

SHOWCASING SUBMISSIONS MANUAL

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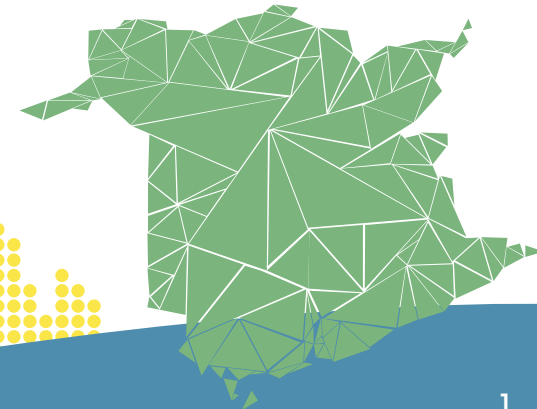
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ABOUT SHOWCASING AT THE ECMAs

Showcasing at ECMA allows Atlantic Canadian acts the opportunity to perform for a target audience of influential industry members that can include label representatives, talent buyers, managers and media, as well as excited music fans.

**EAST COAST
MUSIC AWARDS**

**FREDERICTON / NB
MAY 4-8, 2022**



SUBMISSION GUIDELINES

- ECMA reserves the right to disqualify any applications that do not meet ECMA's Eligibility/Screening Criteria. Disqualified or unaccepted submissions will not be notified.
- All submission requirements must be met. Incomplete or late applications will not be accepted.
- Any occurrences of questionable eligibility shall be dealt with at the discretion of the ECMA Awards & Stages Committee.

SOUND PRESSURE LEVELS

ECMA is committed to a safe environment for all participants. With this in mind, ECMA has implemented a policy for a safe listening environment at the ECMAs. All artists must perform with a continuous Front-of-House volume no more than 98 Db at 10 metres from the sound source, with peak frequencies no louder than 101 Db. This will ensure an enjoyable listening experience for all attendees, while not sacrificing the excitement of the performance.

Submission Inquiries
Have any questions about submissions?
Please reach out to membership@ecma.com
and we will gladly help anyway we can!

BASIC SCREENING REQUIREMENTS

1. Must be Atlantic Canadian (please see terms and definitions section for more information)
2. Must be an ECMA Member in good standing
3. Must only submit for one genre-specific category for each "recording"
4. Recording(s) must be commercially released within the eligibility period
5. 50% of the release must be of previously unreleased cuts
6. Must have proof of release date from a distributor, manufacturing invoice, and/or a record company, OR show proof that the release is available through 3 alternate sources of professional distribution (see full definition in manual)
7. Must meet stage category eligibility requirements

PRODUCT REQUIREMENTS

All material is submitted online via ecma.awardstage.com where you will be asked to answer a series of questions as well as upload a minimum of three (3) tracks and in some cases a full-length recording. Physical showcase submissions will not be accepted.

ELIGIBILITY TIME PERIODS

Stage/Showcasing Eligibility Period: June 1, 2018 - May 8, 2022

NOTE: ECMA strives to support East Coast artists any way possible. Due to circumstances surrounding COVID-19, and the cancellation of in-person performances, this eligibility period has been extended temporarily in order to include those that did not receive the opportunity to showcase this past year.

Recording(s) must be released within the eligibility period outlined.

Pre-orders: Recordings will also qualify if they are available for pre-order online no later than October 8, 2021. Pre-ordered recordings (digital and/or physical copies) must be available by December 31, 2021. ECMA may request proof of transaction.

DEADLINES:

All submissions will be accepted until **October 8th at 11:59 PM (ADT)**.

Invoice Payment Deadline: Due upon receipt

All submissions will be accepted until October 8, 2021 at 11:59 PM (ADT) on ecma.awardstage.com. All submission requirements must be met. Incomplete or late applications will not be accepted. Please ensure you give yourself enough time to complete and submit your application!

