



Canadian Independent Music Association

CIMA at A2IM Indie Week 2015

Through our membership in the World Independent Network (WIN), the American Association of Independent Music (A2IM), CIMA (and other international WIN members) was offered the opportunity to participate in the annual A2IM Indie Week, held June 23-25 in New York City. CIMA members were able to participate in any and all aspects of the A2IM program that they chose to sign up for, from information sessions, to panels, network sessions and one-on-one pre-arranged meetings.

A delegation of seven Canadian companies plus representatives from Canadian Music Week and CIMA attended. The 2015 A2IM Indie Week conference reported over 850 delegates from 15 countries and 24 states, offering CIMA members the opportunity to connect with independent label members of A2IM and international independent organizations as well as the broader New York music market.

- **Canadian Presence:** CIMA's delegation to A2IM included the following seven companies: Aporia Records (ON), Believe Digital (ON/QC), Hopeful Tragedy Records (QC), More Music Management (ON), Popguru Sound & Vision (ON), Secret City Records (QC) and Simone Records (QC) as well as Canadian music festival, Canadian Music Week (ON) The schedule of events included a YouTube workshop, one-on-one meetings, panel sessions, a networking brunch and targeted presentations at the Pandora and Rdio offices.
- **Marketing & Promotion:** A CIMA Stand was set up for 3-days in the Indie Week Networking area at the Tribeca Grand Hotel and featured two printed posters of the Canadian participants. 100 CIMA/Canadian company profile sheets were handed out to Stand visitors. The CIMA delegation was offered the opportunity to display their promotional materials at the Stand. Promotional efforts included social media posts: Facebook, Twitter and Instagram as well as an event page and call outs featured on the CIMA website dedicated to our mission to A2IM.
- **Outcomes:** Post survey results indicated that the Canadian companies made 190 new contacts and connected with 91 existing contacts while at A2IM Indie Week. Participants took 128 meetings and reported starting/finalizing up to 27 deals for \$385,000 in real or potential revenue over the next 36 months.



Canada Stand at A2IM



A2IM Panels