

## CIMA at Folk Alliance International 2024

CIMA was back in Kansas City for the 2024 edition of Folk Alliance International from February 21-25. This year, CIMA's official showcase returned to Benton's at the Westin Crown Center on Friday, February 23. The evening kicked off with a Meet the Canadians networking reception in partnership with the International Indigenous Music Summit, Mundial Montreal, FolQuebec, Global Toronto, Canadian Music East Coast Style, Folk Canada, the Quebec Government Office in Chicago and the Canadian Consulate in Chicago. CIMA also partnered with MusicOntario to present the Ontario & Friends private showcasing room over three nights on Thursday, Friday and Saturday which featured 25 acts from across the country.

Canadian artists and their business reps were also invited to take part in the Country Connections business event on Friday morning at the Westin Crown Center where participants had the chance to meet with industry from across the globe. This event was in partnership with Sounds Australia, Music From Ireland, the New Zealand Music Commission and British Underground.

- **Canadian Presence:** CIMA's official showcase featured 6 Canadian acts: Mikhail Laxton, Matt Andersen, Kellie Lodder, Miranda Mulholland, Zachary Lucky & Kaia Kater. The Ontario & Friends room featured 25 acts from across the country. 30+ 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 201 new contacts and connected with 202 existing contacts while at Folk Alliance. They took 83 meetings that resulted in participants reporting they started/finalized 77 business deals. According to the participants, the real and expected revenues associated with these deals over the next 36 months is \$311,005 generated from their business activities at Folk Alliance International 2024.



**Mikhail Laxton at CIMA's Official Showcase at Benton's**