RECORDING REQUIREMENTS

- Please note submissions, where indicated, that require a full-length recording. A full-length recording is defined as a recording that contains a minimum of five (5) tracks, or is a minimum of 15 minutes long. At least (50%) of the tracks on a recording must be of previously unreleased cuts. A "cut" is defined as recorded material previously released to radio or other audio broadcasters (web, satellite, and digital) or retail.
- All manufactured product must meet industry standards and be sold or available through live performances or retail stores that sell sound recordings in the ordinary course of business, internet sales or streaming, or mail orders.
- The artist/group will be asked to provide proof of release date. This can be done through providing manufacturing invoices, a letter from a distributor, and/or a record company. In lieu of proof from a manufacturer, distributor or record company, the artist/group may provide documentation confirming that product is available through three (3) alternate sources of professional distribution (e.g. letter from retailer, contract with internet point of sale, catalogue listing, DSP (digital service provider), such as Apple Music/iTunes, etc.) as well as web or print announcements of the release date.
- Recordings must fulfill all legal obligations (i.e. payment of mechanical rights, songwriting credits, etc.).
- Artist/Group is responsible to ensure that any music samples, video clips or other audio and/or visual materials contained in any recording, video or other materials that form part of your submission are fully authorized by master rights owners, music publishers and any other third parties that have rights in such materials. ECMA reserves the right to require written confirmation that these rights have been secured. ECMA reserves the right to disqualify submissions, nominees or winners should ECMA determine, in its sole discretion, that these rights have not been secured.

SUBMISSION PROCESS

All submissions will be accepted until **October 8, 2021 by 11:59 PM ADT** on ecma.awardstage.com.

1. All submission requirements must be met. Incomplete or late applications will not be accepted.
2. Following submissions and jurying, artists selected to showcase will be contacted in January/February (subject to change) after juror selection results are tabulated.

Any occurrences of questionable eligibility shall be dealt with at the discretion of the ECMA Awards & Stages Committee.

JURYING PROCESS

All East Coast Music Awards & Showcases are fully juried by qualified regional, national, and international industry professionals. Jury Members evaluate applications, and score based on a set criteria / rubric (please see jury criteria section for more information). Consideration will be given to current industry trends and growth. ECMA strongly encourages each artist/group submitting to ensure their application is complete and includes all pertinent information

- To be considered for awards and showcasing, an application must be submitted through the official application process. Please note that an award nomination does not guarantee a showcase and ECMA encourages artists to apply for showcasing through the official application process.

PLEASE NOTE: ECMA reserves the right to solicit showcase applications when required. Where an ECMA showcase or stage is broadcast, ECMA may partner with representatives of the broadcaster in soliciting artists/groups. ECMA reserves the right to solicit headline performances as a means of raising profile for the showcases and event overall.

STAGE CATEGORY SUMMARY

- Genre-based Showcases
- Breakout Stage
- Rising Star Showcase
- Export Buyers Showcase Series (Two for The Show & Export Buyers Showcase)

CATEGORY TYPES:

GENRE-BASED SHOWCASES

For Export-Ready Artists/groups

Genres can include, but not limited to,:

- Blues
- Classical
- Contemporary Roots
- Country
- Electronic / Dance
- Folk
- Heavy Metal
- Jazz
- Loud
- Pop
- Punk
- R&B / Soul
- Rap / Hip-Hop
- Rock
- Roots / Traditional
- Global Music

BREAKOUT

For Non-Export-Ready Artists/groups

- Breakout Stage

RISING STAR

For Export-Ready Artists/groups

- Rising Star Showcase

EXPORT BUYERS SHOWCASE SERIES

For Export-Ready Artists/groups

Export Buyers Showcase Series

- Two For the Show
- Export Buyers Showcase

JURY CRITERIA

Each juror will be asked to score selections based on the following four (4) rubrics. Please see the list of categories below and the rubric number in which the jury will be scoring from.

Genre-Based Showcases - Rubric 1

Breakout Stage - Rubric 2

Rising Star Showcase - Rubric 3

Export Buyers Showcase Series - Rubric 4

RUBRIC 1

ARTISTIC MERIT/ PRESENTATION	Does the artist portray professionalism and authenticity in regards to their overall submission and their past live performances? With the complete submission package in mind, and a focus on music in particular, does this submission meet your standards of artistic excellence?	20%
MUSIC & LYRICS	Is there a coherence and originality to the music and lyrics (if applicable) of the submission?	15%
ORIGINALITY	How is this artist/group unique? Do they set themselves apart? What do they offer to differentiate themselves from other musicians? Do they have charisma and star quality?	15%
ACCOMPLISHMENTS & BRAND	Does the artist/group have a strong online presence i.e. streaming platforms/website/social media? In reviewing the overall submission, does the group demonstrate a level of professional accomplishments? Does the artist/group have a "buzz" - what press have they generated?	15%
TOURING, PERFORMANCE ABILITY & EXPERIENCE	Does the artist have a strong performance history (see submission)? Are they ready and capable to export nationally and internationally? Is their live performance engaging (check for live footage online)?	25%
INSTINCT	Gauge your instinct as an immediate feeling or reaction to the submission as a whole. Does the submission make you want to learn more about this artist?	10%

