

## CIMA at Folk Alliance International 2023

CIMA returned to Folk Alliance International in February for the world's largest gathering of the folk music industry and community in Kansas City, MO. This year CIMA's official showcase took place at Benton's at the Westin Crown Center on Friday, Feb 3. The evening kicked off with a Meet the Canadians networking reception in partnership with the International Indigenous Music Summit, Mundial Montreal, the Canadian Consulate in Chicago and Global Toronto. CIMA also partnered with MusicOntario for the Ontario & Friends" private showcasing room over 3 nights on Thursday, Feb 2, Friday, Feb 3 and Saturday, Feb 4 which featured 21 Canadian acts.

Canadian artists and their business reps were also invited to take part in the Country Connections business event on Thursday at the Westin Crown Center where participants had the chance to meet with industry from across the globe. This event was in partnership with Folk Alliance, Sounds Australia, British Underground and Global Music Match.

- **Canadian Presence:**

CIMA's official showcase featured 6 Canadian acts: Lynne Hanson, Royal Wood, Twin Flames, Angelique Francis, Little Misty and Les Rats D'Swompe. The Ontario & Friends room featured 21 acts from across the country. 20+ Canadian companies participated in CIMA's business activities during Folk Alliance International including the Meet the Canadians networking mixer and the Country Connections speed meetings. CIMA's networking mixer was at capacity with over 200 delegates in attendance.



- **Marketing & Promotion:** CIMA worked with Folk Alliance to coordinate a sponsorship package that included screens on site, pull-up banners, an elevator skin that led to Benton's and in-app promotion. Promotion efforts also included posts on CIMA's social media, website and weekly newsletter blast.
- **Outcomes:** Post survey results indicated that the Canadian companies made 200 new contacts and connected with 212 existing contacts while at Folk Alliance. They took 77 meetings that resulted in participants reporting they started/finalized 61 business deals. According to the participants, the real and expected revenues associated with these deals over the next 36 months is \$210,000 generated from their business activities at Folk Alliance International 2023.