



SOUS LE HAUT PATRONAGE DE SA MAJESTÉ LE ROI MOHAMMED VI
تحت الرعاية السامية لصاحب الجلالة الملك محمد السادس
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A quality offer at the service of your activities

Visa for Music Presentation

The third edition of Visa for Music was a triumph, bringing together over 20,000 festival-goers, including 1,200 industry professionals from 80 different countries. The massive enthusiasm for our event is a testament to its undeniable global appeal."

This year's remarkable is the result of sustained collaboration between various partners, including the Ministry of Culture, Youth, and Communication, the Hiba Foundation, as well as our loyal private and public partners. The unwavering commitment of Visa For Music ambassadors also played a crucial role, along with the vital contributions of new partners who are helping to expand and ensure the longevity of our festival.

Aware of the significant influence of socio-economic health on cultural development, we are working to invigorate the music sector with our annual event, which promotes artistic expression, experience sharing, and capacity building.

We invite you from November 20 to 23, 2024, in Rabat to experience an exceptional musical journey. On the agenda: over 40 concerts, various inspiring conferences, enriching workshops, and our International Exhibitor's Fair. Visa For Music is set to make a lasting impression and bring new energy to the music industry, celebrating cultural richness in all its splendor.

The Visa For Music Team

Under the direction of Brahim El Mazned

THE EXPOSTAND

**Do you want to showcase your work and expand your professional network?
Then our Expostand offer is perfect for you!**

Are you:

Agents, artisans, artists, bookers, distributors, cultural institutions, record labels, publishing houses, managers, media, programmers, restaurateurs, sponsors, tour managers, ...?

Book now the stand that suits you best at the VFM 24 Forum!

On the sidelines of the market, you will have the opportunity to network with industry professionals and artists during various activities (concerts, B-to-B events, speed meetings, conferences, after-parties, etc.).



In numbers

On average per edition

+ 1200 professionals

+ 90 exhibitors

+ 500 speed-meetings

+ 40 countries represented

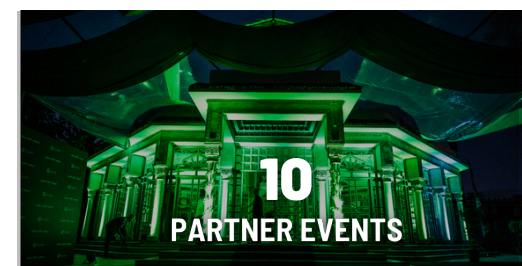
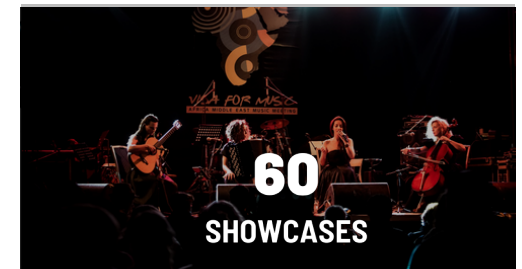
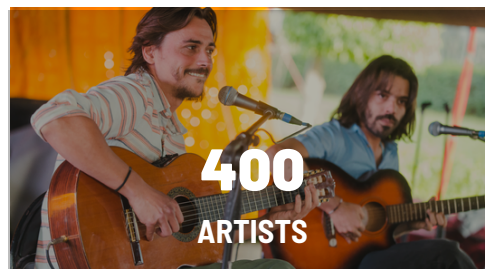
Cultural enterprises, associations, foundations, festival organizers, sound and lighting specialists from music production, artistic direction, booking, artist management, as well as cultural centers and ministries, come together to enrich and develop their networks during the four days of the festival.



RECAP OF THE 2023 EDITION

A vibrant edition !

The 10th edition of Visa For Music was a successful one, with over 20,000 attendees, more than 60 concerts, and numerous events dedicated to artists and professionals!

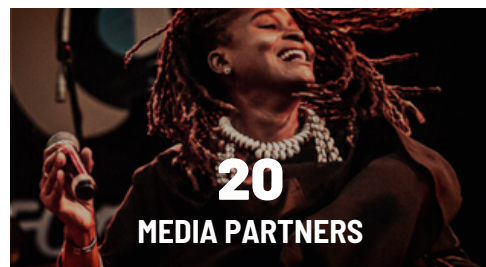
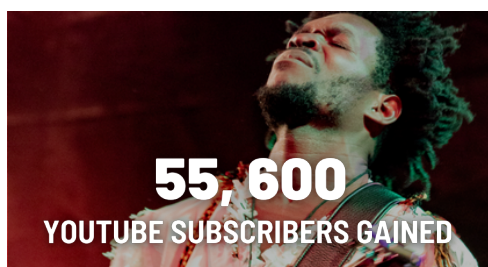
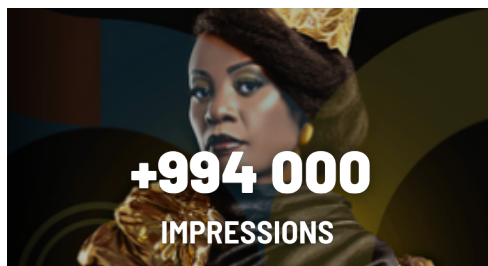


RECAP OF THE 2023 EDITION

Media impact

VFM 2023 received comprehensive media coverage, with a strong presence in both traditional media and on social networks, generating hundreds of thousands of impressions.

