



Canadian Independent Music Association

CIMA at South by Southwest (SXSW) 2017

CIMA returned to the highly influential South By South (SXSW) music festival in Austin, Texas from March 13-19 with a delegation of Canadian music companies to undertake a multi-faceted business and marketing strategy.

This year CIMA used the opportunity presented by Canada's 150th Anniversary to shine a light on Canadian talent and attract a wider audience to Canadian events that included: the Canadian Blast BBQ, the live performance venue Canada House (which took residence at a larger location), and networking and business development activities. CIMA also hosted the Canada Stand at the SXSW Trade Show for four days of Interactive and Music, Sunday through Wednesday where we represented 23 Canadian music and interactive companies.

- **Canadian Presence:** This year's mission to SXSW included 25 Canadian music companies and associations. The Canadian Blast BBQ included an invitation-only Canadian Luncheon Meet (and Greet) and featured 6 Canadian showcasing acts: Busty & the Bass (QC), Les Deuxluxes (QC), Royal Tusk (AB), Digging Roots (ON) and Tokyo Police Club (ON). Canada House live performances were held over three afternoons this year, and featured 23 acts that showcased under the Canadian Blast brand. Canada House moved to Swan Dive, a larger double stage venue (both indoor and outdoor). Canada Stand companies were offered the opportunity to participate in a joint CIMA, UKTI and Sounds Australia initiative called Country Connections, which brings together international delegates to conduct business onsite at SXSW through B2B speed meetings and roundtable sessions.
- **Marketing & Promotion:** CIMA undertook a marketing campaign in support of Canada Stand, Canada House, the Canadian Blast BBQ and all Canadian showcases at SXSW that included: ads in SXSWWorld Magazine, an ad in the SXSW Music Conference program, signage, banners, posters, laminates, a street team, media campaign and social media campaign. Events were promoted through Facebook, Instagram and Twitter as well as through call outs and online promotion on CIMA's website.
- **Outcomes:** CIMA's delegation at SXSW 2017 reported making 431 new and existing contacts, and taking 151 meetings. In those meetings, 50 business deals were finalized or started, with potential revenues of 1.65 million over the next 36 months. As for showcasing, the Canadian Blast BBQ and Showcase hosted 2,300 music industry professionals, ranging from international conference attendees, Canadian music industry professionals and more than 320 VIP guests from the international music, film, radio and media industries.



Digging Roots at the Canadian Blast BBQ



Country Connections