



Canadian Independent Music Association

CIMA at New Skool Rules 2017

CIMA returned to Rotterdam in May for the 2017 edition of New Skool Rules, the largest international Hip Hop and R&B music conference in the world. The 5th edition of the conference took place from May 19-21 in the Netherlands where industry professionals from over 30 countries networked and shared their experiences and skills through showcases, master classes and workshops. This was the third time that CIMA participated at New Skool Rules, having attended in both 2013 and 2015.

2017 marked the biggest CIMA business and showcase mission to date, with 13 Canadian artists performing at two showcase series, a hip hop showcase and an RnB showcase. On the business side a Meet the Canadians event, in the format of a B2B speed dating session was organized and the Canadian delegation was featured on various panels. Networking receptions were also held each evening prior to the Canadian Blast showcases.

- **Canadian Presence:** The showcasing artists were: DJ Power (ON), AHI (ON), JENNA (ON), Tessa (ON), D'Eve Archer (ON), DGS Samurai Champs (SK), McEvoy (BC), King Bliss (ON), Myer Clarity (ON), D.O (ON), Quake Matthews (NS), Monique Spence (ON), iLLVibe (ON) and Devontee (ON). The Canadian delegation included: Akashic Rekords (ON), Glatt Music Inc (ON), Higher Life Music (BC), More Music Mgmt (ON), Northstarr Ent (ON), Trifecta Productions (SK) and 902HipHop (NS). In addition to the showcases, CIMA organized two pre-showcase networking receptions, a Meet the Canadians B2B speed-dating session where Canadian delegates met with delegates from the international community and a post-New Skool Rules networking cruise in Amsterdam where the Canadian delegation met with 20 international delegates. CIMA also participated in a Meet the Canadians panel hosted by New Skool Rules.
- **Marketing & Promotion:** The promotional efforts included: Two customized New Skool Rules e-blasts to participating delegates and panel members, a ½ page ad in the official New Skool Rules program guide, two pull up banners which were backdrops for the Canadian Blast showcases. This was in addition to social media promotion as well as event features on the CIMA website.
- **Outcomes:** The two Canadian Blast showcases were sold out on both evenings. Our survey results indicate that participants in this mission met with 270 existing and new contacts while at New Skool Rules, while booking 66 meetings. Out of these meetings, participants reported starting and/or finalizing 36 business deals. According to the participants, the real and expected revenues associated with these deals over the next 36 months are \$113,000.



iLLVibe Canadian Blast showcase



New Skool Rules Delegation