

CIMA at Americana Music Festival and Conference 2014

The Americana Music Festival and Conference is held annually in Nashville, Tennessee and welcomes legendary artists, the next generation of rising stars and industry professionals spanning the roots, country, folk and blues genres, for four days of music and education. The 2014 edition was held from September 17-21, 2014 and marked CIMA's first-ever attendance. The mission involved both showcasing as well as business components.

- **Canadian Presence:** CIMA's mission to Americana included 6 companies (Six Shooter Records, Pipe & Hat, Kelp Records, Menzies Mixed Media, Groundswell and Boomba/Tonic) and 1 music industry association (Manitoba Music). 6 Canadian artists showcased: Steve Dawson, Jess Reimer, New Country Rehab, NQ Arbuckle, Carleton Stone and The Harpoonist and the Axe Murderer. In addition, CIMA President Stuart Johnston appeared on a conference panel, and CIMA also co-presented a Cross-Border Americana Conference Networking Dinner with the Music Managers Forum Canada.
- **Marketing & Promotion:** CIMA hosted a Canadian Blast daytime showcase on September 20, 2014 at a 250 capacity venue. Targeted invitations were sent to Americana delegates and specific in-market contacts as requested by participating companies. Additionally, as a part of CIMA's marketing effort, we also supported other Canadian showcasing partners at the festival.
- **Outcomes:** Though their survey responses, participants in CIMA's mission reported making 132 new contacts, and meeting with 132 existing contacts. Participants reported having 60 meetings, using these opportunities to collectively start 22 business deals, with estimated real or potential revenues of \$195,500 over the next 36 months. In addition, participants reported that 8 deals were finalized, with estimated real or potential revenues expected to reach \$45,000 over the next 36 months.

