

CIMA at SXSW 2024

This March, CIMA was back at SXSW for two full days of showcases on the 13 & 14 at Swan Dive. 24 Canadian acts from across the country showcased at Canada House presented by partners Alberta Music, Manitoba Music, Music BC, MusicOntario, SaskMusic, Spotify & the City of Toronto.

Canadian participants also had the chance to participate in a pre-event hosted virtually by CIMA to prepare delegates for SXSW, a Country Connections speed meeting session in partnership with Sounds Australia, the New Zealand Music Commission, Music from Ireland and the British Underground on March 16 as well as a cross-over music and film day co-presented with Telefilm on March 12 which featured panels, roundtables and networking opportunities.

- **Canadian Presence:** The 24 showcasing acts at Canada House this year were Altameda, Babe Corner, Field Guide, Grimelda, Hot Garbage, Hotel Mira, Housewife, Ila Barker, Indian Giver, JJ Shiplett, La Securite, Le Couleur, Lev Snowe, Living Hour, Marissa Burwell, MAUVEY, Merv xx Gotti, NYSSA, Shaina Hayes, So Sus, Sunsetter, Super Duty Tough Work, WAKE and Zoon. Both days of showcases kicked off with a BBQ which allowed delegates the chance to mingle with Canadian and International industry. Canadian companies also participated in the Country Connections speed meeting session at the British Embassy on Saturday, March 16.
- **Marketing & Promotion:** Promotional efforts included posts on CIMA's social media, website and weekly newsletter blast. On site marketing included hiring a street team for postering and lanyard handouts. Pull-up banners and posters were featured throughout Canada House.
- **Outcomes:** Post survey results indicated that the Canadian companies made 219 new contacts and connected with 145 existing contacts while at SXSW. They took 123 meetings that resulted in participants reporting they started/finalized 30 business deals. According to the participants, the real and expected revenues associated with these deals over the next 36 months is \$82,500 generated from their business activities at SXSW 2024.



NYSSA at Canada House