

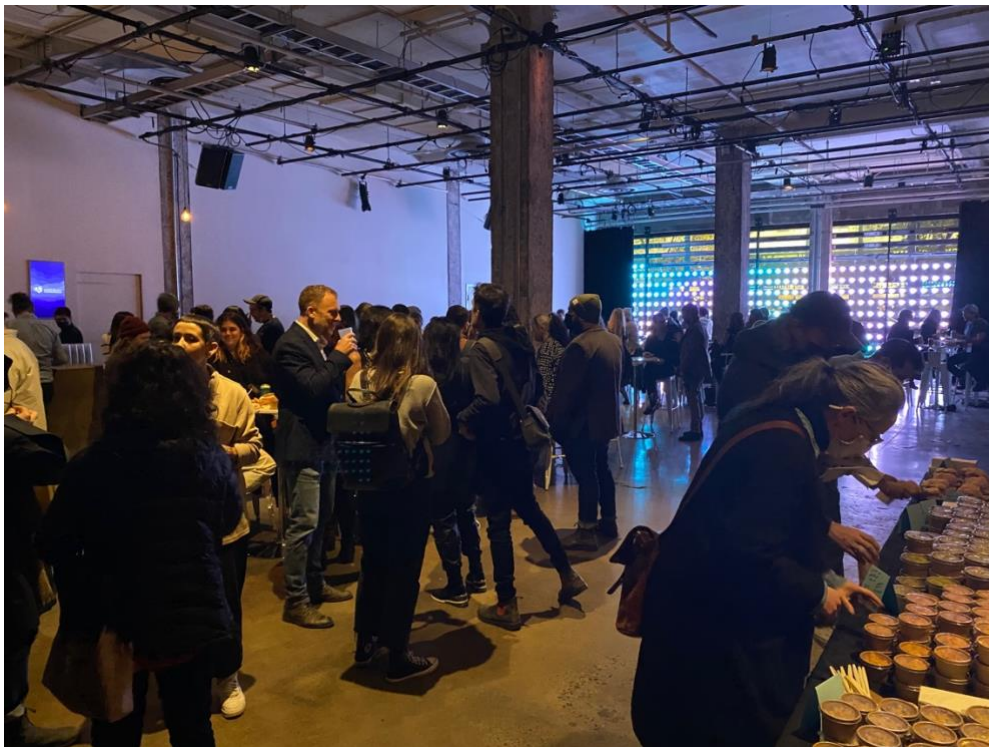


Canadian Independent Music Association

## CIMA at M for Montreal 2021

CIMA, in partnership with M for Montreal, presented the “We’re All Canadians, After All” networking mixer on Friday, November 19. The event was open to badge holders of the conference. In total over 70 industry delegates attended the networking mixer.

- **Canadian Presence:** CIMA brought 6 industry delegates from Ontario to attend the business and showcasing events during M for Montreal: High Priestess Publishing, Cadence Music, Stump Media, Wracket Music, Tiny Kingdom and Double Denim Management.
- **Marketing & Promotion:** Specific marketing and promotion initiatives included: press and promotion through the CIMA and M for Montreal websites, newsletter and social media properties prior to and during the event.
- **Outcomes:** Canadian participants reported making 70 new contacts and meeting with 53 existing contacts during M for Montreal. Participants took 42 meetings which resulted in 7 deals worth an estimated \$15,000 over the next 36 months.



**We’re All Canadians, After All Networking Mixer**