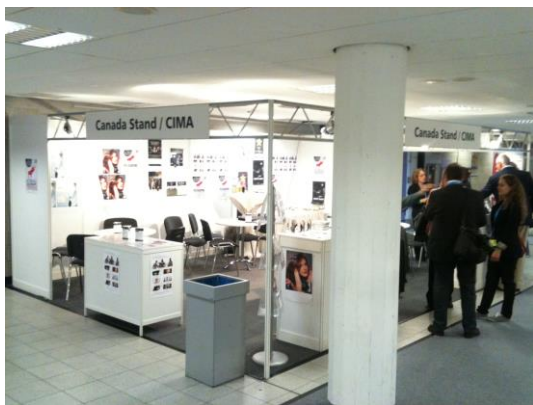


## CIMA at Jazzahead! 2012

In April 2012, CIMA curated a Canada Stand, a Canadian Blast showcase and third-party showcase at Jazzahead! in Bremen, Germany for the first time. Jazzahead! is the most important international jazz trade show. It features top-class jazz from Germany, Europe and beyond and has established itself as one of the most important international networking spaces for jazz musicians.

- **Canadian Presence:** Six companies were registered with and represented by Canada Stand: Alma Records, J pour Jazz Booking / OptiK Productions, Justin Time Records / Wild West Artist Management, Lunched Management and Booking, Sarah Kim Turnbull Presents and Yves Lavaille.
- **Marketing & Promotion:** CIMA issued a press release, featured on the Jazzahead! website, which also listed the Canadian Blast showcase; over 1000 posters were distributed and posted in and around the showcase venue (Messe Bremen), in addition hand-to-hand flyers given out to delegates; a free digital sampler was distributed via SoundCloud; the showcase was listed in the conference guidebook (3000 circ.), and these efforts received heavy social media support via Facebook.
- **Outcomes:** CIMA was able to become acquainted with the Jazzahead! model and atmosphere, laying the groundwork for establishing Canada House as a major presence in the future. Three artists and six companies were registered and exploited via the Stand, all of whom reported. Over 30 meetings between Canadian and international delegates were facilitated.



Canada Stand/CIMA Conference Booth @ Jazzahead! 2012



Canadian Blast Showcases @ Jazzahead! 2012



Canadian Blast Showcase lineup, Jazzahead! 2012

