



# A2IM Overview & Associate Membership Benefits

A2IM's Associate Member Program (or "AMP") is designed for companies to have a portal to the American Independent label community. These members comprise of service or solution providers who do business with, rely upon, or otherwise support the Independent music community.

Associate Membership Includes...

## **Access to Key Industry Decision Makers**

- A2IM provides a platform for introductions to over 400 of the top Independent music labels.
- Two yearly spotlights highlighting your organization on A2IM.org and in our weekly member newsletter and social media.
- Priority Invitations for co-branding and sponsorships with A2IM and our member companies at high profile industry events.

## **Exclusive Access to A2IM Networking Events**

- Networking Opportunities for A2IM members include priority interactions with key industry decision makers at A2IM events, SXSW, MIDEM, Reeperbahn and more.
- Annually, A2IM hosts 20+ networking events in 15 cities across 3 continents.
- Executive One-on-Ones are meetings in which members can connect through curated 15-20 min meetings. These One-on-Ones currently take place at Indie Week (NYC), SXSW (Austin), LA Synch Up (Los Angeles) and Reeperbahn (Hamburg).

## **Access to A2IM's Flagship Events**

- Indie Week is A2IM's global spotlight event, bringing together 800+ Independent music executives from the US and 15 countries (including Australia, Canada, France, Norway, UK, and more). Indie Week is four days of industry panels, workshops, one-on-ones, networking events, and more.
- The Libera Awards, the capstone on Indie Week, is A2IM's annual award gala celebrating and honoring Independent milestones and extraordinary music. Dinner, performances, networking party.

## **Special Offers & Discounts**

- Membership gives you access to special discounts including registration at most music conferences.
- Recent discounts have included SXSW (Austin), MIDEM (Cannes), All That Matters (Singapore), Music Biz (Nashville), Amsterdam Dance Event (Amsterdam) and many more.

## **Full Access For Your Team**

- A2IM Associate memberships grants the above opportunities to all employees of member organizations.

## **About A2IM's Associate Member Program**

A2IM Associate Members ("AMP") are an integral part of the music community. The Independent sector thrives with mutually beneficial relationships with a wide network of business partners; AMP opportunities continue grow as Independent label's businesses expand. Independent labels offer choice, competition, and a large pool of potential clients for our AMPs. When we work together, we strengthen the relationships between content owners and service providers. A2IM provides a platform on which to connect, to build relationships, and to develop commerce opportunities.

## About A2IM

A2IM (American Association of Independent Music) is a 501(c)(6) not-for-profit trade organization currently representing a broad coalition of more than 400 Independently-owned U.S. labels, and over 150 music service providers serving companies of all sizes, genres, and business models. A2IM works to improve the business of its members and the Independent music community through lobbying, commerce opportunities, networking events, member education, discounts to industry events and services, and by messaging special offers to our members. A2IM is uniquely positioned to serve as a central voice to reach its large, diverse community of influential Independent music labels, publishers, artist managers, and related service providers.

**Please note:** Associate Member dues are based on company size and business type but begin at \$2,500/year.

Visit our website ([www.a2im.org](http://www.a2im.org)) to read about specific initiatives and learn more about us.

**To join A2IM or discuss what we do, contact:**

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