



Canadian Independent Music Association

CIMA at Folk Alliance International 2018

CIMA returned to Kansas City, Missouri from February 14-18, for the 2018 edition of Folk Alliance International. The Folk Alliance International Conference is the world's largest gathering of the folk music industry. The event draws over 2500 artist and industry professionals each year. CIMA presented a Canadian Blast showcase at Benton's on Friday, February 16 and partnered with the Delegation du Quebec in Chicago, Folk Music Canada and FolQuebec to co-sponsor the Canada/Quebec reception at the Westin Hotel on Saturday, February 17.

- **Canadian Presence:** The mission to FAI 2018 showcased 6 Canadian acts: Union Duke (ON), The LYNNes(ON), Suzie Vinnick (ON), Colter Wall (SK), Devarrow (NS) and Julian Taylor (ON).
- **Marketing & Promotion:** The marketing activities associated with this mission included social media and website postings, as well as print ads in the official showcase guide (which reaches 3,000 delegates), lanyards distributed at conference/festival, pull-up banners and a customized elevator skin leading up to Bentons.
- **Outcomes:** The Canadian Blast showcase was well attended with over 100 delegates and reached capacity at several points throughout the evening. Post event survey results indicated that the Canadian companies made 80 new contacts and connected with 122 existing contacts. They took 38 meetings that resulted in participants reporting that they started/finalized 39 business deals. The real and expected revenues associated with these deals over the next 36 months is \$28,500.



Elevator Skin at FAI



Union Duke at Canadian Blast Showcase