WELCOME

Immerse
Artists Experience



MEREDITH
PENNINGTON
FOUNDER & PRESIDENT

Welcome to Immerse Artists Experience. We are truly honored that you have chosen to be part of this experience and entrusted us with an important part of your artistic journey. Whether this is your first year attending or you are returning to continue your growth with us, we are thrilled to welcome you into the IAX community.

As America's Premier One-Day Dance Convention, Immerse Artists Experience was created to provide dancers with more than exceptional training. Our mission is to create meaningful opportunities for dancers to learn, connect, and grow in a positive and encouraging environment.

Our motto, ***CONNECT. EXPLORE. THRIVE.***, is at the heart of everything we do.

- ***CONNECT*** with world-class faculty and fellow dancers who share your passion, dedication, and ambition.
- ***EXPLORE*** new styles, new challenges, and new possibilities within your artistry and personal development.
- ***THRIVE*** in an uplifting atmosphere that encourages confidence, discipline, individuality, and excellence both on and off the dance floor.

Throughout the day, dancers will train with elite faculty, connect with other passionate artists, and be encouraged to step outside their comfort zones in a supportive and motivating environment. Every detail of this event has been thoughtfully planned to create an organized, professional, and memorable experience for every attendee.

Inside this welcome packet, you will find everything you need to prepare for an incredible day, including the class schedule, location details, important expectations, lunch break information, and helpful reminders to ensure you make the most of every moment.

If you have any questions, we are happy to help. Account holders may contact our office directly. Dancers and families registered through a studio should contact their studio owner for assistance and communication regarding the event.

Most importantly, we hope you leave feeling encouraged, motivated, and proud of what you accomplished throughout the day.

Thank you for being part of the Immerse Artists Experience family. We look forward to welcoming you for an unforgettable day filled with dance, connection, and inspiration.

With gratitude,
The IAX Team


SETH


SOLACE


RICHARD


MELISSA


JUSTIN


CEDRIC


COLE


RICHY


OLIVIA


WILLIAM


HANNAH


SHELBY


ED


JOY

VENUE

GREATER RICHMOND CONVENTION CENTER
403 North 3rd Street
Richmond, Virginia 23219
804.783.7300

www.iaxdance.com

WELCOME TO IMMERSE ARTISTS EXPERIENCE!

We are thrilled to welcome you to Immerse Artists Experience in **RICHMOND**! Our entire faculty and staff are truly honored that you have chosen to join us. Get ready for a day filled with dynamic, engaging classes and an unmatched IAX vibe!

Throughout the day, you can expect positive energy, incredible choreography, interactive technique sessions, and an encouraging atmosphere. To make the most of your experience, please review this welcome packet in advance. It contains all the essential details for your IAX event. Being prepared in advance will allow you to relax, enjoy the day, and make the most of everything IAX has to offer.

Thank you for choosing IMMERSE (IAX) and WELCOME!

REGISTRATION

Doors open at 7:00 AM. We kindly ask that attendees do not arrive earlier than 7:00 AM. Check-in will take place in our lobby by the **IAX Pop-Up Shop**, located on the first floor, on **Sunday morning from 7:00–7:20 AM**. Please arrive before 7:20 AM to complete check-in. **(Exact event location can be found under the heading PARKING.)**

We ask that **one representative per account** visit the registration table to receive dancer ID numbers and wristbands. Wristbands are for studio owners, teachers, and observers only. Each dancer's name will be on the back of their number. Account holders will receive their registered attendee list via email before the event; **no printed list will be provided onsite**.

Dancers registered through their studio **do not need to visit the check-in table**. Instead, they should check in with their studio owner, teacher, or assigned studio representative. We recommend studios designate a meeting time and place in advance to distribute wristbands and numbers. **Dancers should bring safety pins** to attach their numbers.

Please note: Immerse Artists Experience hosts **private events**. Everyone in attendance — including dancers, teachers, studio owners, studio representatives, and observers — must be registered and agree to the terms and conditions found on our website and in our waiver.

