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# Music In Africa Conference Collaborate | Exchange | Showcase

25-27 November 2021 Johannesburg, South Africa



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

"ACCES is one of the continent's biggest music business event that goes to a different African city every year" – Afri-update

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







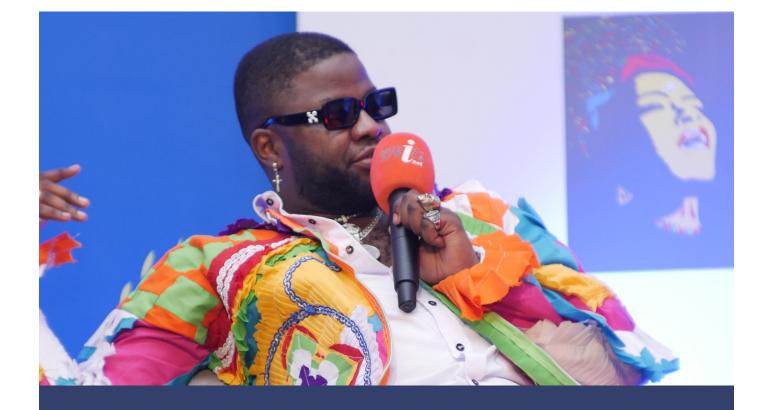
# **OBJECTIVES**

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.

> to connect and promote exchange between music professionals

# 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.



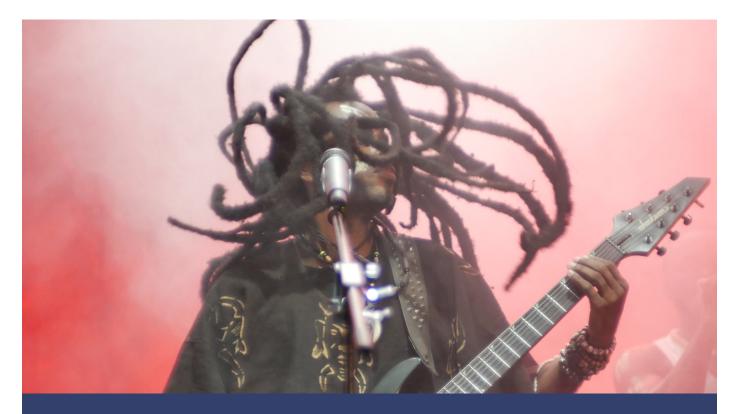
#### NETWORKING

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.

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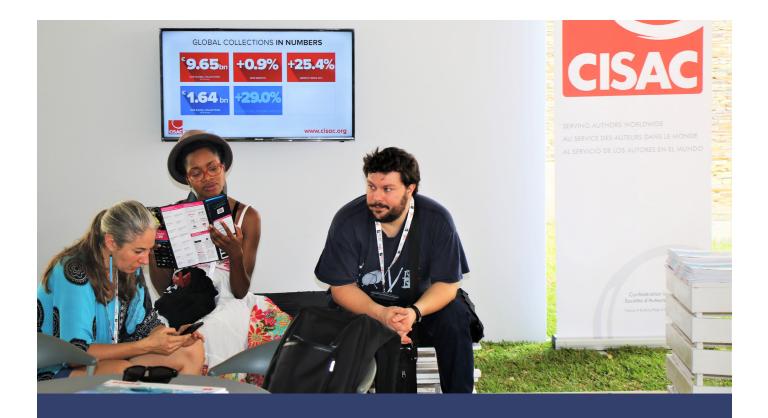




#### SHOWCASES

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.



#### **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)

- 6m<sup>2</sup> bespoke display hub /lounge >L 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

\$20 000

# **SPONSORSHIP OPPORTUNITIES (continued)**

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



 $> 6m^2$  bespoke display hub /lounge > Logo in all outreach campaigns

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)

- > 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

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

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- Logo in all AV loops
- Special guest hospitality space at showcase events
- > Newsletter advertising and branding
- Social media marketing
- Discounted rates on accommodation
- > Priority branding throughout the event

