

Visa For Music 2026

FOLDER EXPOSTAND

13th Edition

Rabat, November 18–21, 2026





VISA FOR MUSIC PRESENTATION

Founded in 2014, **Visa For Music** is the first music festival and professional market dedicated to Africa and the Middle East. Held annually over four days each November in Rabat, Morocco, it was initiated by **ANYA Culture**, a Moroccan cultural engineering organization, and **Atlas Azawan**, an association dedicated to the promotion of culture and heritage.

Dedicated to showcasing the richness and diversity of world music, with a particular focus on Africa and the Middle East, Visa For Music has become a key platform for artists, music professionals, and stakeholders from the Cultural and Creative Industries (CCI). It provides a unique environment for networking, exchanging ideas, fostering dialogue, and developing meaningful international collaborations.

Visa For Music 2026

Programme Overview

The Festival

4 Days of Celebration :

- Showcases
- Urban Parade
- Ceremonies
- Open-Air Entertainment



The Professional Market

A dedicated space for networking, collaboration, and project development :

- EXPOSTAND professional exhibition
- Speed Meetings between artists and industry professionals
- Forum (Conferences, Masterclasses & Workshops)



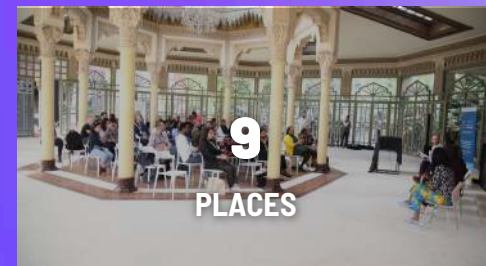
OFF Programme

Collaborations, Artistic Residencies & Cultural Initiatives :

- Partner Events
- Music Residencies
- Music-Related Cultural Programme

2025 EDITION RECAP

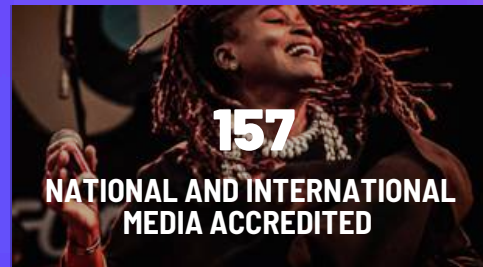
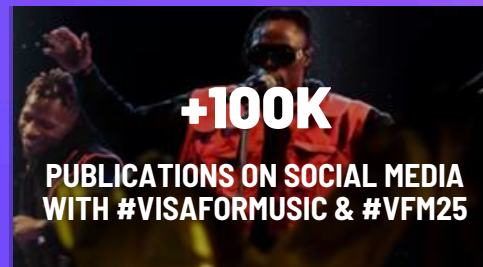
For its 11th edition, Visa For Music once again confirmed its reputation as a leading international platform, bringing together artists, festival programmers, producers, booking agents, record labels, distributors, and journalists in a vibrant celebration of musical diversity and professional opportunities.



FOCUS ON MEDIA IMPACT

The Visa For Music Festival received extensive media coverage, involving 20 national and international media partners.

THE MEDIA COVERAGE OF VFM 2024 IN FIGURES



EVALUATION OF MEDIA VISIBILITY
1.293.400 MILLION DE DIRHAMS



THE PRO MARKET

Cultural companies, associations, foundations, festival organizers, sound and light specialists from music production, artistic direction, from booking, artistic management or even cultural centers and ministries meet to enrich and develop their network during the 4 days of the festival.

Key figures from 2025

117 Exhibitors

107 Countries represented

1 100 Professionals

1 300 Speed-meetings



The Professional Meetup EXPOSTAND

Strategic space for networking and collaboration, the expostand brings together for 3 days about **fifty professional structures** from around the world, with a particular focus on the African continent.

This dynamic space offers institutions, companies and players in the music industry privileged visibility to present their projects, share their expertise and establish **strategic connections** with the professionals present.

An essential place to **develop partnerships and foster international cooperation**.

Beyond BtoB meetings, the Expostand vibrates to the rhythm of **improvised music sessions**, instilling a warm and immersive atmosphere. These spontaneous moments promote informal exchanges and strengthen the ties between participants, **creating an authentic setting where business and passion come together**.



