

**CIMA at South By Southwest (SXSW) 2013**

South By Southwest (SXSW) is the largest and one of the most influential music festivals/conferences in North America. In 2013, SXSW drew 25,119 music industry professionals from 64 foreign countries.

- **Canadian Presence:** Serving as the unofficial kick off for the SXSW music conference/festival and Canada House, the annual Canadian Blast BBQ featured *Rah Rah, Daniel Romano, Hey Ocean!, Hannah Georgas, Paper Lions and The Trews*. Among the Canadian acts who performed at Canada House were *Tim Chaisson, Two Hours Traffic, Poor Young Things, Boats, Chic Gamine, Royal Canoe, Imaginary Cities, Jenn Grant, In-Flight Safety, Ben Caplan, Dusted, Tom Fun Orchestra, Whitehorse, Wilderness of Manitoba, Bend Sinister, The Darcys, Teenage Kicks, Folly and the Hunter, Martha Johnson, Christopher Smith, Fine Times, The Belle Game and Humans*. 46 Canadian music companies (86 delegates) registered with The Canada Stand.
- **Marketing & Promotion:** CIMA disseminated press releases 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. Laminate passes to the beloved Canadian Blast BBQ featuring all showcase info were distributed to 400 VIP delegates, and a street team kept all social media outlets apprised of SXSW goings-on in real time.
- **Outcomes:** Companies with the Stand reported meeting with 621 new business contacts and 873 new existing business contacts, with 103 business deals started, and 21 finalized at SXSW 2013. 177 interviews and/or articles were written about Canadian performers, and companies reported \$1,213,000 in potential revenue from deals started during the festival.

