



Canadian Independent Music Association

## CIMA at A2IM Indie Week - June 2018

In 2018, the American Association of Independent Music (A2IM) hosted the 13<sup>th</sup> edition of A2IM Indie Week in New York City from June 19-21. The event attracted over 900 delegates from 14 countries. A small delegation of CIMA members were invited to A2IM's business conference with other WIN member delegations.

CIMA's business development mission to NYC included ten Canadian independent music companies and five Canadian artists invited to showcase. This mission was an excellent opportunity for labels and managers to network with key contacts across a variety of industries.

- **Canadian Presence:** CIMA's delegation to A2IM included the following 10 companies: Pandymonium Management (ON), Atwell Music (ON), Dare to Care Records (QC), Halifax Pop Explosion (NS), Tonic Records (BC), Cadence Music Group (ON), 902HIPHOP (NS), Balsam Pier Music (ON), Sonic Unyon Records (ON) and Lisbon Lux Records (QC). The schedule of events included panel sessions, networking receptions and one-on-one meetings focusing on distribution, label services, sync licensing, brand partnership, digital marketing, etc. CIMA partnered with M for Montreal, Dutch Music Export, Dutch Culture and the Canadian Consulate of Canada in New York to present a networking reception and showcase featuring 5 Canadian artists: Basement Revolver (ON), Geoffroy (QC), Paupiere (QC), Lost Cousins (ON) and Le Couleur (QC). CIMA's delegation also had the opportunity to participate in a Sync Summit in New York City post-A2IM Indie Week.
- **Marketing & Promotion:** Marketing efforts included social media posts: Facebook, Twitter and Instagram, as well as an event page and call outs featured on the CIMA website pages dedicated to our mission to A2IM.
- **Outcomes:** Post survey results indicated that the Canadian companies made 164 new contacts and met with 77 existing contacts while at A2IM Indie Week. Participants took 170 meetings and reported starting/finalizing up to 28 deals for \$173,000 in real or potential revenue over the next 36 months.



A2IM Indie Week



Lost Cousins Showcasing at Pianos