



Canadian Independent Music Association

CIMA at MIDEM 2014

MIDEM is at the top of the list of international trade shows for the independent music industry of the entire world. MIDEM is held annually in Cannes, France and can be considered the greatest opportunity of exploitation and exposure for any Canadian company/act. Having just under 80 countries in attendance each year, it is the highest attended music industry event that includes delegation and representation of international music markets.

- **Canadian Presence:** Organizing and managing the Canada Stand for two nights and three days of showcases under the Canadian Blast initiative and Ontario Showcase banners. Many of the Canadian companies attending the trade show chose to participate under the Canada Stand brand, all in which get the benefits of being both a full MIDEM delegate as well as the services provided by Canada Stand. Registration declined slightly (about 4%) but this allowed for less competition and ultimately, attendance levels increased (a total of 28 companies) to capitalize on the opportunity.
- **Marketing & Promotion:** Canada Stand provided a dedicated WI-FI network for highspeed wireless internet which attracted even more guests. Published listings in the MIDEM 2014 guide and delegate directory. As well, CIMA acknowledged the support of all sponsors and funding bodies. Large, visible posters were displayed all throughout listing all of the Canadian companies participating as well as full-color event posters decorating the Canada Stand featuring all of the artists' names. Video compilations and promotion literature were also supplied to promote artists. 500 showcase postcards were also distributed throughout the trade show.
- **Outcomes:** Canadian Blast featured nine Canadian acts at MIDEM 2014 and had scanned over 150 international music business professionals, buyers, labels, managers, agents and promoters in attendance from 20 different countries. On top of that, most attendees returned for the second night as well. Morrison's club was at capacity (roughly 250) through most parts of both nights. The pre-promo, international outreach and social network provided proof of success with attracting a crowd to the showcases. Artists indicated that they were extremely satisfied with their showcase and the overall conference.

Canada MIDEM 2014 CANADA STAND PARTICIPANTS Stand No. R3-01 (Riviera)



Abbeywood Records
Alma Records
Anthem Entertainment Group / SRO Management Inc.
Aporia Records / Aporia Music Publishing
Bombay Records
Canadian Music Week (CMW) / CAAMA
CanAudio Licensing Inc.
Curve Music
Fixion Media
Fullcc Music Group (Full Capacity Concerts)
Global Gift Entertainment
Gunner Recordings
Hopeful Tragedy Records
Justin Time Records / Wild West Artist Management
Northstarr Entertainment
The Orange Lounge
Outside Music Inc.
Sparks Music
Stony Plain Recording Co. Ltd.
Sugar Moon Music Inc.
Watson Entertainment

CIMA (Canadian Independent Music Association)
FACTOR (The Foundation Assisting Canadian Talent on Recordings)
Independent Digital Licensing Agency (IDLA)
DMDC (Ontario Media Development Corporation) / SODIMO (La Société de développement de l'industrie des médias de l'Ontario)
Ontario Francophone Music Industry
SaskMusic (The Saskatchewan Recording Industry Association)
SOCAN (Society of Composers, Authors and Music Publishers of Canada)

CIMA presents
CANADIAN BLAST
at MIDEM 2014
MORRISONS 10 RUE TEISSEIRE, CANNES

SATURDAY, FEBRUARY 1
SaskMusic presents
9:00 PM Andy Shauf (Kelp Records)
9:45 PM Factor Featuring Evil Ebenezer and Def 3 (Fake Four Inc.)

Canadian Blast presents
10:30 PM David Morin (Bombay Records)
11:15 PM Trish (Global Gift Entertainment)
12:00 AM Your Favorite Enemies (Hopeful Tragedy Records)

MONDAY, FEBRUARY 3
OMDC presents The Ontario Showcase
9:00 PM Lindsay Broughton (Curve Music)
9:50 PM D.O. (Northstarr Entertainment)
10:40 PM Ghost Town Orchestra (Gunner Recordings)
11:30 PM The Little Black Dress (Fullcc Music Group)

**CONNECT with Canadian Music at The Canada Stand
Visit Le Palais - R3-01 (Riviera)**

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Canadian Blast is an initiative of the Canadian Independent Music Association (CIMA)