RUBRIC 2

ARTISTIC MERIT/ PRESENTATION	Does the artist portray professionalism and authenticity in regards to their overall submission and their past performances? With the complete submission package in mind, and a focus on music in particular, does this submission meet your standards of artistic excellence?	25%
MUSIC & LYRICS	Is there a coherence and originality to the music and lyrics (if applicable) of the submissions?	15%
ORIGINALITY	How is this artist/group unique? Do they set themselves apart? What do they offer to differentiate themselves from other musicians? Do they have charisma and star quality?	15%
ACCOMPLISHMENTS & BRAND	Does the artist/group have a strong online presence i.e. website/social media? In reviewing the overall submission does the submitting group demonstrate a level of professional accomplishments? Does the artist/group have a buzz - what press have they generated?	15%
PERFORMANCE ABILITY & EXPERIENCE	Does the artist have a strong performance history (see submission)? Is their live performance engaging (Check for live footage online)?	15%
INSTINCT	Gauge your instinct as an immediate feeling or reaction to the submission as a whole. Does the submission make you want to learn more about the artist?	15%

SHOWCASE SUBMISSIONS

RUBRIC 3

ARTISTIC MERIT / PRESENTATION	Does the artist portray professionalism and authenticity in regards to their overall submission and their past live performances? With the complete submission package in mind, and a focus on music in particular, does this submission meet your standards of artistic excellence?	25%
MUSIC & LYRICS	Is there a coherence and originality to the music and lyrics (if applicable) of the submission?	20%
ORIGINALITY	How is this artist/group unique? Do they set themselves apart? What do they offer to differentiate themselves from other musicians? Do they have charisma and star quality?	15%
ACCOMPLISHMENTS & BRAND	Does the artist/group have a strong online presence i.e. streaming platforms/website/social media? In reviewing the overall submission, does the group demonstrate a level of professional accomplishments? Does the artist/group have a "buzz" - what press have they generated?	15%
TOURING, PERFORMANCE ABILITY & EXPERIENCE	Does the artist have a strong performance history (see submission)? Are they ready and capable to export nationally and internationally? Is their live performance engaging (check for live footage online)?	10%
INSTINCT	Gauge your instinct as an immediate feeling or reaction to the submission as a whole. Does the submission make you want to learn more about this artist?	15%

RUBRIC 4

ARTISTIC MERIT / PRESENTATION	Does the artist portray professionalism and authenticity in regards to their overall submission and their past live performances? With the complete submission package in mind, and a focus on music in particular, does this submission meet your standards of artistic excellence?	20%
MUSIC & LYRICS	Is there a coherence and originality to the music and lyrics (if applicable) of the submission?	15%
ORIGINALITY	How is this artist/group unique? Do they set themselves apart? What do they offer to differentiate themselves from other musicians? Do they have charisma and star quality?	15%
ACCOMPLISHMENTS & BRAND	Does the artist/group have a strong online presence i.e. streaming platforms/website/social media? In reviewing the overall submission, does the group demonstrate a level of professional accomplishments? Does the artist/group have a "buzz" - what press have they generated?	20%
TOURING, PERFORMANCE ABILITY & EXPERIENCE	Does the artist have a strong performance history (see submission)? Are they ready and capable to export nationally and internationally? Is their live performance engaging (check for live footage online)?	25%
INSTINCT	Gauge your instinct as an immediate feeling or reaction to the submission as a whole. Does the submission make you want to learn more about this artist?	5%

SUBMISSION PRICING

Submissions for the Breakout Stage, Rising Star Stage, and Genre-Based Showcasing costs **\$15 CAD**, and **\$20 CAD** to submit to the Export Buyers Showcase Series.

MEMBERSHIP FEE (IF APPLICABLE)

Please expect an invoice to be sent to your contact information email provided in the application if your membership is not in good standing, via finance@ecma.com. Payment is due upon receipt of invoice. If you do not make your payment by the deadline, your application will be forfeited and will not get sent to jury. Application fees are non-refundable.

