



Canadian Independent Music Association

CIMA at Americana Music Festival and Conference 2015

The Americana Music Festival and Conference is held annually in Nashville, Tennessee and welcomes legendary artists, the next generation of rising stars and industry professionals spanning the roots, country, folk and blues genres, for four days of music and education. The 2015 edition was held from September 16-20, 2015 and marked CIMA's second time at the event. The mission involved both showcasing as well as business components.

- **Canadian Presence:** CIMA's mission to Americana included the following eight companies and two associations: Balsam Pier (ON), Borealis Records (ON), Bumstead Productions (ON), Cameron House Records (ON), Cerebus/Curve (ON), Letting Artists Make Art (ON), Starfish Entertainment (ON), Stony Plain Recordings (AB), Manitoba Music (MB), and MusicOntario (ON). Seven artists showcased: The Young Novelists (ON), Linda McRae (BC), Tim Chaisson (PEI), Whitney Rose (ON), The Dead South (SK), Ambre McLean (ON), and The Small Glories (MB). In addition, CIMA co-presented a Cross-Border Americana Conference Networking Dinner with the Music Managers Forum Canada on September 18, and held Mentoring Sessions for Canadian participants.
- **Marketing & Promotion:** CIMA worked Americana to coordinate a sponsorship package that included Canadian Blast inserts in delegate bags, ADs in each of the program book and Gig Guide, logo placements, etc. CIMA hosted a Canadian Blast daytime showcase on September 19, 2015 at a 250 capacity venue. Targeted invitations were sent to Americana delegates and specific in-market contacts as requested by participating companies. Promotion efforts included social media posts: Facebook, Twitter, Instagram. Additionally, as a part of CIMA's marketing effort, we also supported other Canadian showcasing partners at the festival.
- **Outcomes:** Post survey results indicated that the Canadian companies made 151 new contacts and connected with 185 existing contacts while at Americana. They took 53 meetings that resulted in participants reporting they started/finalized 35 business deals. According to the participants, the real and expected revenues associated with these deals over the next 36 months is \$90,000 generated from their business activities at Americana 2015. The majority of the deals were for festival bookings, gigs and touring.



Canadian Blast Banner - Americana 2015



Canadian Blast Showcase Instagram: Whitney Rose