



Canadian Independent Music Association

# CIMA at South By Southwest (SXSW) 2014

South By Southwest (SXSW) is the largest, most influential and important music festival/conference in North America. In 2014, it drew in 27,991 music registrants from 82 foreign countries for panels, industry discussions, demo listening sessions and trade show exhibits and live music. The Canadian showing acts represented 20% of all foreign acts. CIMA worked in conjunction with the Ontario Media Development Corporation, SOCAN, Canadian Heritage, the Department of Foreign Affairs and International Trade (GOA) and Canadian Blast program sponsors.

- **Canadian Presence:** The mission to SXSW 2014 included both a Canada Stand at the SXSW Trade Show and the Canadian Blast showcase (including the high-profile Canadian Blast BBQ, Music Showcase and VIP Reception). The Canadian delegation for 2014 featured 42 companies or associations registered for Canadian Blast. The Canadian Blast BBQ, Music Showcase and VIP Reception featured 6 export-ready artists: The Harpoonist and the Axe Murderer, Andy Shauf, Saidah Baba Talibah, The Darcys, A Tribe Called Red and Grand Analog. Over the course of 3 days at Canada House, 26 artists performed.
- **Marketing & Promotion:** CIMA once again hired Eek! Productions to undertake street marketing initiatives in Austin, including social media, daily blogs and the creation of a specific postcard to distribute around downtown Austin.
- **Outcomes:** Participants made 851 new contacts, met with 981 existing ones and held 510 meetings. In total, 205 deals were started and 31 were finalized, with expected potential revenues reaching \$2,158,950 within 36 months.

CIMA presents  
**CANADIAN BLAST**  
at SXSW 2014  
**BBQ & SHOWCASE**  
WEDNESDAY, MARCH 12 | 2-6PM  
UNDER THE BIG TOP AT BRUSH SQUARE  
(across from the Hilton)

Showcasing Artists  
2:00pm **THE HARPOONIST AND THE AXE MURDERER**  
2:40pm **ANDY SHAUF**  
3:20pm **SAIDAH BABA TALIBAH**  
4:00pm **THE DARCY'S**  
4:40pm **A TRIBE CALLED RED**  
5:20pm **GRAND ANALOG**

canadianblast.com | @canadianblast | facebook.com/canadianblast | cimamusic.ca  
Canadian Blast is an initiative of the Canadian Independent Music Association (CIMA)

In Partnership with: RADIO FIVE, SOCAN, MUSICADA, HARVARD, NMMP, CIMA, Ontario, UXX, FACTOR, Canada

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at SXSW 2014

**TUESDAY 11**  
JAY ARNER  
MOISE CHILES  
**WEDNESDAY 12**  
THE HARPOONIST AND THE AXE MURDERER  
ANDY SHAUF  
SAIDAH BABA TALIBAH  
THE DARCY'S  
A TRIBE CALLED RED  
GRAND ANALOG  
THE WILDERNESS  
CONJUGAL  
THE GABRIEL'S  
FREDERIK HOLE  
LONELY  
MILT TROTTER  
SABAN BABA TALIBAH  
THE BEACHES  
THEY'RE POLICE CLUB  
KIMMY ANGLON  
THE DARCYS  
ANDY SHAUF  
LEAF WILDERNESS  
JOSHUA BLASSER  
TRAVIS

**THURSDAY 13**  
SLOTTWOOD  
SPY TROTTERS  
UP TIGHT  
THE BARR BROTHERS  
ROYAL CANOE  
BENO SWICHER  
DOONED DOONED  
MUSE IN SCENE  
JP HILL  
ROYAL CANOE  
THE BEACHES  
THEY'RE POLICE CLUB  
KIMMY ANGLON  
ANDY SHAUF  
LEAF WILDERNESS  
JOSHUA BLASSER  
TRAVIS

**FRIDAY 14**  
TOM CRANE  
THE PACK A.D.  
PAPER LIPS  
ANDY SHAUF  
LEAF WILDERNESS  
JOSHUA BLASSER  
TRAVIS

**SATURDAY 15**  
THE WILDERNESS  
CONJUGAL  
THE GABRIEL'S  
FREDERIK HOLE  
LONELY  
MILT TROTTER  
SABAN BABA TALIBAH  
THE BEACHES  
THEY'RE POLICE CLUB  
KIMMY ANGLON  
ANDY SHAUF  
LEAF WILDERNESS  
JOSHUA BLASSER  
TRAVIS

**CANADA HOUSE at Friends, 208 E 6th St. Canadian showcases daily 12-6 p.m.**  
Priority to Guest List & SXSW Music and Platinum Badge-holders subject to capacity  
canadianblast.com | @canadianblast | facebook.com/canadianblast | cimamusic.ca  
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