STAGE ELIGIBILITY CRITERIA (SEPARATED BY CATEGORY TYPE)

Please note the ECMA definitions of non-export ready and export-ready. This will be key to determining which stage/showcase categories you are eligible to apply for.

NON-EXPORT READY	EXPORT READY <i>NEW!</i>
<ol style="list-style-type: none">1. Must have three (3) recorded tracks (demos are acceptable).2. Have not had significant exposure and have not toured outside of Atlantic Canada.3. Do not meet all of the criteria for Export Ready Artists as defined by ECMA.4. Artists have not released more than two (2) albums commercially.	<ol style="list-style-type: none">1. At least one sound recording of any format or duration that has been made commercially available to the general public in Canada.2. At least one sound recording of any format or duration that has been made commercially available to the general public outside of Canada, or will be made commercially available to the general public outside of Canada within twelve months of the export showcase; or has a tour or showcase in the territory of export upcoming within twelve months of the export showcase.3. A professional support team/self-management team including at least one of the following: artist manager, record label, booking agent, publicist, publisher.4. Public and industry recognition (via radio play, video play, web hits and streams, music press, blogs, awards, etc.).

GENRE-BASED SHOWCASES

FOR EXPORT-READY ARTISTS/GROUPS

ECMA features showcase stages highlighting artists from various genres based on the applicant pool for ECMA 2022 submissions.

ALL GENRE-BASED SHOWCASES

Who can apply to this category? Export-ready artists/groups

Minimum Criteria:

Must meet all eligibility criteria listed below:

1. At least one sound recording of any format or duration that has been made commercially available to the general public in Canada.
2. At least one sound recording of any format or duration that has been made commercially available to the general public outside of Canada, or will be made commercially available to the general public outside of Canada within twelve months of the showcase; or has a tour or showcase in a territory of export upcoming within twelve months of the showcase.
3. A professional support team/self-management team including at least one of the following: artist manager, record label, booking agent, publicist, publisher.
4. Public and industry recognition (via radio play, video play, web hits and streams, music press, blogs, awards, etc.).

In addition, you MUST meet all basic screening requirements (please see screening section).

NOTE: Artist/Groups MUST meet ECMA Export-ready criteria (please see terms and definitions section).

Additional Notes: When making showcase selections, jurors and programmers will consider the artist/group's history, current activities, future plans, marketability, target audience, and quality.



BREAKOUT STAGE

FOR NON-EXPORT READY ARTISTS/GROUPS

The Breakout Stage presents emerging and developing artists/groups from all genres and regions. Preference is given to acts that are active with the intent of advancing in the industry. Selected artists/groups will be given a showcase opportunity on the Breakout Stage (paid performance), engage in rigorous ECMA development programs, as well as in-depth engagement at the ECMAs guided by a mentor. Mentors are selected from experienced industry professionals (managers, artists, buyers, promoters).

NOTE: Participation in the Breakout Program is mandatory for all Breakout Stage participants.

Who can apply to this category?

Non-Export Ready Artists/Groups (all genres)

Minimum Criteria:

Must meet all eligibility criteria listed below:

1. Applicants must include three (3) recorded tracks (demos are acceptable), photos, and a biography.
2. Have not had significant exposure and have not toured outside of Atlantic Canada
3. Do not meet all of the criteria for **Export Ready Artists** as defined by ECMA.
4. Artists will not be eligible for the Breakout Stage if they have released more than 2 full-length recordings commercially.

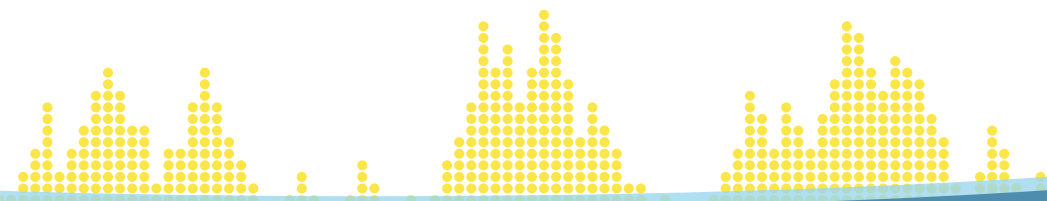
In addition, you MUST meet all basic screening requirements (please see screening section).

