to reserve your spot at an event.
- Photography and Videography at ASH Productions events are STRICTLY PROHIBITED! Photos and Videos from the Performance Showcase will be available at www.ASHPhotoVideo.com

SCHEDULES

- **Schedules** – The Event Schedule, Performance Showcase Schedule, and Welcome Packet will be released 10 days prior to the event.
- **Performance Showcase** – *Performance Showcase begins at 7:00 AM on Friday and, if capacity is reached, 12:00pm on Thursday. Studios will be notified prior to the Registration Deadline if the Performance Showcase will start on Thursday. The schedule will be posted 10 days prior to the event.*
- **Open Classes** – Open Classes are open to all ages 7 and above. The exact start time of the Open Classes will be available on the Event Schedule released 10 days prior to the event. If a routine is scheduled for the Performance Showcase during Open Classes/theCOMPANY Intensive On Tour rehearsal, routines will not be rescheduled. However, the ASH Faculty member will release the student to perform and then return to classes or rehearsal.
- **Convention Classes** – Classes begin immediately after the Welcome Show on Saturday.
- **Closing Show** – The Closing Show begins on Sunday afternoon in most cities, usually around 1:00 PM and lasts approximately one hour. The exact start time of the Closing Show will be available on the Event Schedule released 10 days prior to the event.

CONVENTION

ASH 26 27
SEASON

SCHOLARSHIPS

- Scholarships received last regional season are the only scholarships eligible for application in this regional Season.
- Students ages 21+ are not eligible to audition for scholarships.
- All physical scholarships must be picked up at the event. ASH does not mail any scholarships or showcase awards after the event.

THECOMPANY INTENSIVE ON TOUR

- **Eligibility** – All registered dancers who attend ANY open class are eligible to be selected to work with an ASH Faculty member to learn an original piece that will be performed in the Closing Show.
- **Merchandise** – All dancers chosen to perform in theCOMPANY Intensive piece must purchase the exclusive theCOMPANY Intensive Merchandise by the scheduled tech rehearsal on Saturday afternoon.
- If a routine is scheduled for the Performance Showcase during Open Classes/theCOMPANY Intensive On Tour rehearsal, routines will not be rescheduled. However, the ASH Faculty member will release the student to perform and then return to classes or rehearsal.

MINI MOVERS

An introduction to the dance convention experience, Mini Movers is designed for Ages 3-7 and includes complimentary ASH swag, and one complimentary Mini Movers Observer band (for a parent/guardian) that can be used for Mini Movers classes only and does not grant Observer access to any other ballroom. In select cities, Mini Movers will perform at the start of the Performance Showcase on Saturday on the ASH stage!

No specific costume is required for the performance.

PERFORMANCE SHOWCASE

ASH 26 SEASON 27

GENERAL RULES

- Routines will not be added at the event. They must be registered prior to the event.
- To participate in the Performance Showcase, dancers must be registered for the full convention.
- Each registered dancer may register up to 1 solo.
- Changes to any routine must be made by the “Registration Deadline” listed on the specific city page.
- Independent dancers may participate in the Performance Showcase.
- All routines, including music, must be appropriate for family viewing.
- Teachers may not coach dancers during performance.
- All performers must be students. NO TEACHERS OR PROFESSIONAL DANCERS.
- Awards received when a dancer is registered with a studio are not valid when registering as an independent or with another studio.

ASH STAGE & PROPS

- The following items may NOT be used in routines: roller skates, paint, liquid, glass, fire, live animals, confetti, powder, and glitter.
- Props are allowed. However, you must enter the prop information when registering the routine.
- Props may not be larger than 8 feet tall.
- Prop setup and take down time must not exceed 2 minutes for both setup and take down combined. If 2 minutes is exceeded, the routine will not be eligible for Performance Showcase Awards.
- Props must be carried on and off the stage. ASH Staff or Crew will NOT assist in unloading, moving, assembling, repairing, or dismantling props or any other equipment.
- Please leave the stage area clean for the next performers.
- Stage Dimensions – 28 feet deep x 48 feet wide. The performance stage size varies based on venue size and configuration and can range from approximately 24’x34’ to 28’x48’ (stage dimensions may or may not include wing space).

PERFORMANCE SHOWCASE

MUSIC

- All music must be uploaded to your online registration account at least two weeks prior to the start of the event.
- If the music uploaded exceeds the time limit, you will be charged according to the extended time rates for each dancer in the routine.

WATCHING THE SHOWCASE

- The Performance Showcase is free to watch and open to all family and friends to attend FOR FREE. Once seating capacity is reached in the ballroom, no more audience members will be allowed entry. ASH will livestream the Performance Showcase at www.ASHWebcast.com. The video wall located in the lobby will also be broadcasting the Performance Showcase. Friends and family can watch from home, and attendees will be able to watch from anywhere at the venue!

