



Canadian Independent Music Association

## CIMA at A2IM Indie Week - June 2017

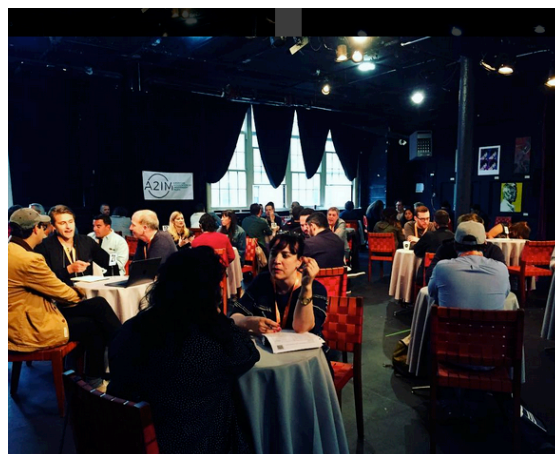
In 2017, the American Association of Independent Music (A2IM) hosted the 12<sup>th</sup> edition of A2IM Indie Week in New York City from June 5-8. The event attracted over 880 delegates from 14 countries, including 90 foreign delegates. A small delegation of CIMA members were invited to A2IM's business conference with other WIN member delegations.

CIMA's business development mission to NYC included seven Canadian independent music companies, eight Canadian delegates 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 seven companies: Hopeful Tragedy Records (QC), Leonty Creative (NB), Momentum Canada (NB), Noisemaker Management (ON), Pandyamonium Management (ON), Secret City Records (QC) and Six Shooter 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. For the second year in a row, Reeperbahn Festival held a showcase during the festival, which featured international artists as well as Canadian artist Megan Bonnell (Noisemaker Management).
- **Marketing & Promotion:** 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 241 new contacts while at A2IM Indie Week. Participants took 167 meetings and reported starting/finalizing up to 45 deals for \$1,130,000 in real or potential revenue over the next 36 months.



Megan Bonnell Reeperbahn Showcase



One-on-One Meetings during A2IM