



# access

**Music In Africa Conference**  
Collaborate | Exchange | Showcase

KIGALI, RWANDA  
14 - 16 NOVEMBER 2024

**SPONSORSHIP DECK**



# TABLE OF CONTENTS

INTRODUCTION	3
ACCES OVERVIEW	4
- ACCES 2023 AT A GLANCE	6
- IMPACT	8
- DEMOGRAPHICS	10
- OUR PLATFORMS	12
SPONSORSHIP OPPORTUNITIES	15
CONTACT US	20

## ACCES INTRODUCTION

The Music In Africa Conference For Collaborations, Exchange And Showcases, commonly known as ACCES, stands as the premier pan-African platform for music industry players to exchange ideas, discover emerging talent, and contribute to the evolution of a dynamic music sector in Africa.

ACCES serves as a catalyst for growth, placing a significant emphasis on professionalizing the sector and facilitating access to key success drivers. This annual event moves to a different African city every two years, ensuring widespread impact.

Spanning three days, ACCES offers a dynamic program designed to benefit local participants and visiting delegates who typically represent the entire music value chain. This includes, but is not limited to, musicians, music distributors, publishers, promoters, bookers, record labels, CMOs, funders, policymakers, and NGOs. The program features industry talks, keynotes, live performances, networking sessions, pitch sessions, training workshops, round table discussions, exhibitions, awards, and collaborative recording spaces for participating artists.

Moreover, ACCES serves as the practical learning ground for participants in the Gender@Work program, the pioneering women-only pan-African training initiative offering music business and technical skills to address gender disparity in the African music industry.

Since its inception in 2017, ACCES has brought thousands of music industry players to different African cities, namely Dakar (2017), Nairobi (2018), Accra (2019), Johannesburg (2021) and Dar es Salaam (2022 and 2023). **ACCES will take place in Kigali in November 2024.**



# ACCES OVERVIEW



3 days



45+ countries



5000 total attendance



+5m online reach



## 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.



## 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.

## BREAKING DOWN BARRIERS FOR WOMEN IN THE INDUSTRY

ACCES provides a training platform to participants of the Music In Africa Gender @ Work programme. Gender @ Work is a pan-African, women-focused initiative aimed at upskilling and increasing the participation of female professionals in the African music sector. The programme offers a mix of theoretical courses, practical immersive learning iterations, networking opportunities, employment and internship possibilities as well as mentorship, and advocacy at a continental level.



The ACCES stage is 100% run by females from the Gender@Work project.

## ACCES 2023 AT A GLANCE

- 1207 Conference delegates
- 2029 Showcase attendees
- 380 companies represented
- 40+ countries
- 68 Speakers and facilitators
- 96 Showcase artists
- 104 Trainees & workshop participants
- 21 Exhibitors and pitchers

Over 5 million people were reached with the #ACCES2023 hashtag.

277 people were employed directly by ACCES 2023.



# IMPACT

## 1. Informed and empowered music practitioners:

- Strengthened capacities and enhanced professionalism among music practitioners.

## 2. Improved Access to professional markets:

- African musicians and businesses contributing to economic growth with increased access to professional markets.

## 3. Expanded network for music professionals:

- Aspiring and established music professionals sharing and promoting their work within and outside Africa.

## 4. Enhanced visibility of the African music sector:

- Increased visibility of musicians, products, and services from Africa.

## 5. Job creation and economic impact:

- Creation of 250 jobs annually, with 70% of jobs benefiting young professionals in the host city.

## 6. Improved artist mobility:

- Enhanced mobility of artists within and outside the continent.

## 7. Strengthened B2B collaboration:

- Improved collaboration and exchange opportunities within the music industry.

## 8. Increased export of African music:

- Facilitation of improved export channels for African music.

## 9. Elevated earning opportunities:

- Improved earning opportunities for African music creators.

## 10. Reduced gender disparity:

- Reduction of gender disparity in the African music industry.

## 11. Enhanced capacities and participation of women:

- Improved capacities and increased participation of women in the African music sector.

## 12. A more inclusive sector with a strong pan-Africanist ethos:

Through these concerted efforts, ACCES will also create stronger connections among Africans, breaking down existing barriers between Francophone, Anglophone and Lusophone countries. These changes are critical to bring about tangible and sustainable positive change in the African music industry, fostering growth, inclusivity, and economic impact.



