



Canadian Independent Music Association

## CIMA at Americana Music Festival and Conference 2016

For the third time, CIMA returned to Nashville, TN from September 20-25 for the Americana Music Festival and Conference. The festival welcomed legendary artists, the next generation of rising stars and industry professionals spanning from roots, country, folk and blues genres over four days.

Seven Canadian companies joined CIMA's delegation for a Canadian Blast showcase as well as a matchmaking session, a "Meet the Canadians" networking reception and a music industry round table (attended by some of the Canadian companies).

- **Canadian Presence:** CIMA's mission to Americana included the following seven companies: Balsam Pier Music (ON), Borealis Records (ON), Mavens Music (ON), Outside Music (ON), Porch Swing Entertainment (AB), Starfish Entertainment (ON) and Mission Management Group (BC). On the Saturday, eight artists showcased: The Doll Sisters (AB), Willie Stratton (NS), Harrow Fair (ON), Corin Raymond (ON), The Young Novelists (ON), The Bombadils (QC), Tami Neilson (BC) and Lion Bear Fox (BC). In addition, CIMA and Folk Music Canada, in cooperation with MusicOntario and support from OMDC, organized a B2B session "Doing Business in Canada", followed by a "Meet the Canadians" networking reception.
- **Marketing & Promotion:** CIMA worked with Americana to coordinate a sponsorship package that included Canadian Blast inserts in delegate bags, ADs in each of the program book and Gig Guide, logo placements, a banner displayed at hotel and venue etc. CIMA hosted a Canadian Blast daytime showcase on September 24, 2016 at a 100+capacity venue. Targeted invitations were sent to Americana delegates and specific in-market contacts as requested by participating companies. Promotion efforts included social media posts: Facebook, Twitter, Instagram.
- **Outcomes:** Post survey results indicated that the Canadian companies made 109 new contacts and connected with 111 existing contacts while at Americana. They took 86 meetings that resulted in participants reporting they started/finalized 31 business deals. According to the participants, the real and expected revenues associated with these deals over the next 36 months is \$135,200 generated from their business activities at Americana 2016.



Doing Business with Canada B2B



Harrow Fair at Canadian Blast