



ONGEA! 2017 - The 2nd Eastern Africa Music Summit

In January 2016, **ONGEA!** was Born out of our Annual **KENYA MUSIC WEEK**, which ran for 10 Years – every December, from 2004 to 2013.

Since **KENYA MUSIC WEEK** had Achieved its Objectives for the Kenya Music Industry, over that Decade, we Broadened the Scope of our Event; whose three Pillars still remain: **Trade, Learn** and **Showcase**.

The debut of **ONGEA! - The Eastern Africa Music Summit**, on **Thursday 28th to Sunday 31st January 2016**, was very Successful, with:

- ✓ Fifty-seven (57) Exhibition Stands, including **HomeBoyz Entertainment** celebrating their 20th Anniversary.
- ✓ Thirty-eight (38) local & international Professionals, on eight (8) topical Industry Panels, attended by over 1,000 Stakeholders.
- ✓ Thirty-two (32) Showcase Performances which led to **H_Art the Band** and **Mswazzi Masauti** (on his first-ever Performance) being Signed to Austrian-based Marketing & Booking Agent – **GLP**; as well as **Sauti Sol** being Booked to Perform at the largest Festival in Africa: **Timitar**, of **Morocco**, during July 2018.
- ✓ Open Mic performances, resulting in two (2) Fully-paid Scholarships to **Sauti Academy**.
- ✓ Free Demo Recordings in our Studio, thanks to **Ageless Entertainment**.
- ✓ Social Media Training by **Bloggers Association of Kenya (B.A.K.E)**.
- ✓ Launches of the **Music Teachers Association of Kenya**, **Kidum's** new Album: **Hali Na Mali** and **Tedd Josiah's** new Record Label: **SwaRnB**.
- ✓ 8,000 Visitors, including School Children on Excursions.



Isabelle Messer (left), of GLP, awards Artist: **Mswazzi Masauti**, and his Producer: **Tedd Josiah**, of **SwaRnB**, a Contract.



HomeBoyz Entertainment celebrate their 20th Anniversary.



ONGEA! Founder: **Mike Strano** (right) presents Fully-paid Scholarships for **Sauti Academy**, to two upcoming Musicians discovered during **Open Mic**, by the Academy's Director: **Natalie Lukkenaer**, at **ONGEA! 2016**.



ONGEA! 2017 – The 2nd Eastern Africa Music Summit, will be held at **Sarit Centre Expo Hall** in **Westlands, Nairobi – KENYA**, from **Thursday 16th to Sunday 19th February 2017**.

ONGEA!

THE EASTERN AFRICA MUSIC SUMMIT

BURUNDI · COMOROS · DJIBOUTI · ERITREA · ETHIOPIA · KENYA · MADAGASCAR · MAURITIUS
MAYOTTE · REUNION · RWANDA · SEYCHELLES · SOMALIA · SOUTH SUDAN · TANZANIA · UGANDA

16.02.17 - 19.02.17 (12pm - 10pm); Sarit Centre Expo Hall, Westlands, NAIROBI

ONGEA!'s Objectives are to:

- ✓ Create a Forum to Action the collaborative Development of the Eastern Africa Music Industry, via Exhibitions, Networking 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 Eastern Africa.

Summary

EVENT: **ONGEA! 2017 - The 2nd Eastern Africa Music Summit.**

BY: **PHAT!** Music & Entertainment Limited.

DATE: Thursday 16th to Sunday 19th February, 2017.

TIME: 12.00pm to 10.00pm 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, Asians and Europeans.
- ✓ Students and Professionals.

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

- ✓ A **Trade Exhibition** of Industry Stakeholders, from Eastern Africa and the World, in fifty-seven (57) Stands; from 12pm to 10pm Daily.



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- ✓ **Open Mic**, to Showcase new Talent and offer Upcoming Artists an Opportunity to Win a Scholarship to **Sauti Academy**; from 12.30pm to 2.00pm Daily.
- ✓ **Industry Panels**, by Experts from Eastern Africa and the World; from 2.30pm to 5.30pm Daily, as two (2) per Day and eight (8) in Total.
- ✓ **Showcase Performances**, by exhibiting Musicians and other Talent, in front of Local and International Bookers; from 6.00pm to 10.00pm Daily, as eight (8) per Day and thirty-two (32) in Total.

Book Your Exhibition Stand & Showcase Performance

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
Gold	17,000/-	32,300/-	47,175/-	61,200/-	0%
Platinum	19,000/-	36,100/-	52,725/-	68,400/-	+15%
Diamond	21,000/-	39,900/-	58,275/-	75,600/-	+25%
DISCOUNT	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-Served 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, access to Electricity and WiFi.
9. Stand Positions will be Allocated strictly on a First-Booked-First-Choose basis.
10. Only Artists from an Exhibition Stand are Eligible for a 25-minute Showcase Performance, in front of Local, Regional and International Bookers.

