



Information Sheet

The Americana Festival and Conference is a 4-day event featuring 40-odd conference panels (at the Sheraton Hotel), special events (films/interviews/keynotes etc), the Awards & Honours show at the historic Ryman Auditorium, and an amazing array of 'roots' talent (everything to the 'left' of the usual country pop/rock mainstream) in nightly 45-minute showcase spots in 6 venues. In 2011, the event attracted 1200+ delegates from all sectors of the US and international music industry. It is a rapidly growing event.

The Americana Music Association selects approx. 110 artists for the official showcase program.

Sounds Australia has been working with the AMA since 2009 to create a distinctive 'Aussie' presence in the event. In 2010 we presented 8 artists. In 2011, 18 artists, 9 managers and 2 media reps attended.

The AMA has agreed that Sounds Australia will be guaranteed –

- A minimum of 4 official showcase spots
- An Australia-specific panel in the Conference program
- A Sounds Australia information booth in the Conference Exhibition Hall
- 3 sanctioned 'Australian' showcase events under the event umbrella ('Tamworth Presents A Taste of Australia' @ The Bluebird Café; 'Maton Aussie Lunch' @ The Second Fiddle; 'The Aussie BBQ' @ The Basement).

Artists can apply directly to the AMA for an official showcase spot – through Sonicbids (free for members); through the AMA (free for members - \$35 artist joining fee); through Sounds Australia (free). If you choose to have Sounds Australia apply on your behalf, you'll need to send CD, hardcopy bio, details of website & social media to – Dobe Newton PO Box 1249, Fitzroy North VIC 3068.

Sounds Australia has negotiated a special registration rate with the AMA which extends the 'early bird' rate well beyond the deadline for attending Australians. \$250 will get you access to all Conference sessions, a wristband allowing access to all official showcase venues/sessions and a ticket to the Awards & Honours show (a must!).

Whether or not artists are selected for the official showcases, they will have access to the 3 specific events that Sounds Australia conducts. Depending on numbers, it is likely that everyone will get 2 performance spots (typically 15-20 mins).

Artists will also be promoted through Sounds Australia's exclusive publicist – award-winning Nashville PR company Aristomedia owned by ex-pat Jeff Walker.

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Artists, managers and other attendees will have access to the Sounds Australia information booth as a meeting/networking hub, and to distribute promo materials to delegates.

Sounds Australia will also produce and distribute to all delegates a dropcard with an MP3 track, bio and website links for all participating artists.

Sounds Australia is working with the Nashville chapter of the International Music Managers Forum to create a specific networking event for attending managers.

There is also the possibility of repeating the 2011 'Downunder' special edition (the week following Americana) of 'Music City Roots', a live concert broadcast from the Loveless Barn every Wednesday.

The Americana Conference & Festival is now a 'designated' event for Australia Council funding ('International Pathways' & 'Live On Stage'), and is supported by WA, NSW, Victorian, Queensland and NT governments and state music industry associations.

Keep up-to-date by following the blog –
www.soundsaustraliaamericana2012.wordpress.com

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