WAIVERS

All attendees (dancers, teachers, studio owners, studio representatives, observers, etc.) are required to electronically sign the **"Release and Waiver of Liability and Use of Likeness Agreement"** before the event. *Studio owners cannot sign waivers on behalf of students, teachers, or observers. Each waiver requires an individual email address as the legal identifier.*

Waivers are due by the Wednesday before your event. To preview the waiver, visit: iaxdance.com/tour/waiver/

A waiver link will be emailed to the **account holder from Dance Bug Support** two weeks before the event. The account holder is responsible for forwarding the link to all registered attendees. The process is simple and quick.

A **signed electronic waiver is required** to receive wristbands and enter the event. **Please do not print, email, or bring a paper waiver to the event.** All waivers must be electronically signed through the **Dance Bug link** by the deadline.
event. All waivers must be electronically signed through the Dance Bug link by the deadline date.

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WRISTBANDS

All **observers and studio staff** registered to attend will receive a wristband. Wristbands must be worn and **visible at all times** during the event.

Parent/guardian observers may only enter their dancer's **designated ballroom** during classes. Rooms will be routinely checked to ensure dancer safety. Anyone **without a wristband** will be kindly asked to leave the room.

Observer wristbands will only be available for purchase at the event for $50, **if space allows**. To purchase one, the buyer will be asked security questions and must sign a waiver. **Dancers must wear their number at all times.** This serves as their pass into the ballroom.

WRISTBAND COLOR CODE

Black wristbands will be issued to studio owners and teachers, while blue wristbands will be given to observers.

CODE OF CONDUCT

Dancers are expected to be kind, supportive, respectful, and on time. They should demonstrate strong work ethic and good sportsmanship throughout the event. It is our goal for everyone to have fun, grow, and make friends in a positive and uplifting environment.

It is expected that all observers will be respectful and courteous at all times. Please refrain from talking during classes or causing any disruptions. Observers should find a chair and remain seated during all class sessions. ***Sitting on the floor is not permitted.*** *We kindly ask studio owners and teachers to assist us by reminding their families to remain seated in the chairs provided.*

Although we discourage young siblings from attending as observers, we understand that it may sometimes be necessary. **Wristbands will be required for young siblings if they occupy a chair.** Like all observers, **young siblings may not sit on the floor**, and **spreading out blankets or creating floor setups is not allowed**. All attendees must remain seated in chairs during classes. If a young sibling becomes restless or disruptive, we kindly ask that you step into the lobby to help maintain a focused and respectful environment for the dancers.

DANCERS, PLEASE DO NOT PLACE PERSONAL ITEMS IN THE CHAIRS. ALL CHAIRS ARE RESERVED FOR REGISTERED OBSERVERS. If chairs have not been placed along an air wall, this indicates that **personal items should not be stored in that area.**

CHANGING AGE DIVISIONS / REGISTRATION UPDATES

Please take a moment to review your registration, including age divisions, to ensure all information is correct. Any changes or corrections must be submitted no later than one week before the event. Changes cannot be made during the week of the event. If a dancer needs to be moved to a different level on the day of the event, the request must come directly from the studio owner and must be made by the second class of the day. Level changes are only possible if space allows. No adjustments can be made to rooms that are sold out.

FOOD AND DRINK POLICY

Immerse Artists Experience does not provide food or beverages. All attendees are responsible for bringing their own water bottles and purchasing their own lunch. Please note that, in accordance with venue regulations, food, sports drinks, and sodas are not allowed inside the ballrooms at any time. Only water is permitted.

CONCESSIONS / LUNCH INFORMATION

Concessions will be available for purchase at the Greater Richmond Convention Center between 10:45 AM and 1:00 PM. ***Please be aware that outside food is strictly prohibited inside the venue. This policy will be strictly enforced by venue management.*** Meals may only be consumed inside the building if they are purchased from the convention center's concessions, located around the corner from dance room E11 just across from the Cyber Cafe. Observers are encouraged to purchase lunch for their dancers before classes are dismissed.

