



Canadian Independent Music Association

CIMA at South by Southwest (SXSW) 2016

South by Southwest (SXSW), held annually in March in Austin, is North America's largest, most influential and important music festival/conference. In 2016, SXSW welcomed 2,224 showcasing artists at 103 venues and stages across Austin, and organized 378 panels, workshops and sessions for conference delegates and attendees. This year marked the 11th anniversary of CIMA's Canadian Blast at SXSW, and the mission included the Canadian Blast BBQ & Showcase, 3 days and 4 nights of showcasing at Canada House as well as four networking and B2B opportunities for the Canadian delegates in attendance.

- **Canadian Presence:** This year's mission to SXSW included 30 Canadian music companies and associations. The Canadian Blast BBQ included an invitation-only Canadian Luncheon Meet (and Greet) and featured 6 Canadian showcasing acts: Terra Lightfoot (ON), Royal Canoe (MB), The Lytics (MB), Milk and Bone (QC), The Zolas (BC) and the Arkells (ON). Canada House live performances were held over three afternoons this year, and featured 24 acts that showcased under the Canadian Blast brand. During the Trade Show, CIMA hosted a B2B session at the Meet Up Pavilion where Canadian companies signed up to meet American colleagues. Furthermore, Canada Stand companies were offered the opportunity to participate in a joint CIMA, UKTI and Sounds Australia initiative called Country Connections, which brings together international delegates to conduct business onsite at SXSW.
- **Marketing & Promotion:** CIMA conducted a robust marketing strategy during SXSW 2016; hiring an in-market consultant, in-market production and an American PR firm to leverage media contacts, oversee online community management and social media services to facilitate business opportunities for Canadian companies with mentors, investors and corporate strategy professionals. Furthermore, CIMA undertook a marketing campaign in support of Canada Stand, Canada House, the Canadian Blast BBQ and all Canadian showcases at SXSW that included: ads in SXSW World Magazine, an ad in the SXSW Music Conference program, signage, banners, posters, laminates, a street team, media campaign and social media campaign.
- **Outcomes:** CIMA's delegation at SXSW 2016 reported making 580 new contacts, meeting with 865 existing contacts, and taking 382 meetings. In those meetings, 82 business deals were started, with potential revenues of 2.59 million over the next 36 months. As for showcasing, the Canadian Blast BBQ and Showcase hosted 2,000 music industry professionals, ranging from international conference attendees, Canadian music industry professionals and more than 400 VIP guests from the international music, film, radio and media industries.



Terra Lightfoot at Canadian Blast BBQ



Mariachi Ghost at Canada House