



Canadian Independent Music Association

## CIMA at Reeperbahn Festival and Conference 2014

Reeperbahn Festival and Conference is Germany's largest club festival, and one of the three most important meeting places for the music and digital industries in Europe. Acting as the gateway to the rest of Europe, Reeperbahn Festival and Conference regularly attracts more than 3,500 media representatives, artists and music industry professionals from 40 countries. The festival offers around 600 wide-ranging events in more than 70 venues in and around Hamburg's Reeperbahn. CIMA coordinated the fifth annual Canadian Blast at the Reeperbahn Festival Conference from September 17-20, 2014. The mission included a Canada House, a Canadian Blast showcase as well as a Pre-Reeperbahn B2B Event in Berlin.

- **Canadian Presence:** The Canadian delegation included: Alberta Music, CO.PILOT Artist Management, Aporia Records, Bonsound, COOP Les Faux-Monnayeurs/Zamora Productions, MapleMusic Recordings/Fontana North, Manitoba Music, Music BC, Music Nova Scotia, Nevado Records, Pogguru Sound and Vision, Sask Music, Sparks Music, Sugar Moon Music Inc. and Watson Entertainment. In total, 22 acts showcased at Canada House with 4 showcasing partners (Music Nova Scotia, SaskMusic, Alberta Music and Manitoba Music).
- **Marketing & Promotion:** CIMA hired a London, Barcelona and Berlin-based music consultant to coordinate the Canada House showcases and B2B events at Reeperbahn. The promotion efforts included: targeted emails sent to over 800 delegates, the distribution of 500 flyers, the creation of 2 large showcase posters, PR services were retained in Berlin, social media and web updates, in addition to the creation of a SoundCloud stream that received over 1000 plays.
- **Outcomes:** For the Canadian Blast showcases, there were 3 confirmed sellouts at Canada House with 4 other sets very close to capacity. For the speed-networking event that was held pre-Reeperbahn (September 16), 24 Canadian delegates attended and met with German publishers, and Berlin music scene representatives. At the speed-networking event on September 19, 400 meetings were facilitated within a 90-minute period, and this event was attended by 38 Canadian and international delegates. Our survey results indicate that participants in this mission gained 455 new contacts while at Reeperbahn, while booking 370 meetings. Out of these meetings, participants reported starting 66 business deals and finalizing 19 deals. According to the participants, the real and expected revenues associated with these finalized deals over the next 36 months is \$91,500, while the real and expected revenues over this same period for the deals started at Reeperbahn 2014 is valued at \$347,000.

Music Export Canada presents  
**CANADIAN BLAST**  
at REEPERBAHN 2014  
Hamburg, Germany

**NEIDKLUB REEPERBAHN 25**

**THURSDAY, SEPTEMBER 18**  
Canadian Blast Presents  
12:00 pm **JF ROBITAILLE** (Sparks Music)  
1:00 pm **KLO PELGAG** (COOP Les Faux-Monnayeurs/Zamora)  
2:00 pm **EH440** (Watson Entertainment)  
3:00 pm **THE JESSICA STUART FEW** (Sugar Moon Music)  
4:00 pm **THE RED HORSE REVELATION** (Pogguru Sound & Vision)  
5:00 pm **JORDAN KLASSEN** (Nevado Records)  
BreakOut West presents  
5:30 pm **BOREAL SONS**  
8:00 pm **CHIC GAMINE**  
9:00 pm **OWLS BY NATURE**  
10:00 pm **MAHOGANY FROG**  
Canadian Blast Presents  
11:00 pm **DEARLY BELOVED** (Aporia Records)

**FRIDAY, SEPTEMBER 19**  
Music Nova Scotia Presents  
12:00 pm **GIANNA LAUREN** (The Forward Music Group)  
1:00 pm **MO KENNEY** (Jones & Co. Artist Management)  
2:00 pm **IN-FLIGHT SAFETY**  
BreakOut West presents  
3:00 pm **THE DEAD SOUTH**  
4:00 pm **CLOSE TALKER** (Nevado Records)  
Music BC Presents  
5:00 pm **ROCCOCODE** (Head In The Sand Records)  
Canadian Blast Presents  
7:00 pm **ANN VRIEND**  
BreakOut West presents  
8:00 pm **SIDNEY YORK** (CO.PILOT AM)  
Music BC Presents  
9:00 pm **WE ARE THE CITY** (Tonic Records)  
Canadian Blast Presents  
10:00 pm **HOLLERADO** (Royal Mountain Records)  
11:00 pm **GROENLAND** (Bonsound)

**MEET THE CANADIANS**  
Thursday, September 18, 7-8pm presented by BreakOut West  
Friday, September 19, 6-7pm presented by Canadian Embassy, Trade Commissioner Service

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Music Export Canada and Canadian Blast are initiatives of the Canadian Independent Music Association (CIMA)

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