

AWARDS & STAGES

— SUBMISSION FAST FACTS —

EAST COAST
MUSIC AWARDS

SAINT JOHN / NB
APRIL 26-30 2017

Here's what you need to know to submit to showcase or be nominated for an award at the 2017 East Coast Music Awards: Festival & Conference in Saint John, NB.

IMPORTANT DATES

**East Coast Music Awards:
Festival & Conference:**
April 26-30, 2017

Eligibility period for awards:
June 1, 2015 to October 1, 2016

Submissions close:
October 3, 2016 at 5PM AST

ELIGIBILITY

Before we get to the facts, let's make sure you're eligible to submit.

You must be **Atlantic Canadian**. If submitting as a band, at least 50% of band members must be Atlantic Canadians. This means you must have either been born in Atlantic Canada, or been living here for the full eligibility period.

If you're **submitting for an award**, the recording for which you're submitting must have been released (either physically or digitally) during the eligibility period.

Was your album or song nominated last year? Even if it falls into the eligible date range for the 2017 submissions, **you cannot submit the same album/song for the same category it was nominated for last year**. You can; however, submit in a different general or cross-over category (but not in a different genre-specific category).

If you're looking to **showcase**, you must have had a recording released within the last two eligibility periods (June 1, 2014-October 1, 2016).

Did you perform on the **Songwriters' Circle** last year? Artists cannot perform on this stage two years in a row.

And if you've ever performed on the **Breakout Stage** or **Rising Star Stage**, you can't perform on the same stage again - we're hoping these stages gave you some great opportunities and you'll be movin' on up to the export-ready or exporting stages this year!

If you've already done some national and/or international touring, you should apply for our Export

Buyers Showcase Series for the opportunity to perform in front of our export delegates! This year, we've changed things up a bit and are allowing artists who've participated in the series in 2016 to apply as well!

YOU DO NOT NEED TO BE AN ECMA MEMBER TO SUBMIT. However, members will receive one free submission and each subsequent submission will be \$25 (HST included), whereas non-members will need to pay \$40 (HST included) for each submission. If a non-member is nominated or chosen for a showcase, they will be required to **register as an ECMA member**.

WHY SUBMIT?

- Get in front of over 150 domestic and international showcase buyers who attend the conference and showcases.
- Grow your fan base by performing in front of thousands of music lovers.
- Get business done. With 620 one-on-one meetings scheduled between artists and national and international industry professionals in 2016, there were a confirmed
 - 9 international booking agent signings
 - 286 confirmed show bookings
 - 50 international festival booking contracts
 - 126 Canadian festival bookings
 - 30 film and television licensing deals
 - 82 international tours ... and more!
- In 2014, we paid over \$145,000 to 709 showcasing musicians. It pays to play!
- A well known brand internationally, receiving an East Coast Music Award nomination is a prestigious accomplishment.

AWARDS

WHAT EAST COAST MUSIC AWARDS ARE THERE? HOW DO WE CHOOSE A WINNER?

All East Coast Music Awards and showcases are fully juried by up to 250 jury members consisting of qualified regional, national, and international industry professionals.

Once juried, the five (5) highest scoring submissions in each category become the nominees and the winner. The two Fans' Choice awards are voted on by the public after the initial round of jurying determines the nominees in each of the two Fans' Choice categories.

Here's the award breakdown:

GENERAL MUSIC AWARDS

- Album of the Year
- Group Recording of the Year
- Rising Star Recording of the Year
- Solo Recording of the Year
- Song of the Year*
- Songwriter of the Year*

GENRE-SPECIFIC MUSIC AWARDS

- Blues Recording of the Year
- Children's Recording of the Year

- Classical Recording of the Year
- Country Recording of the Year
- Dance Recording of the Year*
- Electronic Recording of the Year*
- Folk Recording of the Year
- Gospel Recording of the Year
- Jazz Recording of the Year
- Loud Recording of the Year*
- Pop Recording of the Year
- Rap/Hip-Hop Recording of the Year*
- R&B/Soul Recording of the Year
- Rock Recording of the Year
- Roots/Traditional Recording of the Year
- Traditional Instrumental Recording of the Year
- World Recording of the Year

CROSS-OVER MUSIC AWARDS

- Aboriginal Artist of the Year*
- The Bucky Adams Memorial Award*
(Formerly African-Canadian Recording of the Year)
- Classical Composition of the Year*
- Francophone Recording of the Year

* All music award categories require a full-length album to be eligible (6 songs OR 30 minutes of music) unless marked by an asterisk. Please see the full **Awards & Stages Manual** for more details.

For more information on award criteria, please see the full **2017 Awards & Stages Manual**.

FANS' CHOICE AWARDS

- Fans' Choice Entertainer of the Year
- Fans' Choice Video of the Year

INDUSTRY AWARDS (FREE TO SUBMIT!)

The Industry Awards recognize the achievements and contributions of our industry professionals and leaders from across Atlantic Canada. **There is no submission fee**, so please nominate those working hard behind the scenes to create and support a vibrant and dynamic East Coast music industry. All Industry Awards will be fully juried award categories, and not open to member or public vote.

- Company of the Year
- Event of the Year
- Graphic/Media Artist of the Year
- Live Sound Engineer of the Year
- Management/Manager of the Year
- Media Outlet of the Year
- Media Person of the Year
- Producer of the Year
- Studio Engineer of the Year
- Studio of the Year
- Venue of the Year
- Video of the Year

PLEASE NOTE: You may submit for any of the general or cross-over award categories (e.g.: Group Recording of the Year, Francophone Recording of the Year) as long as you meet the required criteria, but you may only apply to **one genre-specific** award category.

