

## CIMA at AMERICANAFEST 2023

CIMA's showcase and business mission returned to Nashville, TN from September 20-23, 2023 for the Americana Music Festival and Conference. This edition welcomed legendary artists, rising stars and industry professionals from roots, country, folk and blues genres.

CIMA partnered with MusicOntario, Alberta Music, Manitoba Music and SaskMusic to present the Canada House showcase on Friday, September 22 at InDo and featured 8 Canadian acts. Canadian companies also had the opportunity to participate in a Country Connections speed meeting session in partnership with Sounds Australia and the British Underground, as well as a networking reception prior to the showcase. Canadian delegates were also invited to the SOCAN Canadian networking reception.

- **Canadian Presence:** CIMA's mission to AMERICANAFEST included the following Canadian companies: Birthday Cake Media (MB), Johnson Talent Management (ON), Red Light Management (ON), Mavens Music (NL), Jayward Artist Group (ON), Flatcar Records (ON) and artist entrepreneur The North Sound (SK). The 8 showcasing acts at Canada House included Cat Clyde (ON), The North Sound (SK), Colleen Brown (AB), JJ Shiplett (AB), Jake Vaadeland & the Sturgeon River Boys (SK), Gordie Tentrees & Jaxon Haldane (YT & MB), Field Guide (MB) and Basset (ON).
- **Marketing & Promotion:** CIMA worked with Americana to coordinate a sponsorship package that included a half page ad in the AMERICANAFEST guide, a physical pop-up banner displayed both at the conference and the showcasing venue, as well as mobile app and website promotion via the conference. Promotional efforts also included posts on CIMA's social media platforms, website and weekly newsletter blasts.
- **Outcomes:** Post survey results indicated that the Canadian companies made 84 new contacts and connected with 107 existing contacts while at AMERICANAFEST. They took 60 meetings that resulted in participants reporting they started/finalized 13 business deals. According to the participants, the real and expected revenues associated with these deals over the next 36 months is \$155,300 generated from their business activities at AMERICANAFEST 2023.



Cat Clyde at Canada House