



Jazzahead 2020, Canada as the Partner Country April 23-26, 2020, Bremen, Germany

Information on the Collective Canada Stand

The Canada Council for the Arts showcases the Canadian arts in Germany in 2020.

In the year leading up to the 2020 Frankfurt Book Fair—where Canada will be the Guest of Honour—the German arts and cultural scenes will showcase Canadian creativity. The Canada Council for the Arts is proud to contribute to Canada's participation as Guest of Honour country (GoH) at the Frankfurt Book Fair, in collaboration with federal partners at Global Affairs Canada and Canadian Heritage. This is a unique opportunity to share the diversity of Canada's artistic, literary and cultural expression with Germany.

Canada as the Partner Country at Jazzahead 2020

Canada will have an enhanced presence at Jazzahead with a dedicated Canadian Night showcasing eight Canadian jazz projects selected by an international jury.

General information

Visit the Jazzahead website for more information related to this event:

<http://jazzahead.de/en/>

Jazzahead is an event that targets jazz music industry professionals from Europe and around the world. It's held each year at the end of April in Bremen, Germany. There is a festival component, accessible to the public and a business component, during which there is a trade fair and exhibition hall, conferences, showcases and networking opportunities.

In 2019, 3408 professionals participated in the trade fair. Including the festival component, 25 000 people attended the concerts and various activities.

Deadlines

5 September : Registration opens for Artist Showcases

31 October: Registration deadline for Canadian official showcases at Jazzahead.*



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Registration deadline for applications for Clubnight (registration form to come)

December : Selected artists announced for Clubnight.

10 December: Deadline for registration for the Collective Canada Stand and submission of promotional materials.
Send completed Musicaction artist forms to pigiste@cqm.qc.ca

Beginning of January : Official showcasing artists announced

17 January : Send promotional materials to pigiste@cqm.qc.ca

10 March : Deadline for registration for Jazzahead with a form in the Guide

1 April: Deadline for registration online at jazzahead.de

**Please note that Jazzahead strongly encourages submissions before the deadline.*

Participant Registration

CQM is responsible for the coordination of the Collective Canadian Stand, in collaboration with CIMA and the Embassy of Canada in Berlin.

Registration Form : <https://form.cqm.qc.ca/jazzahead2020/>

Fees :

Member of CIMA or CQM- 200\$

Non-member - 300\$

To register for the Canada Stand, please complete the [registration form](#). Then visit the [Jazzahead website](#) to complete your registration as co-exhibitor of stand **6C30** with promo code **JA20RC6LS**.

Registration Fee : 135€ + VAT (co-exhibitor)

There is no maximum number of participants for the collective stand.

Submission of applications for the official Canadian Night Showcase

Canada is in the spotlight! The opening night is dedicated to Canada with 8 official showcasing slots for Canadian artists selected by an international jury.

You must be registered as a co-exhibitor (information found above) in order to submit an artist for this showcase. Each co-exhibitor may submit one showcasing act.

To submit your showcasing application, visit the Jazzahead website.

The showcase will take place on April 23, 2020 starting at 730PM.

Required material:

- Completed registration form
- Text of the artist and the proposed work, including the program
- Press (including nominations and awards if applicable)
- Audio materials
- Visual materials

The applications must be submitted online via the Jazzahead website no later than October 31, 2019. Selected artists will be announced in January 2020.

Please note Jazzahead charges a registration fee of 135 € for your application which also gives you access to the trade fair and conference. If you are not selected by Jazzahead to be a part of the showcase, you will have until January 10, 2020, to cancel your registration through Jazzahead and receive a 70% refund from Jazzahead. Those who cancel after that date but before March 10, 2020, will receive a 50% refund. The Canada Council for the Arts is committed to supporting the travel-related costs (flight, hotel, and per diem) and an honorarium to the final selected Canadian jazz projects participating at the Canadian Showcase Night. Note that no refund will be made for the registration to the collective stand after January 10. No additional fees will be charged by the Canada Council for the Arts.

Operation of the Canada Stand

The coordination of the collective stand includes the following :

- A joint stand for the Canadian presence, including Quebec Jazz and CIMA and the partner country lounge.
- Tables and chairs available at the stand for meetings.
- CQM will produce the promotional materials for the collective stand.

