



Canadian Independent Music Association

CIMA at A2IM Indie Week - June 2022

In 2022, A2IM returned for an in person edition of A2IM Indie Week in New York City, NY from June 13-16. A virtual component of the conference was also made available for participants. A 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). This year, Ontario Creates, in partnership with CIMA and Music Publishers Canada, held a Music and Screen Luncheon on Monday, June 13 for Canadian and US delegates.

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 12 delegates from 11 companies: Mint Records (BC), Arts & Crafts (ON), Grant Creativity (ON), ArtHaus Music (ON), Laughing Heart Music (NL), Indoor Recess (ON), Tiny Kingdom (BC), Aporia Records (ON), eEK! Productions (ON), Indie Week (ON) and Six Shooter Records (ON). The schedule of events included panel sessions, networking receptions and executive one-on-one meetings, label services, sync licensing, brand partnership, digital marketing, etc.
- **Marketing & Promotion:** Marketing efforts included a social media posts: Facebook, Twitter and Instagram, as well as e-mail blasts and an event page featured on the CIMA website dedicated to our mission to A2IM.
- **Outcomes:** Post survey results indicated that the Canadian companies made 163 new contacts and met with 76 existing contacts while at A2IM Indie Week. Participants took 126 meetings and reported starting/finalizing up to 20 deals for \$165,000 in real or potential revenue over the next 36 months.



Music & Screen Luncheon in New York City