



Canadian Independent Music Association

CIMA at Folk Alliance International 2016

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 29th year, and draws over 2,000 artists and industry professionals. CIMA returned to Kansas City for the 2016 edition of Folk Alliance International to present a Canadian Blast showcase at Benton's on Saturday, February 20. CIMA worked in partnership with Folk Music Canada's pan-Canadian initiative on a number of networking and B2B opportunities.

- **Canadian Presence:** The mission to FAI 2015 showcased 6 Canadian acts: Ben Caplan and the Casual Smokers (NS), Scott Nolan (MB), Lee Harvey Osmond (ON), The Dead South (SK), Sultans of String (ON) and The East Pointers (PEI). While two artists acted as their own representatives, the remaining four acts were accompanied by: AIM Booking Agency (ON), Gold Mountain Entertainment(ON), Curve Music (ON) and Noisemaker Management (ON).
- **Marketing & Promotion:** 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), lanyards distributed at conference/festival, pull-up banners, and a custom elevator skin.
- **Outcomes:** Delegates of this mission reported making 107 new contacts, meeting with 112 existing contacts, and taking 87 meetings during the conference/festival. The potential or anticipated revenues from the 34 deals started at FAI 2016 are valued at \$140,000 over the next 36 months.

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PRESENTS
**CANADIAN
BLAST**
AT FOLK ALLIANCE
INTERNATIONAL

SATURDAY, FEBRUARY 20, 2016
BENTON'S
(WESTIN CROWN CENTER, KANSAS CITY, MO)

Featuring

6:15 PM Ben Caplan & the Casual Smokers (Nova Scotia)
7:00 PM Scott Nolan (Manitoba)
7:45 PM Lee Harvey Osmond (Ontario)
8:30 PM The Dead South (Saskatchewan)
9:15 PM Sultans of String (Ontario)
10:00 PM The East Pointers (Prince Edward Island)

In partnership with:
CIMA, SAGE MUSIC, FOLK, CIMA, MFC, FACTOR, Canada

With support from:
Ontario, FACTOR, Canada

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