



Canadian Independent Music Association

## CIMA at A2IM Indie Week - June 2019

In 2019, the American Association of Independent Music (A2IM) hosted the 10<sup>th</sup> annual edition of A2IM Indie Week in New York City from June 17-21. A small delegation of CIMA members were invited to A2IM's business conference with other WIN member delegations (AIM, BureauExport/France Rocks, Music from Ireland, Music Norway and Sounds Australia).

CIMA's business development mission to NYC included ten Canadian independent music companies and four 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: More Music Management (ON), Indoor Recess (ON), Six Shooter Records (ON), Watson Entertainment (ON), Dine Alone Records (ON), Cadence Music Group (ON), CLK Creative Works (ON), Muzik Iz The Motive (NS), Royalty Records (ON) and Lisbon Lux Records (QC). The schedule of events included panel sessions, networking receptions and one-on-one meetings, 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 Happy Hour networking reception and Canadian and Dutch showcase at Pianos on June 18 featuring 4 Canadian artists: Claudia Bouvette (QC), Radiant Baby (QC), Russell Louder (NS) and SATE (ON).
- **Marketing & Promotion:** Marketing efforts included a full page ad for the Canadian and Dutch showcase in the A2IM Indie Week program guide as well as 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 186 new contacts and met with 97 existing contacts while at A2IM Indie Week. Participants took 133 meetings and reported starting/finalizing up to 43 deals for \$122,000 in real or potential revenue over the next 36 months.



A2IM Indie Week Program Guide



Radiant Baby at the Canadian/Dutch Showcase