



access

Music In Africa Conference
Collaborate | Exchange | Showcase

28-30 November 2019
Accra, Ghana



“One of the largest pan-African events for the music industry.”
– CISAC

“The only music industry event that has a specific focus
on the entire African continent and not just a region”
– Business Daily Kenya

“The most important pan-African event in terms of cross-border
cooperation and the exchange of experience and knowledge.”
– Frankfurter Allgemeine Zeitung

A man with short dreadlocks, wearing sunglasses, a black t-shirt with a yellow graphic, and black distressed jeans, is seated in a white modern chair. He is holding a red microphone in his right hand and gesturing with his left hand. The background is dark with some colorful light patterns.

The Music In Africa Conference For Collaborations, Exchange And Showcases, or simply ACCES, is a pan-African event for music industry players to exchange ideas, discover new talent and create business linkages.

OBJECTIVES

- to connect and promote exchange between music professionals from, or related to, Africa and its diaspora;
- to facilitate the discovery of African music talent & new opportunities;
- to provide reliable and useful information that promotes the African music sector and its operators;
- to encourage the creation of content by Africans, about Africa or related to Africa and its diaspora;
- to improve the distribution, accessibility and viability of African musical works;
- to strengthen music networks and collaboration on the continent;
- to encourage growth in the African music sector.

ACCES is held in a different African city every year.



DYNAMIC CONTENT

The ACCES conference programme offers world-class presentations, panel discussions, lectures and keynotes from the industry's most inspired thinkers, covering a wide range of current topics.



NETWORKING

ACCES offers innovative networking formats for attendees to efficiently connect and create meaningful business connections. These include curated one-on-one meetings, live events and interactive online tools.



SHOWCASES

The ACCES showcase programme is curated by top music professionals to offer an unforgettable experience led by Africa's most promising young musicians. The showcases offer a cross section of African genres and talent.

ACCES caters for both established and aspiring music professionals.



15+
networking
hours



1000
delegates



EXHIBITIONS

ACCES exhibitions provide the perfect opportunity for industry operators, such as service providers, labels and start-ups, to present their services to a wider audience.



WORKSHOPS

Training workshops complement the ACCES programme perfectly, targeting mostly emerging artists with customised content delivered by skilled thought leaders to build capacities in the industry.



AWARDS

The Music In Africa Honorary Award is given annually to recognise the outstanding contribution of notable musicians to their home country's industry and that of Africa as a whole.

WHY YOU NEED TO ATTEND

Wherever it is held, ACCES presents unique opportunities for the local industry.

- Connect with the African music industry
- Promote your work/business to a wider audience
- Meet local, regional and international professionals who are keen to do business
- Build new partnerships
- Join an active network of music professionals on the continent
- Gain new knowledge and discover talent
- Share your ideas



SPONSORSHIP OPPORTUNITIES

The Premium Sponsor package offers the widest range of unique benefits.



PREMIUM SPONSOR

(One sponsorship opportunity available)

- > 6m² bespoke display hub /lounge located at a premium spot in the venue, for product and service displays over 2 days. This comes with 1 couch 2 tables, 4 chairs, lighting, carpeting and WiFi.
- > 6-month premium advertising campaign on musicinafrica.net (worth €8 000)
- > Priority branding throughout the event
- > Logo on Premium Sponsors section in the printed programme page on the website
- > Logo in all outreach campaigns
- > Company write-up on website and in the printed programme
- > 4 advertorials on the website (English and French)
- > Credits and short speech during opening ceremony
- > Participation in press conferences
- > On-stage promotion by MC's
- > Inserts in conference bags
- > Access to the electronic conference database
- > Opportunity to participate on a panel
- > Logo in all AV loops
- > Special guest hospitality space at showcase events
- > Newsletter advertising and branding
- > Social media marketing
- > Discounted rates on accommodation
- > Advert in the programme

\$20 000

SPONSORSHIP OPPORTUNITIES (continued)

Expand your brand's footprint into the African music market by showcasing your professional pro-sound services as ACCES' official technical sponsor.





TECHNICAL SPONSOR

- 6m² bespoke display hub /lounge located at a premium spot in the venue, for product and service displays over 2 days. This comes with 1 couch 2 tables, 4 chairs, lighting, carpeting and WiFi.
- Brand visibility in all pre-event promotional, advertising and marketing materials.
- 6-month premium advertising campaign on musicinafrica.net (worth €8 000)
- Logo in all outreach campaigns
- 2 advertorials on the website (English and French)
- Company write-up on website and in the printed programme
- Participation in press conferences
- On-stage promotion by MC's
- Inserts in conference bags
- Access to the electronic conference database
- Logo in all AV loops
- Special guest hospitality space at showcase events
- Newsletter advertising and branding
- Social media marketing
- Discounted rates on accommodation
- Advert in the programme
- Priority branding throughout the event

You provide pro-sound equipment to ACCES (list provided by ACCES)




SPONSORSHIP OPPORTUNITIES (continued) 10

Be involved in ACCES's coolest showcases and networking activities.