NOTE:

- Artist/Groups **MUST** meet ECMA Non-export ready (emerging/developing) criteria (please see terms and definitions section).
- Participation in the Breakout Program is mandatory for all Breakout Stage participants.
- You cannot play the Breakout Stage if you have showcased on this stage before with the same artist/group.
- You cannot apply to either the Rising Star Showcase or the Export Buyers Showcase Series if applying, and qualifying for the Breakout Stage.

Note: After performing on the Breakout Stage, you will have the opportunity to "graduate" to perform on the Rising Star Showcase (*as long as you meet the eligibility criteria).

Additional Notes: Programming for this showcase is done through a collaborative process between the five (5) Music Industry Associations (MIAs) and ECMA. Each MIA programs an equal number of selections based on regional industry knowledge.



RISING STAR

FOR EXPORT-READY ARTISTS/GROUPS

The Rising Star Showcase highlights the talent of those making a splash in Atlantic Canada. This showcase puts artists/groups in front of a target audience of influential industry members including label representatives, talent buyers, managers, media and the general public.

Who can apply to this category? Export-ready artists/groups (all genres)

Minimum Criteria:

Must meet all eligibility criteria listed below:

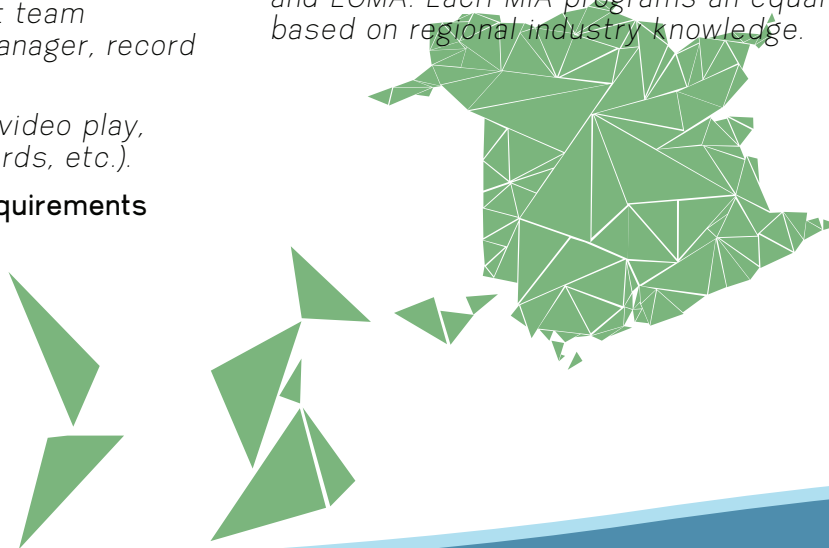
1. *At least one sound recording of any format or duration that has been made commercially available to the general public in Canada.*
2. *At least one sound recording of any format or duration that has been made commercially available to the general public outside of Canada, or will be made commercially available to the general public outside of Canada within twelve months of the showcase; or has a tour or showcase in a territory of export upcoming within twelve months of the showcase.*
3. *A professional support team/self-management team including at least one of the following: artist manager, record label, booking agent, publicist, publisher.*
4. *Public and industry recognition (via radio play, video play, web hits and streams, music press, blogs, awards, etc.).*

In addition, you MUST meet all basic screening requirements (please see screening section).

NOTE:

- *You will be asked to submit three tracks for consideration in your submission*
- *Artist/Groups MUST meet ECMA Export-ready criteria (please see terms and definitions section).*
- *You cannot play the Rising Star Showcase if you have performed on this stage before with the same artist/band.*
- *If applying to the Rising Star stage you are ineligible for the Breakout Stage.*
- *After performing on the Rising Star showcase, you will have the opportunity to "graduate" to perform on the Export Buyers Showcase Series (*as long as you meet the eligibility criteria).*

Additional Notes: When making showcase selections, jurors and programmers will consider the artist/group's history, current activities, future plans, marketability, target audience and quality. This stage will present artists from all genres. Programming for this showcase is done through a collaborative process between the five (5) Music Industry Associations (MIAs) and ECMA. Each MIA programs an equal number of selections based on regional industry knowledge.



EXPORT BUYERS

FOR EXPORT-READY ARTISTS/GROUPS

The Export Buyers Showcase Series is open to export-ready artists/groups for the opportunity to perform to a dedicated audience of Canadian and International Export Buyer Program delegates and media. ECMA reserves the right to make final selection of artists to reflect the program buyers participating in the export development program.

