



Canadian Independent Music Association

CIMA at A2IM Indie Week 2021

A2IM Indie Week, held annually in New York City, went virtual again in 2021 from June 14-17. The conference brought participants its usual high-level programming in a digital environment. The platform allowed delegates to take part in executive one-on-one meetings and access panel discussions with over 120 industry experts.

CIMA, in partnership with A2IM Indie Week, purchased a group of conference badges for our members.

- **Canadian Presence:** In total, 26 Canadian companies participated in A2IM Indie Week 2021: RAS Creative (MB), Acronym Records (ON), Indoor Recess (ON), Believe (ON), CCS Rights Management (ON), LHM Records (NL), Arthaus Media (ON), Hurry Hard Records (AB), Cadence Music Group (ON), Boonsdale Records (ON), Willow Sound Records (ON), XL the Band (BC), Play Records (ON), Mint Records (BC), Fallen Tree Records (AB), Tiny Kingdom (BC), AHI Music (ON), More Music Management (ON), Secret City (QC), Eggplant Ent (ON), Slammin' Media (ON), Hopeful Tragedy Records (QC), Lisbon Lux Records (QC), Music NB (NB) and CLK Creative Works (ON).
- **Marketing & Promotion:** Specific marketing and promotion initiatives included: press and promotion through the CIMA website, newsletter and social media platforms prior to and during the event.
- **Outcomes:** Canadian participants reported making 56 new contacts and connecting with 55 existing contacts during A2IM Indie Week. Participants took 38 one on one meetings which resulted in 4 deals that had a potential revenue of \$110,000 over the next 36 months.
- **Ontario Outcomes:** In total 14 Ontario based companies participated in the business events during A2IM Indie Week. Ontario companies reported making 30 new contacts and connecting with 21 existing contacts. Participants took 19 meetings which resulted in 1 deal worth an estimated \$60,000.

