



## ONGEA! - The 2017 Eastern Africa Music Summit

**ONGEA!** is Born out of our Annual **KENYA MUSIC WEEK**, which ran for 10 Years - every December, from 2004 to 2013.

Since **KENYA MUSIC WEEK** achieved its Objectives for the Kenya Music Industry over that Decade, we are now Broadening the Scope of our Event - whose three Pillars are still **Trade, Learn** and **Showcase**.

This Event will be held at **Sarit Centre Expo Hall** in **Westlands, Nairobi – KENYA**, from **Thursday 26th to Sunday 29th January, 2017**.

**KENYA MUSIC WEEK**'s move to rebrand to **ONGEA!** is based on the need to ensure Increased Sustainability and Relevance of this very important Industry gathering, by Opening it up to a larger Market, thus increasing the Forum's profile Regionally and Globally.

The move is informed by undifferentiated Music penetration in the Region, marked by increasing acceptance of different Genres of Music across the board. Artists are increasingly receiving Support and Acceptance of their Craft, outside their Countries; a Trend which is Driving the Growth of the Eastern Africa Music Industry.

**ONGEA!**'s Objectives are to:

- ✓ Create a Forum to Action the collaborative Development of the Eastern Africa Music Industry, via Exhibitions and Discussions.
- ✓ Showcase the Region's talent to Festival Owners/Bookers from Europe, the Americas, Asia and Africa.
- ✓ Enlist increased participation from the wider Music Industry in the Region.
- ✓ Attract increased Global support, in terms of Skill and Knowledge transfer.
- ✓ Broaden sources of Funding for Start-ups.

**ONGEA!** will be the main Source of new Innovations, Trends and Content for Regional and Global players, who are Setting the Pace for Strategic and focused Growth of the Music & Entertainment Industry in the Eastern Africa Region.





## Fact Sheet

**EVENT:** ONGEA! - The Eastern Africa Music Summit.  
**BY:** PHAT! Music & Entertainment Limited, for KENYA MUSIC WEEK Limited.  
**DATE:** Thursday 26<sup>th</sup> to Sunday 29<sup>th</sup> January, 2017.  
**TIME:** 12.00pm to 8.00pm Daily.  
**VENUE:** Sarit Centre Expo Hall, Westlands, Nairobi, KENYA.  
**ENTRY:** Free.

### **AUDIENCE PROFILE:**

- ✓ 10,000 Nairobians, plus Visitors from Eastern Africa and Internationally, over 4 Days.
- ✓ 16 to 40 year-old core.
- ✓ A, B & C1 Socio-economic Groups.
- ✓ Male & Female.
- ✓ Africans, Americans, Asians & Europeans.
- ✓ Students and Professionals.

**FORMAT:** A 4-day public Celebration of Eastern Africa music, featuring:

- ✓ A daily **Trade Exhibition**, of local Industry stakeholders, including interested Regional and International Practitioners.
- ✓ A daily **Industry Panel**, by Local, Regional and International Experts.
- ✓ Daily **Showcase Performances**, by exhibiting Musicians and other Talent, in front of Local, Regional and International Festival Bookers.





## Book Your Exhibition Stand

**FEES:** Cost (KES) per Stand (3m x 3m) for all four (4) days (excluding VAT):

OPTION	1	2	3	4	
	STAND	STANDS	STANDS	STANDS	PREMIUM
<b>Gold</b>	17,000/-	32,300/-	47,175/-	61,200/-	0%
<b>Platinum</b>	19,000/-	36,100/-	52,725/-	68,400/-	+15%
<b>Diamond</b>	21,000/-	39,900/-	58,275/-	75,600/-	+25%
<b>DISCOUNT</b>	0%	-5%	-7.5%	-10%	

**TERMS:**

1. Fees are in Kenya Shillings (KES) and subject to 16% Value Added Tax (VAT).
2. The selection criteria for Exhibitors, are those of Relevance to the Eastern Africa Music Industry.
3. As space is limited, Bookings will be on a First-Come-First-Serve basis.
4. Multiple Stand bookings are rewarded with Discounts, as indicated (e.g. 4 Stands attract a 10% Discount, compared to 2 Stands at 5% Discount).
5. Fees are for four (4) days (i.e. Thursday to Sunday); with a Free Day either side, for Set-up (Wednesday) & Set-down (Monday).
6. Bookings are only Confirmed, at Fees indicated, upon Signing an Agreement and/or 100% Payment on or before the Deadline.
7. Only those Exhibitors supplying their company Logo (in JPG format) and Contacts (in Text format) at Booking, will have their Stand highlighted in the Official Programme.
8. Each Stand has some Furniture and access to Electricity.
9. Stand Positions will be Allocated strictly on a First-Booked-First-Choose basis.
10. Only Artists from an Exhibitor Stand are Eligible for a 15-minute Showcase, in front of Local, Regional and International Festival Bookers.

**TO BOOK, CALL NOW:**

PHAT! Music & Entertainment Limited: +254 774 386060  
 Ivy Gatibaru: +254 717 367075      Jefro Katai: +254 727 552 797



**KENYA MUSIC WEEK PRESENTS ONGEA! (28-31/01/16)**



OFFICE				ENTRANCE	RECEPTION		CCTV SECURITY	
48								1
49		47	46		45	44		2
50		40	41		42	43		3
51		39	38		37	36		4
52								5
53		32	33	34	35			6
54		31	30	29	28			7
55								8
56		24	25		26	27		9
57		23	22		21	20		10

**INDEX**

- Diamond: 28 Stands @ KES 18,750/- + VAT.
- Platinum: 23 Stands @ 17,250/- + VAT.
- Gold: 6 Stands @ 15,000/- + VAT.

RECORDING STUDIO

NETWORKING LOUNGE  
(Invitation Only)

Washroom

Washroom

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**SHOWCASE PERFORMANCES  
&  
THE SUMMIT**

PUBLIC LOUNGE

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