CANADIAN MUSIC. EAST COAST STYLE. EXPORT BUYERS SHOWCASE: Artists performing on the 'Canadian Music. East Coast Style.' Export Buyers Showcase will have the chance to perform a 20-30 minute set to both industry buyers and the general public. This is an opportunity to give buyers a sense of your typical live show. This stage is best suited for full band performances.

TWO FOR THE SHOW: LIVE PERFORMANCE PITCH SESSIONS: In an acoustic and intimate setting, these unique live performance pitch sessions are designed for exporting artists to showcase their music to an audience made up exclusively of industry buyers. Each artist performs two (2) songs. This stage is best for solo artists or small acoustic duos or trios.

PLEASE NOTE: Performers for Two for the Show and Export Buyers Stage will be selected from the submissions for the Export Buyers Showcase Series. The ECMA Programming Committee, in conjunction with our Export Team, will program artists to the most appropriate stage once all submissions have been received and juried.

EXPORT BUYERS SHOWCASE SERIES

Who can apply to this category? Export-ready artists/groups

Minimum Criteria:

Must meet all eligibility criteria listed below:

1. At least one sound recording of any format or duration that has been made commercially available to the general public in Canada.
2. At least one sound recording of any format or duration that has been made commercially available to the general public outside of Canada, or will be made commercially available to the general public outside of Canada within twelve months of the export showcase; or has a tour or showcase in the territory of export upcoming within twelve months of the export showcase.
3. A professional support team/self-management team including at least one of the following: artist manager, record label, booking agent, publicist, publisher.
4. Public and industry recognition (via radio play, video play, web hits and streams, music press, blogs, awards, etc.).

In addition, you **MUST** meet all basic screening requirements (please see screening section).

NOTE:

- You will be asked to submit three tracks for consideration in your submission
- Artist/Groups **MUST** meet ECMA Export-ready criteria (please see terms and definitions section).
- Artists selected to take part in the Export Buyers Showcase Series will be required to participate in the business development program activities (such as one-on-one business meetings, networking receptions, etc.). Participants will be required to complete an ECMA post-event survey reporting the export business development outcomes and results as required by our funding agencies and partners. **Remember - this program is here to help you get business done, so make sure to take full advantage!**

Additional Notes: Programming for this showcase is done through a collaborative process between the five (5) Atlantic Canadian Music Industry Associations (MIAs) and ECMA. Each MIA programs an equal number of selections based on regional industry knowledge.

Export Buyers Showcase: This stage is best suited for full band performances.

Two For the Show: This stage is best for solo artists or small acoustic duos or trios.

ECMA TERMS & DEFINITIONS

Atlantic Canadian	A person who was either born in Atlantic Canada or a person who has lived in Atlantic Canada within the ECMA eligibility periods (please refer to this year's eligibility periods). At least 50% of group members must be Atlantic Canadian. Cases where an Atlantic Canadian plays a primary leadership role in the project may be considered eligible, subject to the discretion of the Award & Stages Committee.
Atlantic Canadian Business	Candidates must reside and work in Atlantic Canada. In the case of a company, candidates must maintain an office and be a registered business in Atlantic Canada to be eligible.
Commercial release	A commercial release is the event of a recording being legally available to the public for sale, stream, download, radio or another method of public consumption (via a music retailer or digital music service) that activates a revenue stream where the artist is entitled to a share of payment based on their recording performance. Proof of commercial release will be requested. All formats must be assigned an ISRC number. Physical formats must include a UPC and catalogue number.
"Cut"	A "cut" is defined as recorded material previously released to radio or other audio broadcasters (web, satellite, and digital) or retail.
DJ-only singles	Singles that are sent to DJ's to promote an upcoming release.
Disqualification/ Ineligibility	ECMA reserves the right to disqualify any applications that do not meet ECMA's Eligibility/Screening Criteria. Ineligible applicants will not be notified.
ECMA Member in good-standing	A person who has signed up for an ECMA membership. This membership must not have expired and has been renewed if required. ECMA memberships are free for members of the Atlantic Music Industry Associations (MIAs): CBMIC, Music/ Musique NB, Music NL, Music NS, Music PEI. Please contact your regional MIA who will provide you with the link required to sign up/renew your ECMA membership at no cost.
Eligible release	An eligible release meets all ECMA screening and eligibility criteria outlined.
Eligibility period	The outlined eligibility period is determined annually by ECMA and is a span of time in which released recordings and/or accomplishments may qualify to apply for awards or showcases. Please note that there is an award eligibility period and a showcasing eligibility period. Please see the screening and specific category criteria for more information.
EPs	ECMA defines an EP as a recording that consists of more than one (1) but fewer than five (5) tracks and is less than 15 minutes in length. Note: At least (50%) of the tracks on a recording must be of previously unreleased cuts.