TO BOOK, CALL: +254 774 386060 or +254 20 238 6060; OR E-MAIL: ongea@phatafrica.com



ONGEA

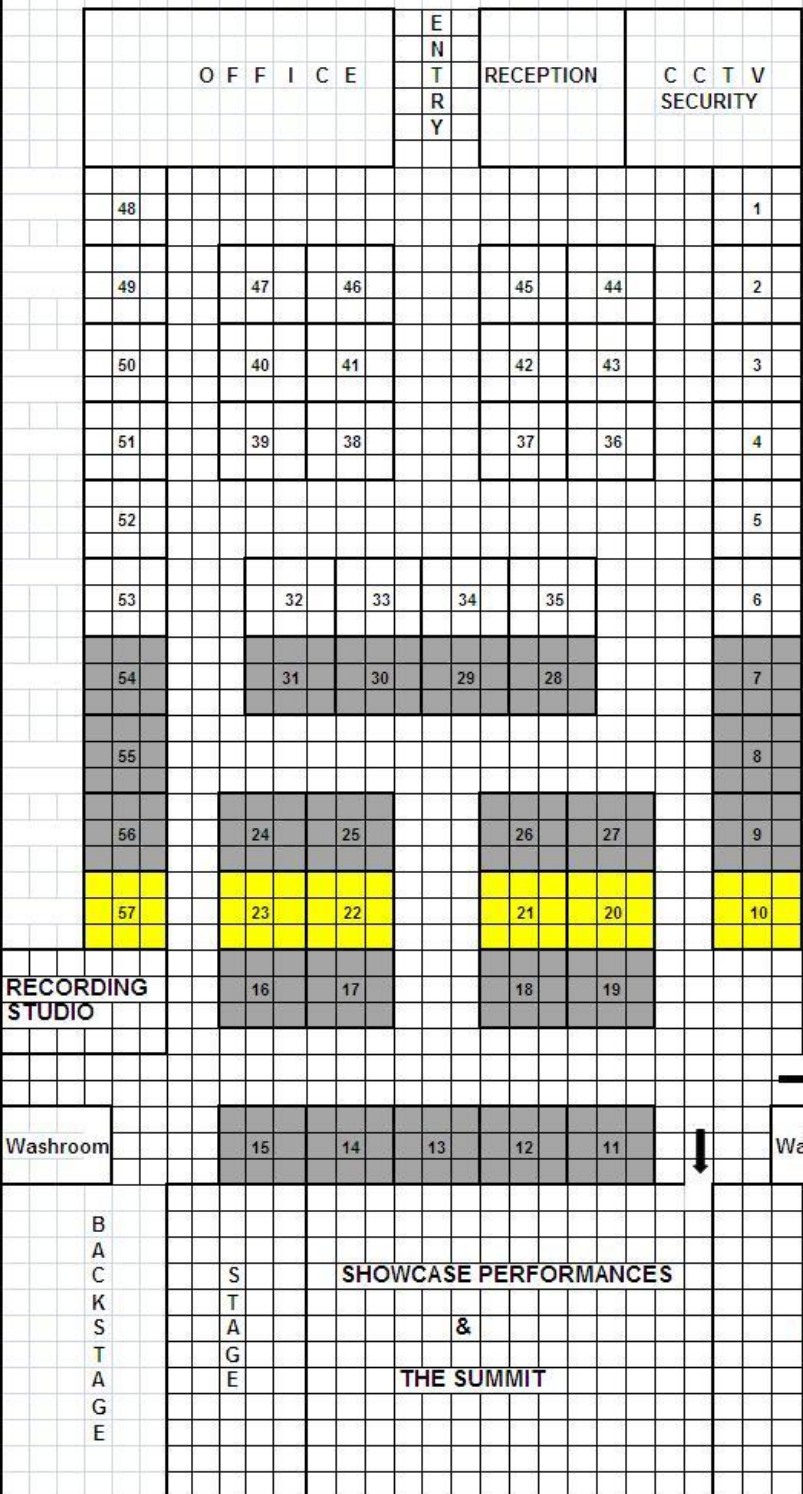


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 Diamond: 28 Stands @ KES 21,000/- + VAT
 Platinum: 23 Stands @ KES 19,000/- + VAT
 Gold: 6 Stands @ KES 17,000/- + VAT

NETWORKING LOUNGE
(Invitation Only)