The Greater Richmond Convention Center is a cashless venue. They accept: Credit, Debit, Apple Pay, Google Pay, Samsung Pay, Tap to Pay.

Per venue management, dancers who bring outside food for lunch must eat outside the building. We appreciate your cooperation in helping us adhere to the venue's guidelines.

Please be respectful of others and the event center by properly disposing of all trash and placing it in the designated receptacles.

GREATER RICHMOND CONVENTION CENTER CONCESSIONS

Grab & Go

$2.00 - Whole Fresh Fruit
$3.00 - Assorted Yogurt, Candy, Cookie
$3.85 - Oh Snap Pickles
$4.00 - Assorted Muffins
$4.99 - Potato Chips
$5.00 - Bagels, Sabra Snack
$6.00 - Fresh Fruit Cup
$8.00 - Assorted Deli Wraps, Salads

Quick Bites

$5.00 - French Fries, All Beef Hot Dog
$6.00 - Pretzel Bites with Cheese
$15.00 - Chicken Tenders with Fries
$16.00 - Buffalo Chicken Tenders with Fries

Hot Sandwiches

$9.00 - Hamburgers or Cheeseburger, Veggie Burger, Grilled Chicken Sandwich
$11.00 - Double Cheeseburger

Cold Beverages

$4.00 - Bottled Water
$5.00 - Bottled Juice, Starbucks, Sports Drinks
$4.00 -24oz or $5.00 - 32oz Fountain Soft Drink

Hot Beverages

$4.00 - 12oz or $5.00 - 16oz Coffee, Decaf, Hot Tea or Hot Coco

THE GREATER RICHMOND CONVENTION CENTER WILL MONITOR AS THEY HAVE A STRICT NO OUTSIDE FOOD POLICY.

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PARKING AND DIRECTIONS TO THE DANCE ROOMS

The closest parking can be found at the 3rd & Marshall Parking Deck, 351 North 3rd Street. **There is a flat rate of $10 for the day.** This is subject to change. Credit will be accepted upon entry. For those who park on the first level, exit the deck from the main vehicle entry/exit, walk to the right and cross the street to enter the building. Once entering the building, the event will be straight ahead. For those who do not park on the first level, please use the elevator/stairs to exit onto Marshall Street, head left to the corner and cross the street to enter the building at 3rd & Marshall. Once entering the building, the event will be straight ahead. If using the facility entrance on level 3 of the parking deck, proceed left across the skybridge & head down the escalator on the left leading to the Immerse area.
Please enter using the 3rd & Marshall entrance.

PHOTO / VIDEO POLICY

For the safety of our dancers, the protection of faculty choreography, and to minimize distractions, **photography and video recording by attendees is strictly prohibited in all classes**, regardless of device type (including cell phones and cameras). This policy will be **actively enforced**. Our faculty and staff reserve the right to remove anyone found recording or taking photos without permission — **no refunds or credits will be issued**.

Attendee photography is permitted only during **scholarship announcements**. If an instructor chooses to allow video recording during class, they will announce it at the appropriate time. Please note that **photos with faculty will not be available after class**, as they are on a tight schedule. Opportunities to take **photos with faculty will be offered during the lunch break and after the event**.

PROFESSIONAL PHOTOGRAPHY – ONLY $7

To ensure a safe, stress-free, and professional environment, a **professional photographer** will be onsite to capture event moments and memories. Photos will be available for preview and purchase by clicking the **PHOTO** link on our website. These high-quality photos are available for **just $7 each**. Please allow up to two weeks for photos to be uploaded and made available online.

Each city's photo gallery is password protected. Please contact your studio owner or account holder for the password. The password was provided in your city's Event Information email. We encourage studio owners and account holders to share the password with their attendees before the event.