SHOWCASE SUBMISSION

The ECMAs are the perfect chance to get out there and perform for new fans, industry buyers, managers, and media. Here are the official showcasing stages at the 2017 ECMAs.

GENRE-BASED SHOWCASE STAGES FOR EXPORT-READY ARTISTS/GROUPS

ECMA features several showcase stages highlighting artists from all genre-based award categories (subject to programming). Possible genre-based showcase stages include:

- Rock Stage
- R&B Stage
- Rap/Hip-Hop Stage
- Blues Stage
- Loud Stage
- Children's Showcase
- Francophone Showcase
- Aboriginal Showcase
- Pop Stage
- Folk & Roots Stage
- Electronic Stage
- Classical Showcase
- Jazz Stage
- Gospel Showcase
- Country/Americana Stage

BLUEBIRD NORTH SHOWCASE FOR EXPORT READY ARTISTS/GROUPS

In this songwriters' circle, inspired by Nashville's Bluebird Café, export ready performers share the stories behind their songs in an intimate setting.

BREAKOUT STAGE FOR EMERGING AND DEVELOPING ARTISTS/GROUPS

Think of this as the on-ramp for new artists where they get to perform for industry professionals, and engage in rigorous pre- and post-ECMAs development programs, including daily peer-to-peer meetings, professional development sessions, and take part in our matchmaking program with exporters and industry professionals.

RISING STAR SHOWCASE FOR EXPORT READY ARTISTS/GROUPS

This stage is where artists who've been making a splash in the East Coast can catch the attention of label reps, talent buyers, managers, and media.

SOUNDWAVES PROGRAM FOR EXPORT READY ARTISTS/GROUPS

This is a great way to get involved in the host community and do some outreach work. The selected artists will perform in schools and community venues during the week leading up to the ECMAs.

SONGWriters' CIRCLE FOR EXPORTING ARTISTS/GROUPS

This stage features talented songwriters who have had both a Canadian and international release during the eligibility period. An annual audience favourite, these songwriters show off both their musical and storytelling talent.

EXPORT BUYERS SHOWCASE SERIES FOR EXPORTING ARTISTS/GROUPS

A great opportunity for exporting artists to perform to a room full of captivated international program delegates, media, and domestic buyers. This series includes both the Canadian Music. East Coast Style. Export Buyers Showcase and Two For the Show.

JURY CRITERIA

Although most awards and stage submissions have specific criteria, here's a general list of what jury members will be looking for in your submission:

- Artistic merit/presentation
- Quality of recording, music, and lyrics
- Originality
- Media, marketing & touring highlights

While there's more to it than that, it's good to keep these in mind when submitting.

For more information on showcase criteria and stage information, please see the full 2017 Awards & Stages Manual.

HOW TO SUBMIT

You figured out what awards you want to submit to, and decided which showcases you want to perform at, now's the time to get your submission together. Here's the good news: it's super simple! All our submissions are done online through Marcato which is a free and easy-to-use program.

Fill out the submission form here:

MEMBERS: Log into ecma.com/login to find your application form.

NON-MEMBERS: ecma.com

SO WHAT'S IT COST?

ECMA members in good standing will receive **one free submission**. All other submissions for both the awards and stages are **\$25 each** (HST incl.) **Non-ECMA members** will be charged **\$40 for each submission** (HST incl.) and will not receive any free submissions. If non-members receive ECMA nominations or showcase opportunities, they must become members.

One submission means one category – so if a non-member selects Album of the Year as well as Solo Recording of the Year, these would be two category submissions and would cost \$80 (HST incl.)

Industry Award nominations are FREE so make sure to nominate that special someone who made an impact in the industry!

HELPFUL TIPS BEFORE YOU START

Before you click that “submit” button, make sure to read through these tips that will help make your submission the best it can be!

- There is **no auto-save feature in the submission form** – if there are any issues or you backspace accidentally, your work will be lost so be sure to create your submission in a **separate document** before starting so that your work is not lost in the event of any technical issues.
- Keep your **website and social media up-to-date**: if you're releasing a new album, post about it! Got some shows coming up? List them! The more active you are online, the better.
- Don't just include past highlights, but **upcoming highlights**, too! Are you planning a full tour across Europe soon? Are you working on a new album with a high-profile producer? It's great to know where you've been, but it's just as exciting to know where you're heading!
- **Proof-reading is key**. Make sure your bio is free of typos, and especially **triple-check your links!** Jury members can't see how popular you are on Twitter if you send them over to twitter.com.
- If you have **live show videos**, make sure to include them in your submission, especially if it's for a showcase! It's great to hear the music, but even better if jurors can see how incredible you are on stage.
- Include **quality photos**. This is a great way for jurors and ECMA members to get a sense of what you're all about – remember, a picture's worth a thousand words! (and at least a few points in the artistic presentation jury criteria.)
- Before starting your submission for **music awards**, make sure to have your full album uploaded both on a **streaming website** (Bandcamp or Soundcloud preferred) **AND** have an **external download link** at the ready (think Dropbox, MediaFire or High Tail). We need both for the jurors. And please **don't send us to your iTunes** – we need the full album, not just samples of each track!

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT CHANTAL CAISSIE, ARTIST AND MEMBER RELATIONS MANAGER, AT CHANTAL@ECMA.COM, 902-423-6770 EXT. 226 OR 1-800-513-4953 EXT. 226.