# SPONSORSHIP OPPORTUNITIES (continued)

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

# SHOWCASE SPONSOR

- 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

### \$8 000



- 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

# SPONSORSHIP OPPORTUNITIES (continued)

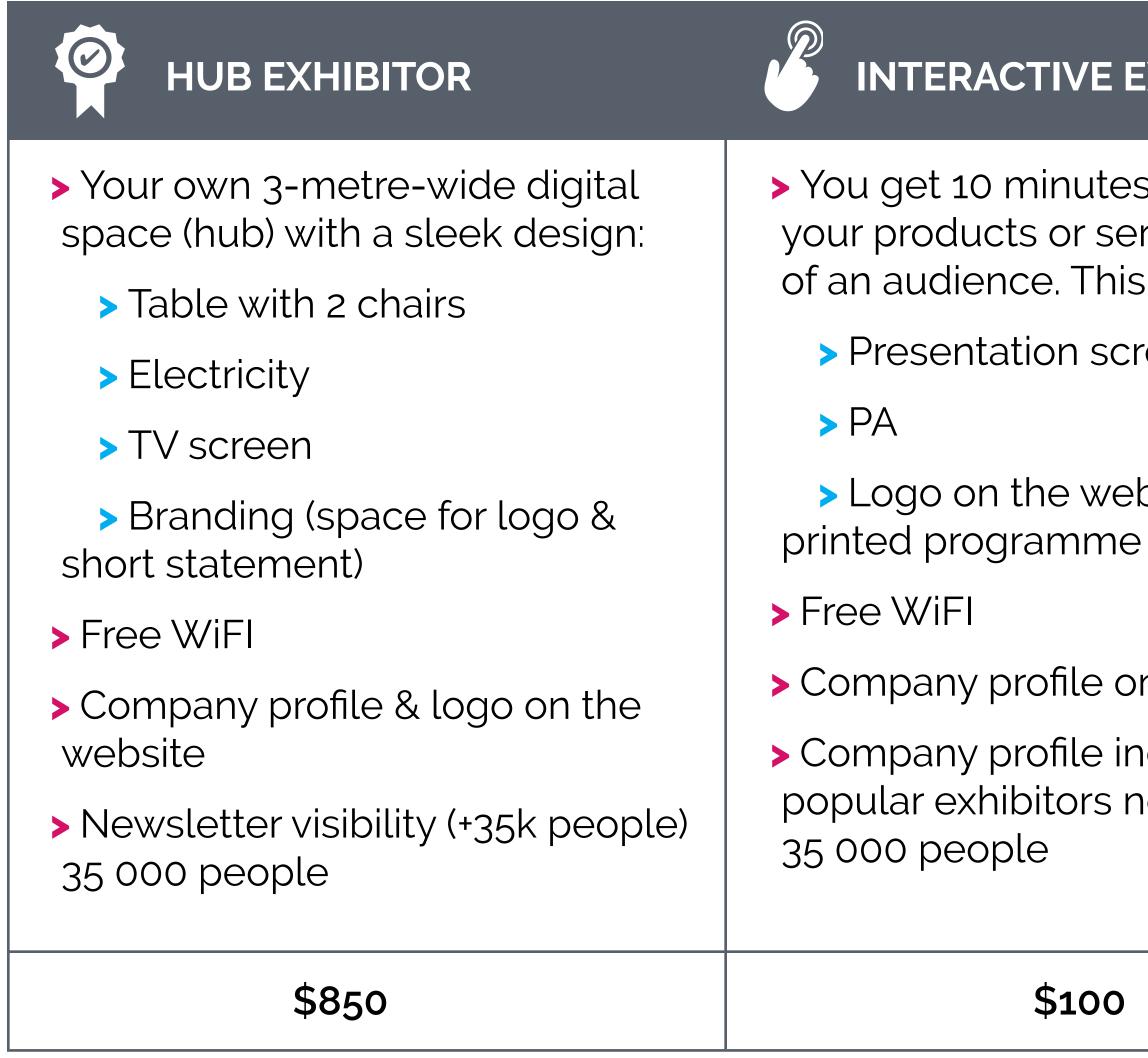
### Promote your business as a WIFI, refreshments or transport sponsor.



SHMENT SPONSOR	TRANSPORT SPONSOR
nd branded on the	Credited and branded on the website
nd branded in the	Credited and branded in the
gramme	printed programme
bout your services	Write up about your services on
site	the website
the venue	Banner at the venue
remium advertising	> 1-month premium advertising
on musicinafrica.net	campaign on musicinafrica.net
00)	(worth €1 000)
ty to display your	Opportunity to display your
the event	products at the event
refreshments (water,	You provide transport
(s or snacks)	during the conference

# **EXHIBITION & SPEAKING OPPORTUNITIES**

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



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### INTERACTIVE EXHIBITOR

> You get 10 minutes to present your products or service in front of an audience. This comes with:

> Presentation screen

Logo on the website and

> Company profile on the website

Company profile included in our popular exhibitors newsletter to

#### \$100

### **SPEAKING SESSION SLOT**

- > 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

#### \$2000

# HONORARY AWARD SPONSORSHIP

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 wholes. Previous recipients: Baaba Maal (2017), Eric Wainaina (2018), Bibie Brew and Ebo Taylor (2019).

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.

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- PR and social media coverage Positive publicity will be generated with the sponsor's name included in preevent 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

# **GET IN TOUCH**



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