



Canadian Independent Music Association

## CIMA at New Skool Rules 2018

CIMA returned to Rotterdam in May for the 2018 edition of New Skool Rules, the largest international Hip Hop and R&B music conference in the world. The 6<sup>th</sup> edition of the conference, now held yearly, took place from May 18-20 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 fourth time that CIMA participated at New Skool Rules, having attended in both 2013, 2015 and 2017.

Thirteen Canadian artists performed 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 two networking receptions were also held each evening prior to the Canadian Blast showcases. A post New Skool Rules event was held in Amsterdam, where CIMA's delegation participated in a networking cruise and showcase.

- **Canadian Presence:** The showcasing artists were: GNA (ON), Mackenta (ON), Ambre McLean (ON), Witch Prophet (ON), Mo'Spence (ON), Jred Da Poet (ON), Astin Clark (ON), Casper Marcus (ON), Myer Clarity (ON), iLLVibe (ON), Viisi (MB), EPDMC (NS) and D.O (ON). The Canadian delegation included: Pipe & Hat (MB), Northwood Music (ON), Atwell Music (ON), BreakOut West (MB) and Motive Music Canada (ON). 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 international delegates. CIMA also hosted a post-New Skool Rules showcase in Amsterdam.
- **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 200 existing and new contacts while at New Skool Rules, while booking 65 meetings. Out of these meetings, participants reported starting and/or finalizing 17 business deals. According to the participants, the real and expected revenues associated with these deals over the next 36 months are \$9,500.



Program Ad



Myer Clarity at Canadian Blast Showcase