



Canadian Independent Music Association

CIMA at South by Southwest (SXSW) 2019

This March, CIMA returned to the highly influential SXSW music festival in Austin, TX with a delegation of 17 Canadian music companies and 16 artists for a showcase and business mission that included: the Canadian Blast BBQ, 1 afternoon of Canada House and 2-days of Country Connections B2B sessions. This year, in partnership with TeleFilm Canada, Canada House became a “one stop shop” for Canadian delegates and their artists as the Canadian Blast BBQ moved from Swan Dive to the Bungalow on Rainey St.

- **Canadian Presence:** This year’s mission to SXSW included 17 Canadian music companies and associations. The Canadian Blast BBQ featured 8 Canadian showcasing acts: Goodbye Honolulu (ON), Hillsburn (NS), Kai Exos (ON), Liza (ON), Melanie Brulee (ON), Soran (QC), Tallies (ON) and The Dirty Nil (ON). Canada House live performances were held over two afternoons this year, and featured 16 acts that showcased. Showcasing partners included Audiogram (QC), The City of Toronto (ON), Laughing Heart Music (NL), Ontario Creates (ON) and MusicOntario (ON). 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 B2B roundtable session and “It’s a Small World” speed meeting session over a period of two days. Evening showcases remained Canadian themed with labels Dine Alone Records and Arts & Crafts hosting packed nights.
- **Marketing & Promotion:** CIMA undertook a marketing campaign in support of Canada House and the Canadian Blast BBQ at SXSW that included: an ad in the SXSW Music Conference program, signage, banners, posters, laminates, a street team and social media campaign. 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 2019 reported making 169 new and 279 existing contacts, and taking 301 meetings. In those meetings, 33 business deals were finalized or started, with potential revenues of \$1,225,000 over the next 36 months.



Hillsburn at the Canadian Blast BBQ



Canadian Blast BBQ Poster