



Canadian Independent Music Association

CIMA at Folk Alliance International 2015

The Folk Alliance International Conference is the world's largest gathering of the folk music industry, and community, spanning a number of genres like blues, traditional, bluegrass, roots, Celtic and world, to name a few. The conference is now heading into its 28th year, and draws over 2,000 artists and industry professionals. In 2015, FAI welcomed delegates from Canada, Australia, New Zealand, Ireland and England, among others. CIMA participated in FAI 2015 under the new Music Export Canada brand, in partnership with MusicOntario, to produce a Canadian Blast showcase.

- **Canadian Presence:** CIMA was asked by the organizers of the FAI 2015 to partner on an Ontario-only official showcase (with MusicOntario), to represent the strength of Ontario's folk music industry. The mission to FAI 2015 showcased 8 Ontario artists (The Young Novelists, Digging Roots, Ariana Gillis, Russel deCarle, The Lovelocks, Oh Susanna, Danny Michel, The Strumbellas). These artists were accompanied by their artist representatives: Balsam Pier Music, Global Café, Six Shooter Records, Randy Fratkin – Manager, MDM Music Recordings, Starfish Entertainment, Indoor Recess, and Artists in Motion.
- **Marketing & Promotion:** CIMA partnered with FAI on a showcase and marketing package where FAI's responsibility was to recommend Ontario-based artists to perform on this Canadian Blast showcase. The marketing activities associated with this mission included social media and website postings, as well as print ads in the official showcase guide (which reaches 3,000 delegates), flyers distributed at conference/festival, banners, and a custom elevator skin.
- **Outcomes:** Delegates of this mission reported making 97 new contacts, met with 177 existing contacts, and had 48 meetings during the conference/festival. The potential or anticipated revenues from the 34 deals started at FAI 2015 are valued at \$70,000 over the next 36 months.

music export canada & Music Ontario present

Canadian Blast

at Folk Alliance International 2015

SATURDAY, FEBRUARY 21
BENTON'S Westin Kansas City at Crown Centre

FEATURING:

- The Young Novelists
- Digging Roots
- Ariana Gillis
- Russell deCarle
- The Lovelocks
- Oh Susanna
- Danny Michel
- The Strumbellas

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