

CIMA at South By Southwest (SXSW) 2012

South By Southwest (SXSW) is the largest, most influential, and important music festival/conference in North America. In 2012, SXSW drew 18,988 music industry professionals from 58 foreign countries. For the first time on the Canada Stand, CIMA hosted short acoustic performances at the Trade Show. *Les Jupes, Chic Gamine, Ian Kelly, Library Voices, Adam & the Amethysts* and *The Wilderness of Manitoba* performed onsite at the Canada Stand over three days. Survey respondents indicated they made 815 new business contacts at SXSW 2012 and met with 1323 existing business contacts.

- **Canadian Presence:** The Canada Stand served as a command post throughout the show offering key business services for the 47 Canadian music companies/organizations /sponsors (103 delegates) who signed up to be part of the Canada Stand. Among the Canadian acts with Canada House/Canadian Blast showcases were *Bahamas, Rich Aucoin, The Sheepdogs, Whitehorse, Zeus, Said the Whale (w/ surprise guest Dan Mangan) The Stanfields, Ben Caplan, Dog Day, Wintersleep, TOPS, D.O., Great Lake, Swimmers, Imaginary Cities, Library Voices, Hooded Fang, Molly Rankin, The Balconies, Cuff the Duke, The Wilderness of Manitoba, Art of Fresh, Ghettosocks, Timbuktu, Muneshine & the Extremeties w/ guests (Droppin Science), Chains of Love, Great Lake Swimmers, and Elephant Stone.*
- **Marketing & Promotion:** CIMA disseminated press releases at home in Canada and in the US via a local PR company. Posters featuring all Canada House gigs were printed and plastered across downtown Austin. All registered companies/performers were profiled on the Canadian Blast website and featured on the CB digital sampler on SoundCloud. Laminated passes to the beloved Canadian Blast BBQ featuring all showcase info were distributed to VIP delegates, and a street team kept all social media outlets apprised of SXSW goings-on in real time.
- **Outcomes:** 228 deals were started and 69 deals finalized at SXSW 2012 with the majority of them related to gigs, touring, festival bookings, publishing and licensing respectively. Respondents also indicated deals in digital distribution, distribution and signing with a booking agent. \$2.3 million in potential revenue was reported, along with \$534k in finalized deals. 343 media interviews and/or articles were written about Canadian performers.