 SHOWCASE SPONSOR	 NETWORKING SPONSOR
<ul style="list-style-type: none"> > Priority branding at all showcase events > Mentions as sponsor during all showcases > Logo on showcase flyers and AV loops > Priority exhibition package > 2-month premium advertising campaign on musicinafrica.net (worth €4 000). > Logo on website and printed programme. > Logo on Sponsors page on the website > Sponsor credits during opening ceremony > Conference bag inserts > Access to the electronic database > Discounted rates on accommodation > Panel-speaking Opportunity > Showcase products at the event 	<ul style="list-style-type: none"> > Priority branding at opening night > Priority branding in the networking areas (The net hub, restaurant and breakaway rooms) > 3-metre booth, chairs, a table and WIFI > 3-month premium advertising campaign on musicinafrica.net (worth €5 000) > Showcase products at the event > Logo in the printed programme > Logo on Sponsors page on the website > Sponsor credits during opening ceremony > Conference bag inserts > Access to the electronic conference database > Discounted rates on accommodation > Opportunity to participate on a panel
<p>\$8 000</p>	<p>\$6 000</p>

SPONSORSHIP OPPORTUNITIES (continued) ¹¹



Promote your business as a WiFi, refreshments or transport sponsor.

 WiFi SPONSOR	 REFRESHMENT SPONSOR	 TRANSPORT SPONSOR
<ul style="list-style-type: none"> ➤ Credited and branded on the website ➤ Credited and branded in the printed programme ➤ Write up about your services and deals on the website ➤ Banner at the venue ➤ 1-month premium advertising campaign on musicinafrica.net (worth €1 000) ➤ Opportunity to display your products at the event 	<ul style="list-style-type: none"> ➤ Credited and branded on the website ➤ Credited and branded in the printed programme ➤ Write up about your services on the website ➤ Banner at the venue ➤ 1-month premium advertising campaign on musicinafrica.net (worth €1 000) ➤ Opportunity to display your products at the event 	<ul style="list-style-type: none"> ➤ Credited and branded on the website ➤ Credited and branded in the printed programme ➤ Write up about your services on the website ➤ Banner at the venue ➤ 1-month premium advertising campaign on musicinafrica.net (worth €1 000) ➤ Opportunity to display your products at the event
<p>You provide and set up FREE conference WiFi</p>	<p>You provide refreshments (water, coffee, drinks or snacks)</p>	<p>You provide transport during the conference</p>

EXHIBITION & SPEAKING OPPORTUNITIES

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Our exhibition packages offer great exposure to both local and global audiences.

 PRIORITY EXHIBITOR	 INTERACTIVE EXHIBITOR	SPEAKING SESSION SLOT
<ul style="list-style-type: none">> You get a 3m x 3m exhibiting spot for 2 days with:<ul style="list-style-type: none">> 1 Table> 2 chairs> Logo on the website and printed programme> Free WiFi> Company profile on the website> Company profile included in our popular exhibitors newsletter to 35 000 people	<ul style="list-style-type: none">> You get 10 minutes to present your products or service in front of an audience. This comes with:<ul style="list-style-type: none">> Presentation screen> PA> Logo on the website and printed programme> Free WiFi> Company profile on the website> Company profile included in our popular exhibitors newsletter to 35 000 people	<ul style="list-style-type: none">> 45 minute speaking slot in the main hall> Logo on the website and printed programme> Write up about your services and deals on the website> PR and social media coverage> On-stage promotion (AV loops)> Bag insert> 1 advertorial
\$300	\$100	\$2000

HONORARY AWARD SPONSORSHIP

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The Music In Africa Honorary Award is given to an outstanding African musician annually to recognise their outstanding contribution to their home country's industry and that of Africa as a whole. Previous recipients: Baaba Maal (2017) and Eric Wainaina (2018).

An award sponsorship offers incredible value for your business. It enables you to capitalise on the combined brand value of ACCES, the Music In Africa brand and its network and organisational strengths, while allowing you to focus on your communications and marketing objectives for the event.



AWARD SPONSORSHIP BENEFITS

- Brand visibility in all pre-event promotional, advertising and marketing materials.
- Your company name and logo will be used during the Awards' outreach campaigns for maximising brand exposure.
- Company logo and profile on ACCES website. As the sponsor of the award, your company logo will be the website with a hyperlink to your company website.
- Branding at event - Your logo will be easily recognised and seen on event signage.
- Advertisement with your company profile in the programme.
- PR and social media coverage – Positive publicity will be generated with the sponsor's name included in pre-event and post- event press releases and social media coverage, including photos, videos and other media..
- Awards presentation – There will be an opportunity for the sponsor's representative to co-present the winner.
- On-stage promotion by the Master of Ceremonies
- Visual branding at the opening night ceremony. The sponsor's logo will be displayed during the presentation of the sponsored award category. The logo will also be played on AV loops.

\$10 000

STATS

EVENT

3
showcase nights

5000
total audience

100
senior music
industry reps

80
Speakers

70
Individual musicians

20
networking hours

40
countries represented

5
influencers (big name
artists & professionals)

50
exhibitors

20
networking hours

WEBSITE

450k
unique browsers

750k
pageviews

240k
Facebook
likes

35k
newsletter
subscribers

GET IN TOUCH



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For more information please visit www.musicinafrica.net/access