PROFESSIONAL VIDEO EDITS – ONLY $20

See a class video or city recap on our social media and love it? Professional video edits are available for purchase! If you would like to purchase a class or recap video featured on our **YouTube, Instagram, or Facebook**, please email your request to: info@iaxdance.com

Videos are priced at **$20 each**. Once payment is received, the edited video will be emailed directly to you.

MINI BREAK

We recognize that younger dancers have different needs than older, more experienced attendees. Mini dancers will begin class at **8:15 AM**, allowing extra time for teachers and parents to settle them in.

There will be a 15-minute break for Mini dancers after the second class. This gives them time for a snack and restroom break. Studio owners are strongly encouraged to coordinate plans with their dancers in advance, as parents and teachers are responsible for their dancers during this time.

Older and more experienced attendees are trusted to manage breaks and personal needs responsibly throughout the event.

SCHOLARSHIPS

Our distinguished Immerse Artists Experience faculty will be awarding a variety of scholarships throughout the event. These may include:

- **IAX Elite** – Full scholarship for all cities during the current and following season, including the opportunity to assist
- **Outstanding Artist** – $75 scholarship for one city during the following season
- **Captivating Artist** – $50 scholarship for one city during the following season

Additional scholarships may also be awarded for the **San Francisco Tap Festival**, **TMilly**, **Broadway Dance Center**, **Millennium Dance Complex – Nashville**, **Performer's Edge Coaching**, **AOM,** and **Jo+Jax**.

The faculty will determine **which scholarships** and **how many** are awarded at each city. This will vary by location, and all scholarship decisions are final. Scholarships are **non-transferable**, have an **expiration date**, and **cannot be redeemed for cash**.

For more details, please visit: iaxdance.com/scholarships/

Studio Owners: Be sure to visit **iaxdance.com/special-offers/** for exclusive offers just for you!

FIRST AID

Basic first aid supplies — including band-aids, antibacterial cream, and ice packs — will be available at the **IAX Pop-Up Shop**. For serious injuries requiring medical attention, please call **911** immediately and notify the nearest Immerse representative.

SOCIAL MEDIA

Don't forget to **subscribe** to our YouTube channel, **like** our Facebook page, and **follow** us on Instagram, Threads, and TikTok! If you haven't already, sign up for updates at the bottom of our homepage: **IAXdance.com**.

MERCHANDISE

Be sure to check out all the latest IAX gear! We have t-shirts, hoodies, sleeveless hoodies, crewneck sweatshirts, shorts, sweatpants, beanies, belt bags, and socks available for purchase. Both **credit cards and cash** are accepted. Prices range from **$15 to $65**.

GENERAL GUIDELINES AND POLICIES

All general event guidelines and policies can be found on our website at **IAXdance.com** under the **INFO & FEES** section. To access this, hover over the **TOUR** tab and select **Info & Fees** from the dropdown menu.

For event-specific details, navigate to the **RICHMOND** page.

By registering for, attending, or otherwise participating in any Immerse Artists Experience (IAX) event, you acknowledge, represent, and agree that you have read, understand, and are bound by all Terms and Conditions, policies, waivers, rules, and requirements established and published by IAX on its official website. This agreement applies to all participants and attendees, regardless of whether registration is completed individually or submitted on their behalf by a dance studio, parent, guardian, or other authorized representative.

Q&A WITH SETH: PLANNING FOR YOUR DANCER'S FUTURE

Join Seth for an informal **30-minute parent Q&A session** focused on helping families better understand the opportunities and next steps available to their dancer. This open conversation is for **parents/legal guardians of dancers ages 15 and older, teachers, and studio owners** and will cover the different types of schools and programs dancers may consider, including **colleges, universities, conservatories, and performing arts schools**, as well as what it takes to pursue a professional career and what dancers and families can expect when entering the professional world. Come with your questions and leave with greater insight into the possibilities ahead.

Meet at the Pop-Up Shop immediately following the lunch break at 12:30 to participate.

