



Canadian Independent Music Association

## CIMA at The Great Escape (TGE) 2013

The Great Escape Festival (TGE) is the United Kingdom's premier annual music event. It takes place in Brighton annually, and attracts major European music buyers/promoters, as well as major music, digital and mobile companies from across the UK and Europe. On average, TGE attracts over 3,000 delegates from around the world and features upwards of 300 local and international artists across 30 venues over the course of the three day event. This was CIMA's second mission to TGE and the aim of the mission was to expand the Canadian presence in the UK market.

- **Canadian Presence:** CIMA hosted a two B2B networking sessions for delegates registered with Canada House. The first, "Focus on UK Booking Agents," at the Canadian High Commission just before TGE began hosted 98 delegates for four hours of meetings, providing 14 Canadian companies the opportunity to network with 82 foreign delegates. The second session, a speed dating event in Brighton, hosted 36 Canadian and international delegates and facilitated about 324 meetings. In addition, Canada House hosted 14 of the 27 Canadian acts that performed over TGE 2013: *The Elwins*, *The Balconies*, *Young Rival*, *A Tribe Called Red*, *Mo Kenney*, *AA Wallace*, *Cousins*, *Del Barber*, *Shuyler Jansen*, *Royal Canoe*, *Lab Coast*, *Boats*, *Fist City* and *Foam Lake*.
- **Marketing & Promotion:** To promote the Canadian Blast showcases, CIMA sent targeted invitations to over 700 delegates, distributed 60 posters across festival grounds and 5000 flyers throughout Brighton. A UK PR company, Full Fat, was hired to rouse media interest, and an extensive social media campaign across all major platforms and CIMA websites was executed. CIMA also curated an exclusive, downloadable SoundCloud mixtape featuring all showcasing acts.
- **Outcomes:** All three days of Canadian Blast showcases were sold out or near capacity. Canadian companies reported making 232 new business contacts, having meetings with 290 existing contacts facilitated. Survey respondents reported 109 deals started or finalized in the areas of gigs, touring, festival bookings, booking agent signings, licensing, publishing and distribution. Respondents reported generating \$53,000 in revenue from these finalized deals and projected \$318,000 in potential revenue over the following 36 months.

CIMA Presents  
**CANADIAN BLAST**  
@The Great Escape 2013

**Canada House @ The Blind Tiger Club**  
52-54 Grand Parade, Brighton

**THURSDAY 16 MAY** Ontario Showcase presented by Ontario Media Development Corporation (OMDC)

**The Elwins** 12:30-1:00  
**The Balconies** 1:30-2:00  
**Young Rival** 2:30-3:00  
**A Tribe Called Red** 3:30-4:00

**FRIDAY 17 MAY** Nova Scotia Music Week Presents

**Mo Kenney** 12:45-1:15  
**AA Wallace** 1:45-2:15  
**Cousins** 2:45-3:15

**SATURDAY 18 MAY** Prairie BBQ presented by Alberta Music, Manitoba Music & Sask Music

**Del Barber** 11:30-12:00  
**Shuyler Jansen** 12:15-12:45  
**Royal Canoe** 1-1:30  
**Lab Coast** 1:45-2:15  
**Boats** 2:30-3:00  
**Fist City** 3:15-3:45  
**Foam Lake** 4-4:30

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