

CIMA at CMJ Music Marathon & Conference 2014

CMJ Music Marathon is one of the most important platforms for the discovery of new music. Held over 5 days and nights in New York City, CMJ features over 1,400 live performances across 80 nightclubs and theatres, presents over 100 informative conference events with renowned speakers, and much, much more. On average, over 120,000 fans, music industry professionals, college radio tastemakers, bloggers, press and musicians attend CMJ Music Marathon. At this year's CMJ, which ran from October 21-25, 2014, 215 Canadian artists applied, with just under 50 being selected. This marks the 8th year of CIMA's partnership with CMJ, which involves the creation of a marketing package with 2 nighttime Canadian Blast showcases, 2 pre-showcase networking events and an advertising package.

- **Canadian Presence:** 9 Canadian companies registered with CIMA's mission: Audio Blood, Bumstead Productions, Hand Drawn Dracula, Hopeful Tragedy Records, Slow Grinding Management, MapleMusic Recordings, Paradise Alley Productions, Hive Management, and Light Organ Records. There were 10 Canadian artists who showcased with Canadian Blast over 2-nights: HIGHS, Beliefs, Poor Young Things, Your Favorite Enemies, In-Flight Safety. The second Canadian Blast showcase was co-presented by Alberta Music, SaskMusic and Manitoba Music and featured: Astral Swans, Take Me To The Pilot, We Were Lovers, Wildlife, and JPNSGRRLS.
- **Marketing & Promotion:** CIMA contracted a professional media relations firm and a marketing/promotions company to engage media and music industry professionals. CIMA's partnership with CMJ included: a full page ad in the CMJ Festival Guide, a banner on CMJ.com, a logo/link on the CMJ partners' page, and a custom email sent to the CMJ registrants database.
- **Outcomes:** Participants reported making 115 new contacts at CMJ 2014, and had 77 meetings. These meetings resulted in 15 business deals being started, with 6 being finalized. The real or potential revenues over the next 36 months associated with these finalized deals was valued at \$105,000, while the deals started at CMJ 2014 are expected to generate \$100,000 over the next 36 months.

