



Canadian Independent Music Association

CIMA at A2IM Indie Week

Due to COVID-19, A2IM Indie Week moved their conference online. CIMA partnered with Indie Week to cover the cost of badges for member companies.

- **Canadian Presence:** 15 CIMA member companies participated in the conference which included B2B matched meetings, panels, information sessions and more. Participating companies included: Alma Records (ON), CLK Creative Works (ON), Eggplant Ent (ON), Fallen Tree Records(AB), Hopeful Tragedy Records (QC), Indie Montreal (QC), Indoor Recess (ON), Mint Records (BC), Nettwerk Music Group (BC), Paquin Ent (ON), Resonance Mgmt (ON), Play Records (ON), Six Shooter Records (ON), Slammin Media (ON) and The Management Trust (ON).
- **Marketing & Promotion:** Specific marketing and promotion initiatives included: press and promotion through the CIMA website, newsletter and social media properties prior to and during the event.
- **Outcomes:** Participants reported starting/finalizing up to 10 deals for \$50,000 in real or potential revenue over the next 36 months.