THE MOHAMMED V THEATRE



Mohammed V Theatre – 1st and 2nd floor
Avenue Al Mansour Addahbi, Rabat, Maroc

Since its inception in 1962, the Mohammed V National Theatre has pursued its ambition to serve as a major hub of cultural influence for the city of Rabat and the Kingdom of Morocco. Each year, it hosts a portion of the showcases as well as the Visa For Music ExpoStand.

Situated right in the city center—between the historic Medina district and Rabat’s administrative and cultural heart—it is easily accessible and strategically located for visitors wishing to enjoy its rich annual cultural programming.

Its spacious indoor and outdoor areas foster interaction between culture enthusiasts and figures from the artistic world, making the Mohammed V Theatre an iconic venue for meeting, learning, and cultural enrichment.



INCLUDED SERVICES IN THE STAND PACK

BOOKING A STAND INCLUDES:

- Provision of a 9m² activation stand (branding at your expense)
 - Stand signage featuring your organization's name
 - 1 table and 3 chairs
 - Wi-Fi access
 - Electrical connections
 - Waste bin
 - Technical support (if needed)
 - **1 professional pass** granting access to all VFM activities and **3 exhibitor passes** that grant access to all the activities except the electro showcases.
 - Right to use the VFM logo in your media and non-media campaigns throughout the festival
 - Right to reshare Forum photos on your communication channels, tagging @visaformusic
- > If you require additional items (at your own expense), please send us your list of requirements at least 30 days before the exhibition.
- > Opening hours: 10:00 AM to 6:00 PM, November 19–21, 2026.
- > Setup is scheduled for Wednesday, November 18, from 10:00 AM to 3:00 PM.

PRICE : 7000 MAD HT

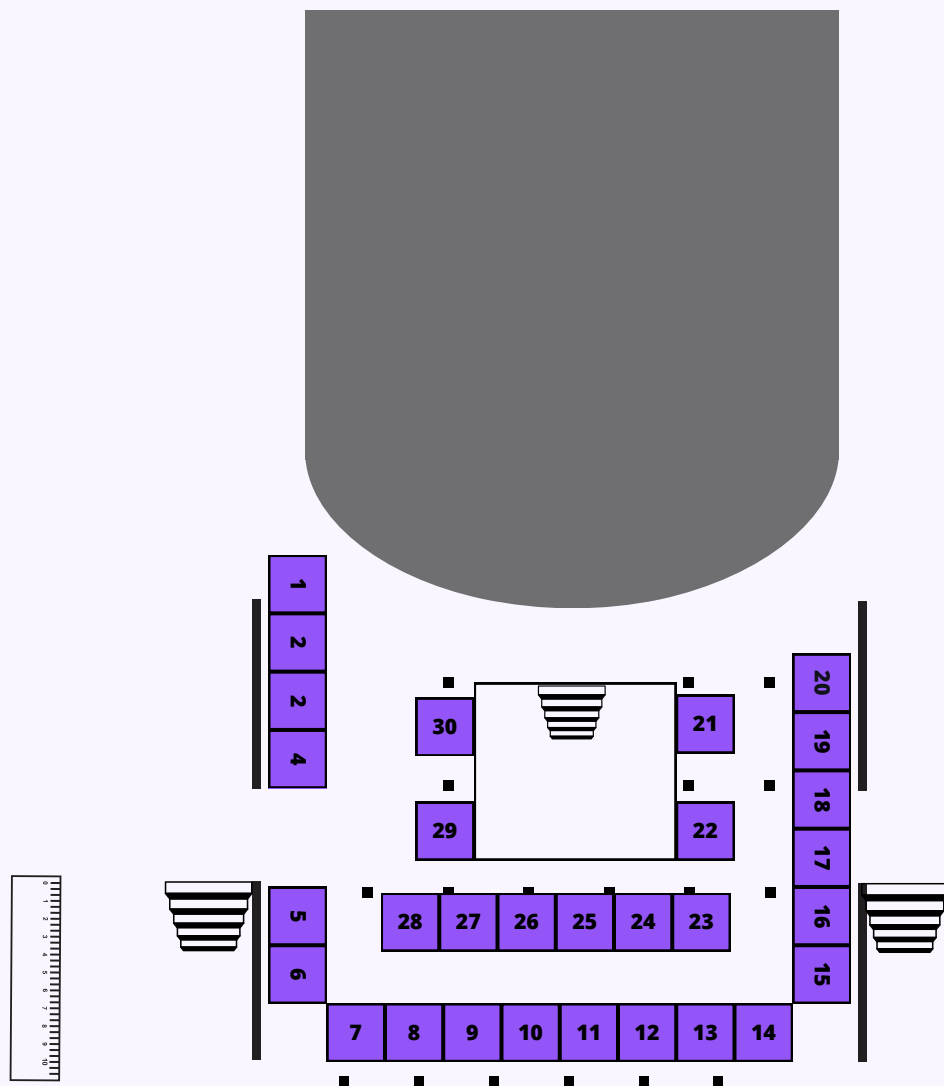
PROMOTION

TO PROMOTE YOUR STAND:

