



Canadian Independent Music Association

CIMA at A2IM Indie Week - June 2016

In 2016, the American Association of Independent Music (A2IM) hosted the 11th edition of A2IM Indie Week in New York City from June 13-16. The event attracted over 820 delegates – including A2IM members from the states as well as international guests from 15 countries. CIMA members were able to sign-up in all aspects of the A2IM programs they chose: information sessions, panels, network sessions and one-on-one pre-arranged meetings.

CIMA's business development mission to NYC included six Canadian independent music companies and one Canadian artist 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 six companies: LAFAB Musique (QC), Musik Iz The Motive Entertainment (ON), Popturu Sound and Vision Ltd (ON), Secret City Records (QC), Simone Records (QC) and Sonic Unyon Records (ON). 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. Reeperbahn Festival, a sponsor of A2IM, held a showcase during the festival, which featured international artists as well as Canadian group Grand Analog (Popturu Sound and Vision).
- **Marketing & Promotion:** A CIMA Stand was set up in the Indie Week Networking area giving the CIMA delegation an opportunity to display their promotional materials. 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 47 new contacts while at A2IM Indie Week. Participants took 53 meetings and reported starting/finalizing up to 14 deals for \$75,000 in real or potential revenue over the next 36 months.



Canada at A2IM 2016



Grand Analog perform Reeperbahn Showcase (NY)