

CIMA at Reeperbahn 2013

Reeperbahn Festival and Conference is the fastest growing music conference in Germany, which happens to be the third largest music market in the world and a gateway to the rest of the European market. It attracts thousands of artists and music industry professionals from across the world, and regularly pulls in more than 1,300 delegates. CIMA's fourth mission to Reeperbahn included the organization of a Canada House, which consisted of two days of showcases and numerous B2B opportunities for Canadian participants.

- **Canadian Presence:** CIMA's mission to Reeperbahn in 2013 consisted of 24 delegates from 21 Canadian companies. CIMA liaised with Reeperbahn to guarantee that 28 Canadian acts showcased at Reeperbahn 2013; 17 of those acts performed at Canada House.
- **Marketing & Promotion:** To prepare for Reeperbahn 2013, CIMA worked with organizers to develop a marketing strategy, secure an optimal venue for Canada House as well as retained the services of an in-market publicist for pre-promotion activities. The end result was social media campaigns on Facebook and Twitter, 800 e-mails were sent to targeted delegates as well as 500 flyers and 2 large showcase posters were placed inside the venue. In total, 1000 flyers were distributed throughout Hamburg and a mix tape consisting of every featured artist performing under the Canadian Blast initiative was distributed.
- **Outcomes:** A majority of our survey respondents (94%) rated Reeperbahn as a positive experience in terms of being an opportunity to conduct business. Canadian delegates reported making 275 new business contacts and 299 meetings. On the showcasing side, Canadian Blast held 6 confirmed sold out shows at Canada House and 4 other sets that were nearly at capacity. Participants believed that participating in Reeperbahn 2013 with Canadian Blast provided benefits in terms of developing relationships, networks and business opportunities in a major market.



CIMA presents
CANADIAN BLAST
CANADA HOUSE SHOWCASES
AT REEPERBAHN 2013
Hörsaal (Spielbudenplatz 7)

| FRIDAY, 27 SEPTEMBER | SATURDAY, 28 SEPTEMBER |
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| Canadian Blast presents | Breakout West <i>presented by SoulMusic, Alberta Music and Manitoba Music</i> |
| 1:00 PM Luke Nicholson (Gypsy Soul) | 12:30 PM The Sheepdogs |
| 1:30 PM Lake Forest (Folk/Rock) | 1:30 PM Federal Lights (Folk) |
| 2:40 PM Aidan Knight (Outcast) | 2:30 PM The Provincial Archive (Bedrooms and Basements) |
| Music Nova Scotia presents | 3:30 PM Travis Bretzer |
| 3:30 PM The Town Heroes | 4:30 PM Mise en Scene (Pop and Met) |
| 4:20 PM The Stanfields (Groundswell) | 7:00 PM Les Jupes (Hard in the Sound) |
| 5:10 PM The Matorleague (Classic Indie/Rock) | 8:00 PM Rah Rah (Hidden Punk) |
| Canadian Blast presents | 9:00 PM Shout Out Out Out Out (Normals Welcome) |
| 8:00 PM Grand Analog (Shadow Cabinet) | Canadian Blast presents |
| 8:50 PM The Balconies (Audio Blood/Cool/Hand) | 10:00 PM The Zolas (Light Organ) |
| 9:40 PM Hannah Georgas (Ecogarden) | 11:00 PM Fake Shark Real Zombie (Light Organ) |
| 10:30 PM Fine Times (Light Organ) | |
| 11:20 PM Monster Truck (Bare Aolins) | |



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