VFM 2022 MEDIA COVERAGE IN NUMBERS



FEATURED IN :



THE 2024 PROGRAM

8 spaces dedicated to promoting the rich musical heritage from around the world

20 > 23 NOV

The Festival

Concerts by established artists from eclectic musical genres

36 concerts from 6 PM to 10 PM

4 After DJ Sets from 10:00 PM to 2:00 AM

21 > 23 NOV

The Forum

Idea-sharing and capacity-building activities

6 Conferences from 10:00 AM to 5:00 PM

6 Masterclasses from 10:00 AM to 5:00 PM

4 Workshops from November 18 to 23

500 speed meetings for professional networking

21 > 23 NOV

The ExpoStand

Activity promotion market

+20 partner stands and private companies

+30 stands in the international country pavilion

+3,000 visitors over the 3 days

21 > 23 NOV

The Off

Partner activities and activations

1 Parade in the heart of the city

3 branded partner cocktail events

3 partner networking meetings

MOHAMMED V THEATER

Iconic center of Rabat's cultural life and venue for the market

Since its establishment in 1962, the Mohammed V Theater has continued its ambition to be a prominent cultural beacon for the city of Rabat and the Kingdom of Morocco.

Located in the heart of the city, between the historic Medina district and the administrative and cultural center of Rabat, it offers strategic accessibility and centrality for visitors wishing to enjoy the richness of the annual cultural programs.

Its open space encourages exchange, meetings...

Its spacious indoor and outdoor areas promote exchanges between cultural enthusiasts and actors in the artistic world, making the Mohammed V Theater an iconic place for meeting, learning, and cultural awakening.



STAND OFFER

9m² stands

**PRICE: 7,000 MAD VAT
included**

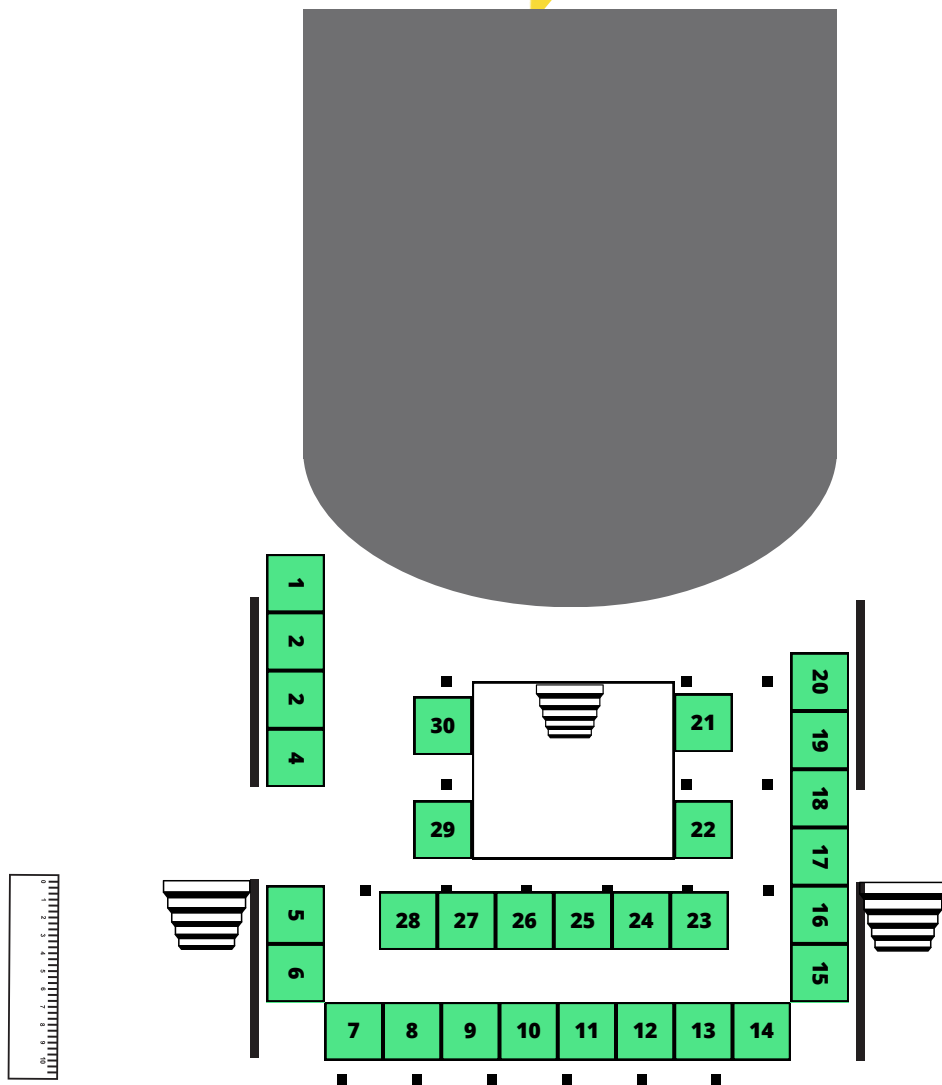
ACTIONS OF VISA FOR MUSIC

- Provision of a 9m² activation stand (Best location) / without interior furnishings;
- Naming of your stand with the name of your organization;
- 3 EXHIBITOR badges granting access to: concerts, public after-parties, market, and conferences;
- Right to use the VFM logo in your media and non-media campaigns throughout the festival;
- Right to reshare photos from the Forum on your communication channels with the tag @visaformusic.