Each participant is required to bring their own promotional materials for their showcases/artists to display at the stand : flyers and leaflets, CDs, laptops etc. Due to the limited space, personal company and artist posters will not be accepted at the stand this year.

CIMA and CQM are not responsible for any materials that are lost or stolen.

Materials to provide for the collective stand:

All materials must be received no later than January 17. After this date, participants who have not provided the required items may be removed from the collective promotional materials.

Activities

As the Partner Country, Canada will participate in the opening ceremony held on April 23 at 5 :00PM. There will be a cocktail party at the stand and in the lounge from 6 :15PM until 7 :30PM. Canada's official showcases will take place from 7 :30PM until approximately 1 :00AM.

Networking opportunities will be organized on site. More details to follow.

Business events will be organized in the lounge during exhibition hours.

Clubnight

Canada and Québec Jazz are collaborating with Jazzahead to promote the presence of Canadian artists at Clubnight.

A Quebec Jazz evening will be organized at Schaulust to present 4 Québec artists or Québec-Canada collaborative projects.

Several clubs have shown an interest in hosting Canadian artists. A selection of files will be sent to them to encourage the presentation of Canadian artists in the Clubnight evening program.

An application form will be sent out shortly and all interested artists are encouraged to submit their applications by October 31. Artists who have been selected for official showcases will not be able to participate in Clubnight organized by Canada or Québec Jazz.

It's important to note that Clubnight is not a showcase. Although many delegates attend, Clubnight is part of the festivals programming and is generally open to the public.

Financial Aid

The Canada Council for the Arts is committed to supporting the travel-related costs (flight, hotel, and per diem) and an honorarium to the final selected Canadian jazz projects participating at the Canadian Showcase Night.

For participants of the collective stand, several grant programs may be available to cover a portion of your travel and daily expenses.

- Canada Council for the Arts – Arts Abroad
- Québec Arts and Letters Council
- Musicaction/FACTOR

Check out the Canada in Germany initiative for information on special support for artists with showcases in Germany with an official invitation by a German cultural organization from October 2019 to October 2020 :

<https://conseildesarts.ca/initiatives/canadaenallemande>

Tips & Tricks for first time international participation

International market development requires time and energy. Expenses related to developing networks and the tours themselves can be extremely expensive. It's important to understand the country's market, the distribution networks, the administrative rules (work permits, tax returns etc) when planning a tour. Market development is long-term and it's important to build relationships with key players who can help you grow your network.

The following tips can help you better prepare yourself for first time participation at an event, whether it's national or international.

- Check the programming of past years, if available
- Contact the organization to discuss the process, the various activities being offered and information on participating delegates (ex. what types of broadcasters, producers, associations etc) to make sure that this event is for you.
- Research the showcasing criteria, if you wish to submit an application. It's recommended to participate for the first time solely as a delegate before showcasing. This will allow you to familiarize yourself with the places, events and other delegates and you will be more at ease in the event of a showcase.
- When registering for an event be sure to check the list of delegates and reach out to key participants (broadcasters, buyers, associations etc) before your arrival to try to set up meetings. Note that broadcasters are heavily solicited and a personalized message can make a big difference. Avoid contacting delegates via Facebook, WhatsApp or other apps if you have not received a response to your e-mail.
- Many events offer business activities such as mentoring or information sessions for new participants. It is recommended to participate.
- All of your promotional materials must be in English or bilingual.

Resources

For questions concerning :

- Canada Stand
Claudine Cinq-Mars, coordinator, circulation@cqm.qc.ca, 514-524-1310 ext. 2
- Financial assistance for official showcasing artists
Rochelle Hum, Program Officer and Project Lead for Frankfurt 2020,
rochelle.hum@canadacouncil.ca, 613-566-4414 ext. 4501

For stand registration :

Application form : <https://form.cqm.qc.ca/jazzahead2020/>



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For Jazzahead registration :

To register as a co-exhibitor : <https://jazzahead.de/en/tradefair/#register>

To submit your application for the official showcase as a Canadian artist :

<https://jazzahead.de/en/showcases/>

For more information :

<http://cqm.qc.ca/1272/jazzahead.html>

<https://cimamusic.ca/news/recent-news/read,article/17752/registration-collective-canada-stand-jazzahead-2020>

<https://conseildesarts.ca/initiatives/canadaenallemande>