



Canadian Independent Music Association

## CIMA at POP Montreal 2015

POP Montreal International Music Festival, a not-for-profit cultural event, is held annually in Montreal and presents more than 400 artists to audiences of over 50,000.

In September 2015, CIMA returned to POP as a sponsor of POP Montreal's business symposium and hosted a panel "Click Here Please: Get Streamed" on September 17<sup>th</sup> that delved into the topic of streaming - who was profiting from streaming and how they were doing it. The panel featured five panelists: Mark Kates (Fenway Recordings), Sean Bohrman (Burger Records), Dorothee Parent-Roy (Believe Digital), Nathan Waszniak (Spotify Canada), and William Rondeau (Manager, Milk and Bone). There were 41 delegates in attendance.

CIMA also hosted an Industry Mixer on September 18<sup>th</sup> that was attended by 57 delegates.

**Marketing & Promotion:** POP Montreal sent email blasts to its 12,000 subscribers, 2,600 Facebook friends, and 50,000 Twitter followers to promote the CIMA events. As well, CIMA included this event on our website. Our print Ad in the POP Montreal program reached 25,000 persons.

 |  CIMA presents  

*Click This, Please;  
Getting Streamed*  
Panel Discussion on September 17 | 12hr

*Industry Mixer* September 18 | 16hr  
3450 St Urbain

CIMA helps grow your business.  
New members welcome.  
Visit [cimamusic.ca/membership](http://cimamusic.ca/membership) or contact [rosalyn@cimamusic.ca](mailto:rosalyn@cimamusic.ca)

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