

## CIMA at Reeperbahn Festival 2012

Germany remains the world’s third largest music market, and Hamburg’s Reeperbahn Campus/Festival is the primary gateway to accessing it. Based on the successful outcomes reported by the Canadian companies that participated in 2011’s export initiatives, CIMA returned to Germany for Reeperbahn’s seventh edition, which took place September 20-22, 2012. The 2012 Reeperbahn Campus conference attracted 2,800 industry professionals and media representatives from 35 countries. CIMA organized a pre-Reeperbahn event in Berlin to draw attention to the Canadian delegation, and furthered those relationships on-site with the Canada House venue/Canadian Blast showcases, B2B/Matchmaking sessions and the VIP Networking Commonwealth Mixer.

- **Canadian Presence:** 22 Canadian companies registered a total of 25 delegates with the Canada Stand, and 19 Canadian acts showcased at Canada House over two days, including The Town Heroes, Ben Caplan & the Casual Smokers, Andrew Cole, Ian Kelly, Jonas & The Massive Attraction, The Wilderness of Manitoba, Rae Spoon, Hot Panda, Greg MacPherson, Les Jupes. Each day’s showcases had at least four confirmed sellouts. An additional nine Canadian acts performed at the festival and were included in Canadian Blast promotional items.
- **Marketing & Promotion:** To maximize reach, CIMA hired Kathrin Wagnmüller PR for local publicity. Co-sponsored by Byte.FM, Canada House was promoted extensively, digitally via all online outlets, and on-site with 100+ posters put up across the Reeperbahn campus, 1000 flyers distributed to delegates and attendees, and large Canadian flags in front of the Canada House venue for easy visibility. The Canadian Blast mixtape, featuring all showcasing Canadian artists, received over 2000 plays.
- **Outcomes:** In total, 28 Canadian acts were programmed into Reeperbahn 2012, a significant jump from 2011’s 18. Three B2B speed networking sessions were held, one in Berlin in advance of Reeperbahn, and two on-site at the festival, and 585 meetings were facilitated, resulting in over a dozen business deals and potential for many more in licensing, publishing, distribution and signing with a booking agent, as well as potential for new revenue sources.



B2B Matchmaking Sessions at Canada House