2027 RICHMOND DATE AND LOCATION

We are thrilled to be returning to **RICHMOND next fall**! We will return to the Greater Richmond Convention Center on **November 14, 2027**. Thank you for your tremendous support. We are honored to serve you this season and for many seasons to come. We're excited to continue growing alongside you in **Richmond**.

EARLY RESERVATIONS FOR THE 2027 SEASON

Early reservations will run from May 1 through June 15.

Studio Owners: If you plan to make IAX part of your studio's required dance experiences next year, we encourage you to take advantage of this program by reserving your studio's spots with a **$300 deposit**. If you're unfamiliar with how our early reservation program works, please contact our office for more information.

Early reservations are available **only to studios attending as a group**, not for independent registrations.

Please note: **An early reservation is not required** to register or attend the event.
General registration opens July 1.

STILL HAVE QUESTIONS? WE ARE HAPPY TO HELP!

If you are registered through a studio, **please direct all questions to your studio owner**. While we deeply value every dancer and their family, our office is unable to accommodate individual calls from parents due to time constraints. Thank you for your understanding.

Studio Owners: If you have any questions, or receive questions from your families,

IMMERSE ARTISTS EXPERIENCE

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RICHMOND 2026 CLASS SCHEDULE

7:00am - 7:30am	REGISTRATION AND CHECK IN (1 representative per account please)

IAX POP UP SHOP WILL BE OPEN 7:00am - 4:30pm

FACULTY INTRODUCTION AND WARM UP

7:40am - 7:55am ALL DANCERS - TEEN / SENIOR ROOM

CLASS SCHEDULE

TIME	TEENS AND SENIORS	TIME	JUNIORS	TIME	MINIS
8:00-8:55	IMPROV - SOLACE	8:00-8:55	TECHNIQUE - RICHARD	8:05-8:15 8:15-9:15	8:05 Q&A with Meredith 8:15 HIP HOP - CEDRIC
8:55-9:50	JAZZ - HANNAH	8:55-9:50	IMPROV - SOLACE	9:15-10:15	TECHNIQUE - RICHARD
9:50-10:45	MUSICAL THEATRE - SETH	9:50-10:45	TAP - MELISSA	10:15-10:30	BREAK
10:45-11:40	TECHNIQUE - RICHARD	10:45-11:35	MUSICAL THEATRE - SETH	10:30-11:30	CONTEMPORARY - JOY
11:40-12:30	LUNCH	11:35-12:30	LUNCH	11:30-12:30	LUNCH
12:30-1:30	TAP - MELISSA	12:30-1:30	CONTEMPORARY - JOY	12:30-1:30	JAZZ - HANNAH
1:30-2:30	CONTEMPORARY - JOY	1:30-2:30	HIP HOP - CEDRIC	1:30-2:30	IMPROV - SOLACE
2:30-3:30	HIP HOP - CEDRIC	2:30-3:30	JAZZ - HANNAH	2:30-3:30	TAP - MELISSA

3:30 SCHOLARSHIP ANNOUNCEMENTS AND DISMISSAL

12:30-1:00 Q&A With Seth: Planning Your Dancer's Future (must have a dancer age 15 and up) - Pop Up Shop

3:30 ALL DANCERS - TEEN / SENIOR ROOM

RICHMOND FACULTY

Cedric Botelho
Hannah Douglass
Joy Denver Spears
Melissa Tannús
Richard Elszy
Seth Stewart
Solace

Read their bios at IAXdance.com/faculty/

IMMERSE
ARTISTS EXPERIENCE

We sincerely appreciate your support of Immerse Artists Experience and are so excited to welcome you to **America's Premier One-Day Dance Convention!**

We hope you have an incredible day with us filled with exceptional training, new connections, inspiration, and opportunities to grow.

Be sure to mark your calendar for next year as we celebrate **Season 9 of Immerse Artists Experience!**

RICHMOND • NOVEMBER 14, 2027

Thank you for being part of the IAX. We look forward to seeing you soon!