



Canadian Independent Music Association

## CIMA at South by Southwest (SXSW) 2018

This March, CIMA returned to the highly influential SXSW music festival in Austin, TX with a delegation of 21 Canadian music companies and 25 artists for a showcase and business mission that included: the Canadian Blast BBQ, 2-days of Canada House, a Meet the Canadians networking reception and 2-days of Country Connections B2B sessions. This year Canada House became a “one stop shop” for Canadian delegates and their artists as the Canadian Blast BBQ moved from Brush Square to Swan Dive.

- **Canadian Presence:** This year’s mission to SXSW included 21 Canadian music companies and associations. The Canadian Blast BBQ included an invitation-only Meet the Canadians networking reception and featured 6 Canadian showcasing acts: Cadence Weapon (NS), Partner (ON), Yamantaka//Sonic Titan (ON), AHI (ON), Lisa Leblanc (QC) and Dear Rouge (BC). Canada House live performances were held over two afternoons this year, and featured 25 acts that showcased. Companies were offered the opportunity to participate in a joint CIMA, UKTI and Sounds Australia initiative called Country Connections, which brings together international delegates to conduct business onsite at SXSW through a “Focus on the US” B2B roundtable session and “It’s a Small World” speed meeting session over a period of two days.
- **Marketing & Promotion:** CIMA undertook a marketing campaign in support of Canada House and the Canadian Blast BBQ at SXSW that included: ads in SXSWorld Magazine, an ad in the SXSW Music Conference program, signage, banners, posters, laminates, a street team, media campaign and social media campaign. The venue also received a decorative overhaul as the entire front and interior were skinned with Canada’s signature uniform of ‘buffalo plaid’. Events were promoted through Facebook, Instagram and Twitter as well as through newsletter call outs and online promotion on CIMA’s website.
- **Outcomes:** CIMA’s delegation at SXSW 2018 reported making 606 new and 832 existing contacts, and taking 483 meetings. In those meetings, 81 business deals were finalized or started, with potential revenues of \$705,010 over the next 36 months. Over the two days Canada House was near or at capacity with 250 attendees inside and 325 outside.



Canada House at Swan Dive



Terra Lightfoot at Canada House