### TESTIMONIALS

*"Without a doubt, ACCES is the number one African platform for meeting, networking and exchange with music industry professionals from across the continent and beyond. Regardless of its changing locations, ACCES remains credible, focused and relevant to its wide-ranging stakeholders, including upcoming and established industry players."*

**Yusuf Mahmoud - Busara Promotions (Zanzibar)**

*"ACCES is where borders and limits are expanded - it is where creative heads exchange in order to find solutions for music to evolve and overcome the boundaries set by economy, law and history."*

**Roberto Hacaturyan - Artlink (Switzerland)**

*"ACCES is shaping up to be the most globally accessible Pan- African music industry conference to gain insight into the opportunities and dynamic music that various African artists have to offer the world."*

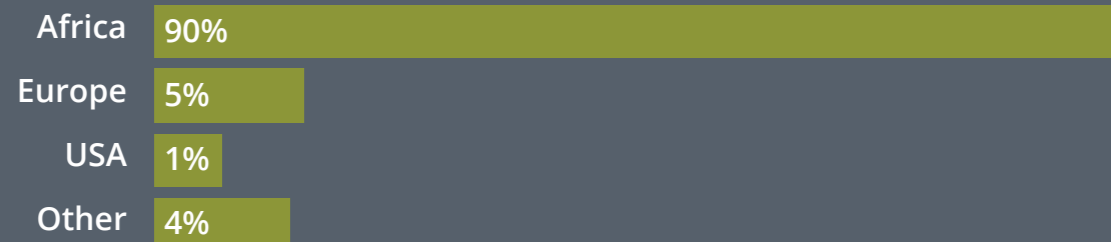
**Wendy Verwey Bekker - Ditto Music (South Africa)**

# DEMOGRAPHICS

(Based on 2023 edition)

## GEO -

Participation by continent (how many are from Africa, Europe, etc.)



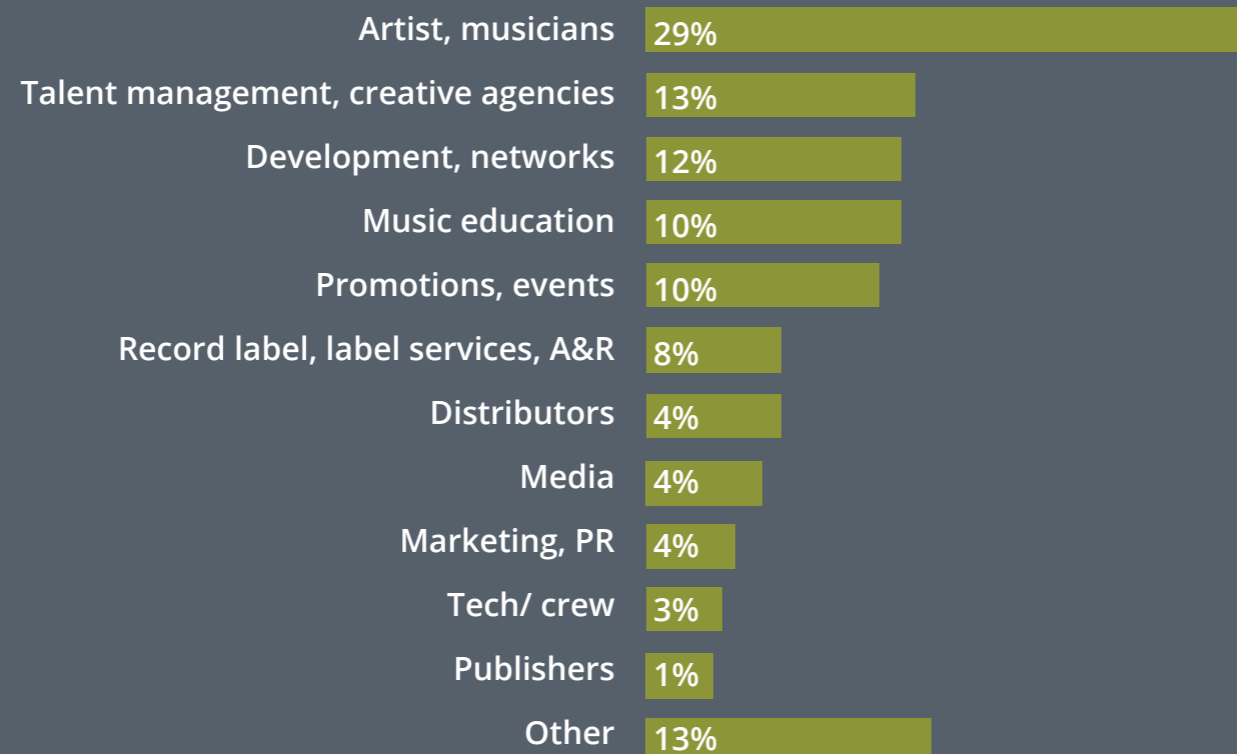
## AGE -

Participation by age (which age group was most represented)



## PROFESSION -

A representation of ACCES delegate professions.



## GENDER -

Gender representation for attendance



Stats include showcases, conference sessions, workshops, keynotes, etc.





