



The American Association of Independent Music ("A2IM", www.a2im.org) is the **non-profit** trade organization representing a diverse community of independent music labels **seeking fairness, equitable treatment, and improved business conditions** in the marketplace where we account for 30% of recorded sales (38% of digital sales). Our members support and receive the benefits of our services: **advocacy, commerce opportunities, and member services** which include networking events, general business advice, education about issues facing indie labels, and **special offers and discounts** to many important music industry conferences. We are funded by and serve the interests of our members and invite you to "join the fight for independents" by becoming an active member of A2IM. To become a member, visit our website to submit a membership inquiry and you will be contacted by an A2IM staff member.

For each of our members, **A2IM is an "extra employee"** that is focused on:

- * **important issues** that individual members may not have time to pay attention to or the clout to affect
- * **discount offers** for our members to industry conferences or for services to improve their business
- * building a strong **community** within which our members can network and learn from one another
- * **increasing the profile** of independent labels as a commerce partner helping tangibly improve our members' bottom line
- * achieving **equitable treatment** for the Independent community on par with the largest companies in our industry and speaking out when our members are not treated fairly

Powerful, articulate lobbyists are spending MILLIONS of dollars right now, trying to convince Congress and consumers that music labels and artists should receive less than fair royalties or no royalties at all for the commercial use of their music. Groups representing every facet of our industry know that **the whole game is changing** and that the successful navigation of this altered landscape is crucial to the survival of music labels. The next few years will reveal the most critical and sweeping economic changes in the history of the music industry. The music dollar is being completely re-divided as we speak. Historically, the Independent music sector has been under-represented or ignored when important decisions affecting our industry have been made and the Independents have almost always had to accept leftovers or lesser terms as a result. That isn't the case anymore. **INDEPENDENTS MEAN BUSINESS!** A2IM's motto is, "**A2IM: working every day to improve the business of Independent labels**". A2IM is here to make sure that message is heard in every discussion, at every industry conference, and by every potential business partner. Our members shape our agenda. **Become a member and have a voice actively participating in the future health of your business!**

The priority of the benefits for A2IM members varies with each member. Our agenda is very broad and where we're most valuable depends upon the interests and needs of each member. A2IM is an inclusive organization with members ranging from single artist, self-releasing entrepreneurs to established music brands. We ask no member to relinquish their independence nor is any member obligated to participate in anything they don't want to. We provide opportunity, a platform, and special offers for our members and each makes their own decisions.

Visit our website (www.a2im.org) to read about specific initiatives and learn more about us or contact A2IM VP, Jim Mahoney (jim@a2im.org or 212 999 6113 x2) or A2IM Director of Membership Services, Jennifer Masset (jen@a2im.org or 212 999 6113 x4) to speak about your specific concerns or interests.