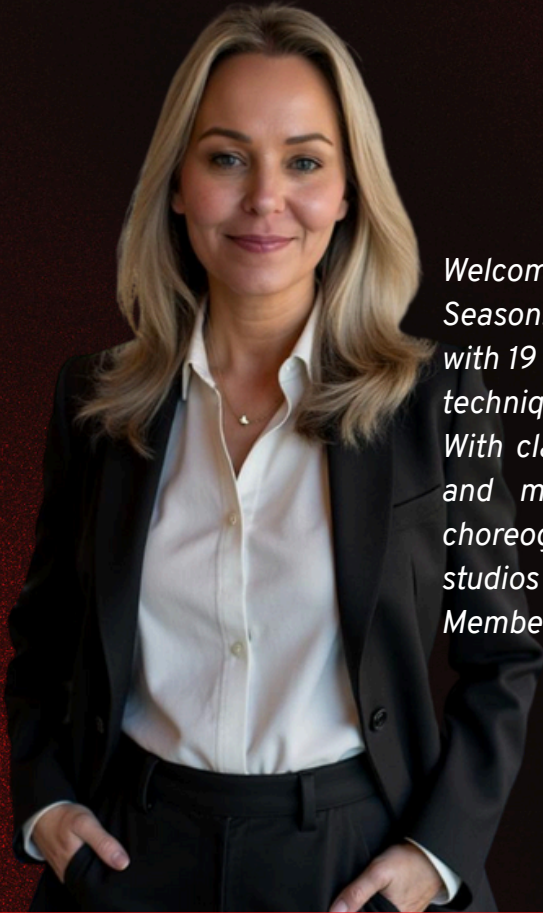
CRITIQUES

- Critiques will be uploaded after the event to your online Studio or Independent registration account. You can view and/or download your critiques by clicking "Scores". Critiques will be available for viewing and download by Tuesday following the event.



ASH 26 SEASON 27

HAVE QUESTIONS?



From ASH's Lead Concierge

A note from Annie...

Welcome, we're so glad you're interested in joining us for the 26/27 Season! We're kicking off the next fifteen years of the ASH legacy with 19 exciting cities. Our mission is simple: to push dancers beyond technique and ignite their passion both on and off the dance floor. With classes spanning Contemporary, Hip Hop, Ballet, Tap, Fusion, and more, our faculty – a powerhouse of industry-leading choreographers and educators – brings experience from stages and studios worldwide. Contact me or one of our Concierge Team Members below!

A handwritten signature in white ink.

Lead Concierge

annie@ashproductions.com

Kaila Schippani



ASH Concierge

kaila@ashproductions.com

Mario Pando



ASH Host & Concierge

mario@ashproductions.com

Keith Wilder



ASH Announcer & Concierge

keith@ashproductions.com

SAMPLE SCHEDULE



THURSDAY

In Select Cities, the Performance Showcase can be held on Thursdays.

FRIDAY

6:45AM	REGISTRATION (LOBBY) - REGISTRATION PACKET PICK UP (STUDIO OWNERS / TEACHERS ONLY)	AGE BREAKDOWN MINI MOVERS AGES 3-7 ARTISTS IN TRAINING AGES 7-11 INTERMEDIATE AGES 12-14 ADVANCED AGES 15+ **AGE AS OF JANUARY 1ST, 2027**
7AM-11:45PM	PERFORMANCE SHOWCASE	
5:30PM-6:30PM	OPEN CLASS 1 <i>OPEN CLASSES ARE FOR ALL REGISTERED DANCERS AGES 7&UP</i>	
6:30PM-7:30PM	OPEN CLASS 2 <i>OPEN CLASSES ARE FOR ALL REGISTERED DANCERS AGES 7&UP</i>	
7:30PM-10:00PM	theCOMPANY INTENSIVE ON TOUR <i>DANCERS MUST ATTEND OPEN CLASSES & GET SELECTED TO BE ELIGIBLE</i>	

