



midem[®]
connected by music

The Midem Artist Accelerator 2017

FAQ

WHAT IS THE MIDEM ARTIST ACCELERATOR?

The **Midem Artist Accelerator** is the 1st international career booster for emerging talent designed to support managers, agents, labels and publishers as they look to grow their artists' profiles globally.

The **Artistic Committee**, made up of key influencers of the music ecosystem, will be selecting the **international upcoming talent** that will take part of the special programme.

All Finalists selected by the Artistic Committee will play live at Midem and receive a selection of curated networking, learning and coaching sessions with a specific focus on monetization and export.

Midem 2017 edition will take place on **6-9 June, Cannes, France**.

WHY SHOULD I APPLY?

The Midem Artist Accelerator is the opportunity to take your artist to the next level!

Midem will provide the finalists with the following:

PLAY LIVE ON THE MIDEM BY NIGHT MAIN STAGE

- **A live showcase at Midem** in front of delegates & general public
- State-of-the-art facilities for **PA/light/stage**
- Standard **backline** (including: bass amplifier, guitar amplifier, drum, micro and micro stand)
- **Professional assistance** by our technical & logistic team
- **Administrative formalities and artist's salary**

ACCESS TO MIDEM TOOLKIT TO SUCCESS

- As a performing artist, **get free access** to the four action packed days of Midem and all Midem facilities
- Access to **MyMidem** - the online data base & matchmaking platform - which allows you to network with other delegates and manage your schedule before arriving to Cannes
- Receive a **tailored professional journey through Midem** key conferences, sessions and concerts

CONNECT WITH THE MUSIC ECOSYSTEM

- **Access to the VIP Club** for one participant throughout the four days of Midem
- **Free registration to the Global Synch & Brands Summit** for one participant (label or publisher of the artist/band). Meet with leading music supervisors, leading senior executives, as well as active buyers from film, TV, gaming, agencies and brands (upon invitation only, with a limited capacity up to 100 seats).



midem[®]
connected by music

LEARN AND GET INSPIRED

- **One to one sessions** with our experts in publishing, marketing, strategy, legal, social media, etc.
- **Mentoring sessions** with members of the Artistic Committee
- **Access to free legal advice at Midem with IAEL** (International Association of Entertainment Lawyers)
- **Dedicated workshops** with selected partners

GET MASSIVE EXPOSURE

- **1 track on the official Midem 2017 compilation**
 - **Player** sent prior to the Midem database (including international A&R, media, synch, agents, festivals, advertising pros)
 - **Vinyl Compilation** distributed to the VIP (top personalities of the music industry and officials including keynote speakers, industry leaders, major media outlets, artists, officials) & to the Press
- **Promotion on Midem communication tools:**
Print, online and app as well as through Midem community
 - **Midem At A Glance** distributed at the Palais and in the hotels
 - **Midem.com**
 - **Midem newsletter**
 - **Midem direct marketing campaign**
 - **Midem App**
 - **Midem YouTube Channel**
 - **Social Media**
- **Cross-Promotion by the Midem partners, among other**

SUBMISSION & SELECTION

Who can apply?

The Artist Accelerator is open to all bands, managers, publishers, labels, agents and promoters from around the world who would like to submit an artist/band to benefit from this programme that fit the selection criteria.

What are the criteria for selection?

An artist/band must:

- Be 18 years old or over;
- Be an individual artist or a band;
- Have a dedicated professional supporting team (manager, label, agent etc.);
- Justify media coverage & solid presence on social networks;
- Have a recording or publishing deal;
- Have a minimum of 5 official live performances booked between 2016 – 2017;
- Present a career development strategy (including export) with concrete short and long term objectives.

What is the process?

All requests go through a selection process:

- **STEP 1:** Submissions will initially be reviewed by the Midem team.
- **STEP 2:** The finalists will be selected by the Artistic Committee.



- STEP 3: The TOP finalists will be selected by the Midem Community / One “Coup de Coeur” will be selected by the Artistic Committee

What is required?

- The artist/band must be available to attend Midem, 6 to 9 June 2017 in Cannes, France. The detailed programme of all sessions will be communicated during April 2017.
In case the artist/band cannot stay the whole duration of the event, at least one person of the team (preferably the manager) must remain available to be eligible to the programme.
As the case may be, the artist/band is requested to arrive in Cannes at least one day to performing for technical requirement and rehearsal scheduling.
- The artist/band must be available to perform at Midem in Cannes, France on the date allocated by the Midem team for the showcase. The date and schedule of the showcase will be communicated by the Midem team once the programme is confirmed.
- The artist/band is requested to handle visa formalities when needed.
- The artist/band is to provide Midem with all administrative documentation before mid-April 2017.
- The artist/band manager must ensure that each performing artist signs a contract with Midem before performing

How to submit?

All submissions must be made online via the midem.com.

Are there application cost?

- There is no cost for entering the competition.
- The artist/band must cover all national and international transport costs
- The artist/band must cover all accommodation* costs including meals and per diem

**Midem's Accommodation team is available to help and guarantees the best accommodation rates in Cannes. Book your accommodation via the Midem online platform and find your accommodation within easy reach to the Palais des Festivals. Whatever your preferences, our accommodation department have secured the lowest rates (apartment, 1-5 star hotels...).*

More info: hotel.midem@reedmidem.com

- Midem will provide you with a list of technical specifications and backline available once the date and timing of the showcase will be confirmed. For any specific technical requirements. (Technical material, instruments, staff requirements, etc.), a quotation can be requested to the Midem team and will remain at the artist/band's expense.



midem[®]
connected by music

What are the key dates and deadlines?

- Call for entries: **30 November 2016.**
- Deadline for submissions: **5 February 2017.**
- Announcement of the finalists: **End of March/Early April 2017.**

All applying artists/bands will receive a confirmation email specifying whether the participant has been selected or not

More questions?

Please [contact us!](#)