**ACCES IS MORE THAN A  
CONFERENCE OR FESTIVAL.  
IT IS AN EXPERIENCE.**

ACCES' extended reach through the Music In Africa portal:

 <b>44 267</b> published profiles	 <b>165 000</b> unique website visitors p/m
 <b>31 690</b> artist profiles	 <b>415 000</b> pageviews p/m
 <b>6 554</b> artist services providers	 <b>3.3M</b> combined social media followers*
 <b>3 374</b> events and venues	 <b>2</b> languages (French and English)
 <b>2 349</b> music education services	 <b>42 000</b> newsletter subscribers
 <b>2 853</b> archives and media	 <b>138 000</b> music tracks
 <b>3 435</b> organisations, networks and associations	 <b>250+</b> published articles p/m
 <b>138 000</b> general practitioners	



**acces**

AFRICA'S LEADING MUSIC TRADE EVENT  
KIGALI, 14-16 NOV

# LET'S MEET IN KIGALI





# SPONSORSHIP OPPORTUNITIES

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



## PREMIUM SPONSOR

- > 6m<sup>2</sup> 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 € 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

**\$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

- > 6m<sup>2</sup> 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 € 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)

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 € 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**






## NETWORKING SPONSOR

- > 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 € 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

**\$6 000**



# SPONSORSHIP OPPORTUNITIES (continued)

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

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

# EXHIBITION & SPEAKING OPPORTUNITIES

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

 <b>HUB EXHIBITOR</b>	 <b>INTERACTIVE EXHIBITOR</b>	<b>SPEAKING SESSION SLOT</b>
<ul style="list-style-type: none"><li>&gt; Your own 3-metre-wide digital space (hub) with a sleek design:<ul style="list-style-type: none"><li>&gt; Table with 2 chairs</li><li>&gt; Electricity</li><li>&gt; TV screen</li><li>&gt; Branding (space for logo &amp; short statement)</li></ul></li><li>&gt; Free WiFi</li><li>&gt; Company profile &amp; logo on the website</li><li>&gt; Newsletter visibility (+35k people) 35 000 people</li></ul>	<ul style="list-style-type: none"><li>&gt; You get 10 minutes to present your products or service in front of an audience. This comes with:<ul style="list-style-type: none"><li>&gt; Presentation screen</li><li>&gt; PA</li><li>&gt; Logo on the website and printed programme</li></ul></li><li>&gt; Free WiFi</li><li>&gt; Company profile on the website</li><li>&gt; Company profile included in our popular exhibitors newsletter to 35 000 people</li></ul>	<ul style="list-style-type: none"><li>&gt; 45 minute speaking slot in the main hall</li><li>&gt; Logo on the website and printed programme</li><li>&gt; Write up about your services and deals on the website</li><li>&gt; PR and social media coverage</li><li>&gt; On-stage promotion (AV loops)</li><li>&gt; Bag insert</li><li>&gt; 1 advertorial</li></ul>
<b>\$850</b>	<b>\$100</b>	<b>\$2000</b>



### VIOLET MAILA

Projects Manager  
T: +27 (0) 10 140 1317  
M: +27 (0) 79 561 4747  
violet@musicinafrica.net



### EDDIE HATITYE

Executive Director  
T: +27 (0) 10 140 1317  
M: +27 (0) 63 129 8051  
eddie@musicinafrica.net