SATURDAY	ARTISTS IN TRAINING	INTERMEDIATE	ADVANCED	MINI MOVERS	TEACHERS/ PARENTS
7AM-8:30AM	REGISTRATION (LOBBY) - REGISTRATION PACKET PICK UP (STUDIO OWNERS / TEACHERS ONLY)				
7:30AM	WELCOME SHOW (ALL DANCERS)				
7:45AM-9AM	AUDITION COMBO (AGES 7-11)	CLASS	CLASS		TEACHERS CLASS 8AM-8:45AM
	SCHOLARSHIP AUDITION (AGES 7-11) CLOSED AUDITION				
9AM-10AM	CLASS	AUDITION COMBO (AGES 12-14)	CLASS		TEACHERS CLASS 9AM-9:45AM
10AM-11AM	CLASS	SCHOLARSHIP AUDITION (AGES 12-14) CLOSED AUDITION	CLASS		TEACHERS CLASS 10AM-10:45AM
11AM-11:45AM	LUNCH BREAK / VISIT THE MERCHANDISE BOOTH 11AM-11:15AM - theCOMPANY INTENSIVE ON TOUR REHEARSAL (CLOSED REHEARSAL)			CLASS 12:45PM-1:15PM	TEACHER LUNCH
11:45AM-12:45PM	CLASS	CLASS	CLASS	CLASS 1:15PM-1:45PM	TEACHERS & PARENTS CLASS 11:45AM-12:30PM
12:45PM-1:30PM	CLASS	CLASS	AUDITION COMBO (AGES 15-20)	CLASS 1:45PM-2:15PM	
1:30PM-2:15PM	CLASS	CLASS	SCHOLARSHIP AUDITION (AGES 15-21) CLOSED AUDITION	REHEARSAL 2:15PM-3PM <i>PERFORMANCE AT 3PM IN THE PERFORMANCE SHOWCASE</i>	
3PM-10:45PM	PERFORMANCE SHOWCASE				

SUNDAY	ARTISTS IN TRAINING	INTERMEDIATE	ADVANCED	MINI MOVERS	TEACHERS/ PARENTS
7:30AM-8:30AM	CLOSING SHOW SCHOLARSHIP FINALIST REHEARSAL & theCOMPANY INTENSIVE ON TOUR DRESS REHEARSAL <i>SCHOLARSHIP FINALISTS & theCOMPANY INTENSIVE ON TOUR DANCERS ONLY - CLOSED REHEARSAL</i>				
8:30AM-9:30AM	CLASS	CLASS	CLASS	CLASS 9:30AM-10AM	TEACHERS BREAKFAST & CHAT WITH THE DIRECTOR
9:30AM-10:30AM	CLASS	CLASS	CLASS		
10:30AM-11AM	LUNCH BREAK / VISIT THE MERCHANDISE BOOTH			CLASS 10AM-10:30AM	TEACHERS CLASS <i>10:15AM-11AM</i>
11:00AM-12:00PM	CLASS	CLASS	CLASS	CLASS 10:30AM-11AM	
12PM-12:45PM	CLASS	CLASS	CLASS		
1:00PM	CLOSING SHOW (ALL DANCERS)			PLEASE NOTE: FACULTY AND SCHEDULE ARE SUBJECT TO CHANGE.	

IMPORTANT DATES

ASH2627
SEASON

Event	Early Bird Deadline	Registration Deadline	Music/Waiver Deadline	Event
Orlando, FL	October 9, 2026	October 16, 2026	October 23, 2026	November 6-8, 2026
Pittsburgh, PA	October 16, 2026	October 23, 2026	October 30, 2026	November 13-15, 2026
Austin, TX	October 23, 2026	October 30, 2026	November 6, 2026	November 20-22, 2026
Nashville, TN	December 11, 2026	December 18, 2026	December 28, 2026	January 8-10, 2027
Philadelphia, PA #1	December 18, 2026	December 28, 2026	January 4, 2027	January 15-17, 2027
Provo, UT	December 28, 2026	January 4, 2027	January 7, 2027	January 21-23, 2027
Denver, CO	January 4, 2027	January 8, 2027	January 15, 2027	January 29-31, 2027
New Brunswick, NJ	January 8, 2027	January 15, 2027	January 22, 2027	February 5-7, 2027
Reston, VA	January 15, 2027	January 22, 2027	January 29, 2027	February 12-14, 2027
Myrtle Beach, SC	January 22, 2027	January 29, 2027	February 5, 2027	February 19-21, 2027
Boston, MA	January 29, 2027	February 5, 2027	February 12, 2027	February 26-28, 2027
Philadelphia, PA #2	February 5, 2027	February 12, 2027	February 19, 2027	March 5-7, 2027
Atlanta, GA	February 12, 2027	February 19, 2027	February 26, 2027	March 12-14, 2027
Houston, TX	February 19, 2027	February 26, 2027	March 5, 2027	March 19-21, 2027
Greenville, SC	March 5, 2027	March 12, 2027	March 19, 2027	April 2-4, 2027
Fort Lauderdale, FL	March 12, 2027	March 19, 2027	March 26, 2027	April 9-11, 2027
Chicago, IL	March 19, 2027	March 26, 2027	April 2, 2027	April 16-18, 2027
Santa Clara, CA	March 26, 2027	April 2, 2027	April 9, 2027	April 23-25, 2027
Irvine, CA	April 2, 2027	April 9, 2027	April 16, 2027	April 30-May 2, 2027