ECMA TERMS & DEFINITIONS

Export-Ready	<ol style="list-style-type: none"> 1. At least one sound recording of any format or duration that has been made commercially available to the general public in Canada; and 2. At least one sound recording of any format or duration that has been made commercially available to the general public outside of Canada, or will be made commercially available to the general public outside of Canada within twelve months of the export showcase; or has a tour or showcase in the territory of export upcoming within twelve months of the export showcase; and 3. A professional support team/self-management team including at least one of the following: artist manager, record label, booking agent, publicist, publisher; and 4. Public and industry recognition (via radio play, video play, web hits and streams, music press, blogs, awards, etc.).
Full-length recording	A full-length recording is defined as a recording that contains a minimum of five (5) tracks, or is a minimum of 15 minutes long. At least (50%) of the tracks on a recording must be of previously unreleased cuts. Please note that a full-length recording is required for eligibility unless otherwise indicated (please see screening and eligibility requirements for more information on exceptions). A collection of work may be considered eligible, subject to the discretion of the Award & Stages Committee.
Group	Two or more people in an established music ensemble/group. Please note that if you are a group, 50% of group members must meet eligibility and screening criteria.
International distribution	A recording that is released and distributed in a country other than Canada. Please refer to FACTOR's list of recognized international distributors.
International tour	ECMA defines an international tour as consisting of a series of at least (3) paid public performances reaching audiences outside of Canada. Please note that artists will be required to provide a list of tour information (past and upcoming; eg. upcoming bookings and professionally booked livestream shows) in which must be in representation of the applicant group/artist.
Multi-track/multi-artist compilation	Full albums or EP's that contain a number of tracks from various artists.
Musical production	Examples of a "musical production" include live performance, stage production, songwriting collaboration, composition/soundtrack interest from film/TV, etc.
National distribution	A recording that is released and distributed within Canada. Please refer to FACTOR's list of recognized distributors.
National tour	ECMA defines a national tour as consisting of a series of at least six (6) consecutive paid shows reaching audiences outside of the Atlantic region. Please note that artists will be required to provide a list of tour information (past and upcoming; eg. upcoming bookings and professionally booked livestream shows) in which must be in representation of the applicant group/artist.

ECMA TERMS & DEFINITIONS

Non-Export-Ready (Emerging/Developing)	<ol style="list-style-type: none">1. Must have three (3) recorded tracks (demos are acceptable).2. Have not had significant exposure and have not toured outside of Atlantic Canada.3. Do not meet all of the criteria for Export Ready Artists as defined by ECMA.4. Artists have not released more than two (2) full-length recordings commercially.
Pre-Order	Recordings will also qualify if they are available for pre-order online no later than October 8, 2021. Pre-ordered recordings (digital and/or physical copies) must be available by December 31, 2021. ECMA may request proof of transaction.
Promo-only singles	Advanced copies of the single(s) distributed solely for the purpose of promotion of an upcoming release and are not yet available for public purchase/streaming.
Public/Industry recognition	Recognition via radio play, video play, web hits and streams, music press, blogs, awards, podcasts, virtual shows, etc.
Recording	A recording as outlined by ECMA refers to recorded music (EP/full-length recording/single) that you are including in your submission. Please ensure your submission meets all screening and eligibility requirements (note categories that require a <u>full-length recording</u>).
Release date	A release date constitutes the date a recording is commercially released. Please note that at least (50%) of the tracks on a recording must be of previously unreleased cuts.
Single	A stand-alone track that is released for purchase and/or public performance.
Tour	ECMA defines a tour as consisting of a series of at least six (6) paid public performances taking place at different locations. Please note that artists will be required to provide a list of tour information (past and upcoming; eg. upcoming bookings and professionally booked livestream shows) in which must be in representation of the applicant group/artist.