### CLAIRE METAIS

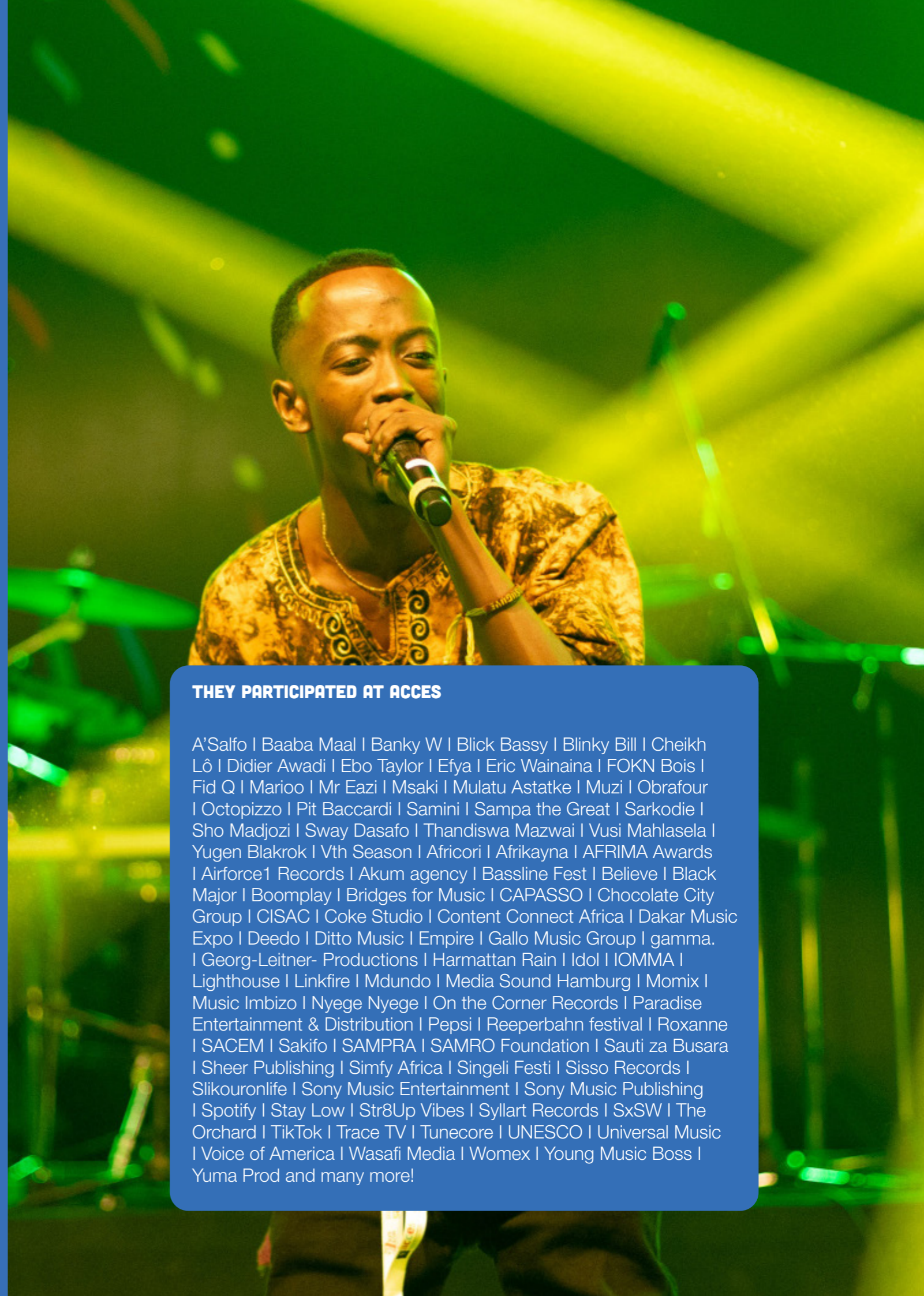
Projects Officer  
T: +27 (0) 10 140 1317  
M: +33 (0) 6 41 159 897  
claire@musicinafrica.net

 [www.musicinafrica.net/acces](http://www.musicinafrica.net/acces)

 [MusicInAfrica](#)

 [MusicInAfrica](#)

 [MusicInAfricaOfficial](#)



#### THEY PARTICIPATED AT ACCES

A'Salfo | Baaba Maal | Banky W | Blick Bassy | Blinky Bill | Cheikh Lô | Didier Awadi | Ebo Taylor | Efya | Eric Wainaina | FOKN Bois | Fid Q | Marioo | Mr Eazi | Msaki | Mulatu Astatke | Muzi | Obrafour | Octopizzo | Pit Baccardi | Samini | Sampa the Great | Sarkodie | Sho Madjozi | Sway Dasafu | Thandiswa Mazwai | Vusi Mahlasela | Yugen Blakrok | Vth Season | Africori | Afrikayna | AFRIMA Awards | Airforce1 Records | Akum agency | Bassline Fest | Believe | Black Major | Boomplay | Bridges for Music | CAPASSO | Chocolate City Group | CISAC | Coke Studio | Content Connect Africa | Dakar Music Expo | Deedo | Ditto Music | Empire | Gallo Music Group | gamma. | Georg-Leitner- Productions | Harmattan Rain | Idol | IOMMA | Lighthouse | Linkfire | Mdundo | Media Sound Hamburg | Momix | Music Imbizo | Nyege Nyege | On the Corner Records | Paradise Entertainment & Distribution | Pepsi | Reeperbahn festival | Roxanne | SACEM | Sakifo | SAMPRA | SAMRO Foundation | Sauti za Busara | Sheer Publishing | Simfy Africa | Singeli Festi | Sisso Records | Slikouronlife | Sony Music Entertainment | Sony Music Publishing | Spotify | Stay Low | Str8Up Vibes | Syllart Records | SxSW | The Orchard | TikTok | Trace TV | Tunecore | UNESCO | Universal Music | Voice of America | Wasafi Media | Womex | Young Music Boss | Yuma Prod and many more!