



Canadian Independent Music Association

CIMA's 5th Annual Grammy Showcase & Celebration of Canadian Musical Excellence

On the occasion of the 54th Annual Grammy Awards (February 2012) the Consulate General of Canada, in partnership with CIMA, hosted its *Fifth Annual Grammy Showcase and Celebration of Canadian Musical Excellence* at The House of Blues. The venue was transformed into the "House of Canada" to brand Canada as a key player in the international music marketplace as well as an important supplier of entertainment to the world. The event included a targeted audience of close to 500 key decision makers in the Los Angeles music and entertainment industry that provided showcasing and business-to-business opportunities for Canadian artists and companies.

- **Canadian Presence:** Though targeted to LA-based entertainment executives and media, this event was chock full of Canadian talent. *Melanie Fiona, The Canadian Tenors, Rich Aucoin* and *Gold and Youth* showcased four stellar performances to a crowd of about 500 (with Ottawa native actor/comedian Jeremy Hotz, serving as emcee), including Deadmua5, Ryan Shore, Dan Burns, Sum41, Martin Short and David Foster.
- **Marketing & Promotion:** CIMA embarked on a targeted press campaign surrounding this event, with invitations from CIMA and David Fransen, the Consul General of Canada in Los Angeles, to very select guests/executives from the LA entertainment and music industries.
- **Outcomes:** This event was a commercial opportunity for the Canadian performing artists to showcase their talents to key decision-makers in the US entertainment industry. It also created an environment for business-to-business networking before the showcases started. As a result of this event, *Rich Aucoin, Gold & Youth, Melanie Fiona* and *The Canadian Tenors* were approached for US business opportunities (US label, licensing of music, etc.).