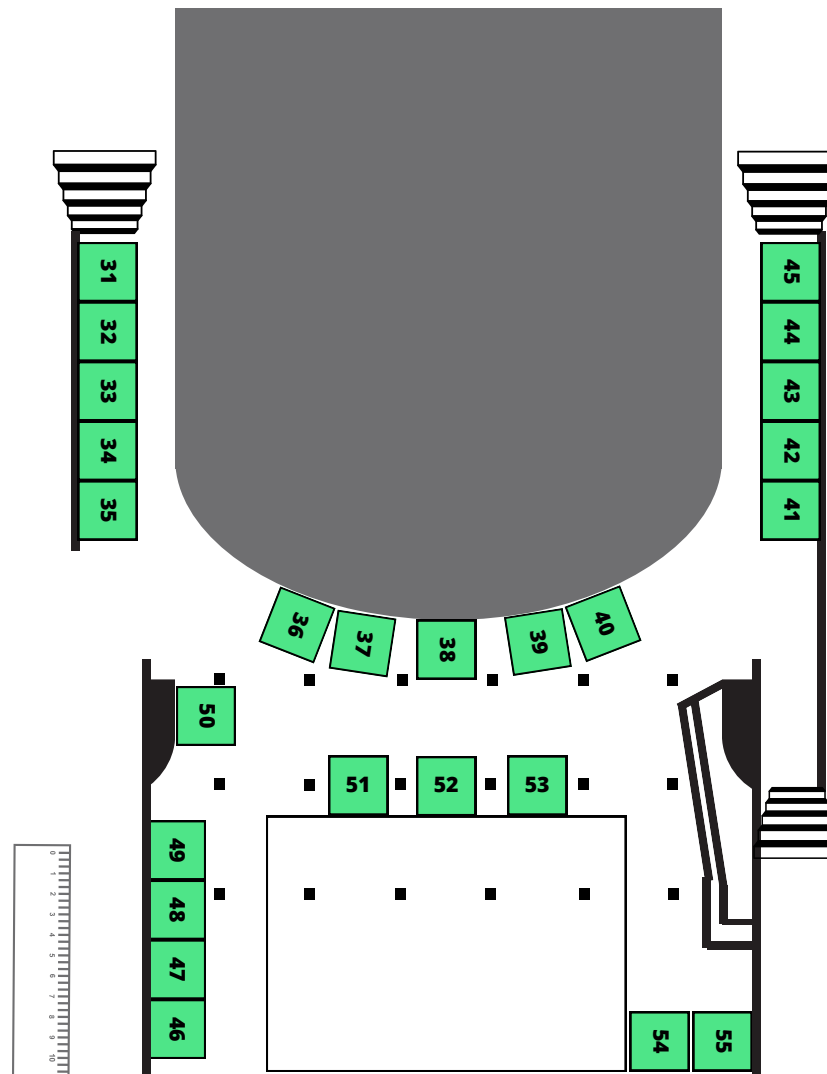
VISIBILITY

- Display of your logo in the exhibitor section of the Visa For Music website.
- Announcement of your participation with logo mention in the Visa For Music newsletter before or during the festival.

STAND LAYOUT



FLOOR 01



FLOOR 02

INCLUDED SERVICES

THE RESERVATION OF A STAND INCLUDES:

- One table and 3 chairs
- A Wi-Fi network
- An electrical outlet
- A trash bin
- Technical assistance (if needed)

N.W

- For additional costs at your expense, please provide us with your list of needs at least 30 days before the exhibition.
- Opening hours: The market opens from 10 AM to 7 PM, from November 21 to 23.
- Setup is scheduled for Wednesday, November 20, starting at 11 AM.

PROMOTION

TO PROMOTE YOUR STAND:

- You can use a display stand with brochures/flyers, samples, and promotional materials.
- Offer gifts and goodies to attract visitors to your stand.
- Attach panels (stickers) or several stickers and posters to the walls of your stand (plain white background).
- Engage your stand and host light refreshments (non-alcoholic).
- We do not allow the distribution of brochures/flyers in any location other than the exhibitor's stand.

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About the partners and organizers.

Visa For Music is organized by:

- the cultural engineering organization **ANYA**
- the association for the protection of intangible cultural heritage **Atlas Azawan**
- the association working for the development and promotion of art, **Fondation Hiba**
- with the support of the **Ministry of Youth, Culture, and Communication**



Since its establishment in 2014, the event has been organized
Under the High Patronage of His Majesty King Mohammed VI

EXPOSTAND CONTACT

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