



# Midem Talent Exporter

## 2020 Edition

### FAQ

#### WHAT IS THE MIDEM TALENT EXPORTER

**Midem Talent Exporter** is the artists' ultimate music accelerator for international expansion! Introducing Midem Talent Exporter, an original format of matchmaking live that will shine a light on the most promising **"export ready" upcoming talent** and allow them to **meet with the finest international talent buyers** of this time (incl. agents, promoters, festivals, PR, curators, music editors and A&R) as well as **10 music supervisors** with the clear objective of **building concrete business partnerships**. Midem Talent Exporter is a real door opener for artists to unparalleled chances of meetings across geographies as well as **access to a solid educational programme** within the Artist Hub, **great network** with the global music community and discovery of **the latest artists' services**.

It will take place during the Midem 2020 edition from **2 to 5 June 2020 in Cannes, France**.

#### WHY SHOULD I APPLY?

**Midem Talent Exporter is the unique chance for artists to:**

- **Meet with talent buyers & music supervisors** from around the world
  - During a speed-meeting live of 20min, in the intimate set up of the Midem Beach Day Stage, including a pitch and a live showcase with stage of the art facilities (PA/light/stage/basic backline/professional crew) in front of agents, promoters, festivals, curators, media, PR, music editors and A&R across geographies
  - During the Global Sync & Brands Summit to meet with leading music supervisors, leading senior executives, as well as active buyers from film, TV, gaming, agencies and brands (one registration for the artist's label or publisher / upon invitation only, with a limited capacity up to 100 seats).



- **Learn** all about talent development through the *Artist Hub* educational programme, built in association with the International Artist Organisation;
- **Network** with the global music community at the phenomenal *Midem Beach*, a new chill out and creative space at the heart of the French Riviera;
- **Discover the latest artists' solutions** to boost artists' career at the new *Artist & Label Services Forum*, a global platform that gathers innovative services for production, funding, marketing, sales & promotion, rights management, etc.
- **Be shortlisted** to integrate (submit to partners' approval)
  - Great programmes for artists developed with partners: Songwriting Camp, Recording Studios, etc.
  - Exclusive workshops organized by leading music industry brands : Spotify, etc.
- **Get massive exposure**
  - **Promotion on Midem communication tools**  
Print and online as well as through Midem community
    - **Midem At A Glance** distributed at the Palais and in the hotels
    - **Midem.com**-(230K unique website visitors)
    - **Midem newsletter** (50K qualified contacts)
    - **Midem direct marketing campaign**
    - **Midem YouTube Channel**
    - **Social Media** (94K fans and followers)
  - **Cross-Promotion by the Midem partners, among other**
- **Access to Midem qualitative online data base & matchmaking** recommendation tool - which allows you to network with other delegates and manage your schedule before arriving to Cannes

## SUBMISSION & SELECTION

### Who can apply?

Midem Talent Exporter 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 should:

- Be an individual artist or a band;
- Be 18 years old or over;
- Demonstrate from a creative personality / attitude;
- Present original musical creation (audio and/or video). No sampling or unauthorized use of copyright protected material accepted. The track(s) can be acoustic, electronic, instrumental or featuring voices;
- Have a dedicated professional supporting team, at least one person (manager, label, agent etc.);
- Be represented by a company (label, publisher, agent or the artist himself if he holds a legal entity);
- Have a minimum of 5 official live performances booked between 2019 – 2020;
- Justify media coverage & solid presence on social networks;
- Present a career development strategy (including export) with concrete short and long term objectives; Look for potential partners, especially for export

### What is the process?

All requests go through a selection process:

- STEP 1: Call for entries free and open to all.
- STEP 2: Submissions will be reviewed by the Midem team to select the artists/bands that will take part to the programme

The selection will be made on the following criteria:

- Artistic merit
- Development strategy
- Export potential
- STEP 3: The selected artist/BAND will be informed of his/her/its selection by email by the Midem team to participate to the programme Mid-April the latest.

### What is required?

- All selected artists (including musicians and technicians when relevant) must be registered to Midem at the special rate of €295;
- All members of the selected artists' entourage must be registered to Midem at the regular rate;
- All selected artists (including musicians and technicians when relevant) must be employed by a company or self-employed (for EU members) during the date of the programme;
- The selected artist/band must be available to attend Midem, 2 to 5 June 2020 in Cannes, France. The detailed programme of all sessions will be communicated during May 2020 the latest;

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 before performing for technical requirement and rehearsal scheduling.



- The artist/band is requested to handle visa formalities when needed.
- The artist/band is to provide Midem with all administrative documentation, requested authorization and proof before early April 2020.
- The artist/band representative must ensure that each performing artist and technician (when relevant) signs an employment contract ongoing during the date of the programme;
- The artist/band will be responsible for all expenses while attending MIDEM (accommodation, flights, transfers, expenses on site and other costs and expenses of attending and participating in all aspects of the event).

### How to submit?

All submissions must be made online via [midem.com](http://midem.com).

### Are there application cost?

- There is no cost for entering the call for entries.
- The artist/band/artist representative must cover Midem registrations
- 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@b-network.com](mailto:hotel.midem@b-network.com)

- Midem will provide you with a list of technical specifications and backline available once the date and timing of the demo 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.

### What are the key dates and deadlines?

- Call for entries: **early January 2020**
- Deadline for submissions: **1 March 2020**
- Announcement of first round of selected artist/band: **Mid-March 2020**
- Announcement of second round of selected artist/band: **Mid-April 2020**

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

### More questions?

Please [contact us!](#)