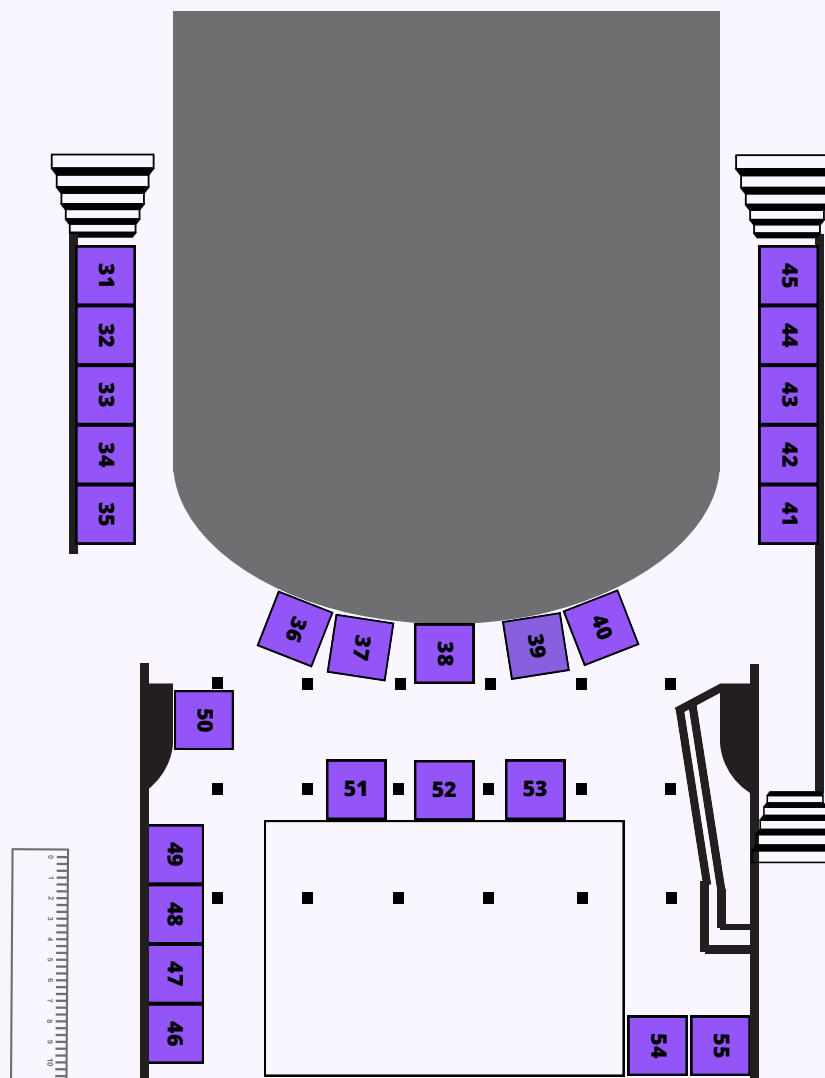
- You can use a display stand for brochures/flyers, samples, and promotional materials.
- Offer gifts and giveaways to attract visitors to your booth.
- Mount signs (decals) or various stickers and posters on your booth walls (plain white background).
- Liven up your booth and host (non-alcoholic) drinks receptions.
- Display of your logo in the exhibitor section of the Visa For Music website.
- Announcement of your participation, including your logo, in the Visa For Music newsletter before or during the festival.

PLEASE NOTE: We do not permit the distribution of leaflets or flyers anywhere other than the exhibitor's stand.

STANDS MAP



FLOOR 01



FLOOR 02



Visa For Music is organized by :



In partnership with :



Royaume du Maroc
Ministère de la Jeunesse, de la Culture et de la Communication





CONTACT

expostand.vfm@gmail.com
www.visaformusic.com