



Canadian Independent Music Association

## CIMA at Americana Music Festival and Conference 2022

CIMA returned in person to AmericanaFest this past September for the first time since 2019., CIMA brought Canadiana back to the “Music City” (Nashville, TN) for the 2022 edition of the Americana Music Festival and Conference. From September 14-17, the festival welcomed legendary artists, rising stars and industry professionals from roots, country, folk and blues genres.

CIMA partnered with BreakOut West, Alberta Music, Manitoba Music and SaskMusic to present a business and showcasing mission during the festival & conference. A Canada House showcase took place on Friday, Sept 16 at InDo and featured 9 Canadian acts. Canadian companies also had the opportunity to participate in business events organized by both the conference and CIMA.

- **Canadian Presence:** CIMA’s mission to Americana included the following Canadian companies: SaskMusic (SK), Alberta Music (AB), Phase Management (BC), Acronym Records (ON), Ishkode Records (ON), Simone Records (QC), Mavens Music (ON), Six Shooter Records (ON) and curve Music (ON). The nine showcasing artists were Kyle McKearney (AB), Michael Bernard Fitzgerald (AB), Desiree Dorion (MB), Del Barber (MB), Les Hay Babies (NB), Amanda Rheume (ON), Mikhail Laxton (ON), Last Birds (SK) and Megan Nash (SK). Canadian companies participated in the AmericanaFest conference as well as a networking reception prior to the showcase and a Country Connections one on one meeting session with US, UK and Australian industry.
- **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 at both the conference and showcasing venue as well as mobile app and website promotion via the conference. 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 97 new contacts and connected with 52 existing contacts while at Americana. They took 56 meetings that resulted in participants reporting they started/finalized 4 business deals. According to the participants, the real and expected revenues associated with these deals over the next 36 months is \$150,000 generated from their business activities at Americana 2022.



Del Barber at Canada House during AmericanaFest 2022