



JOIN THE BEATING HEART OF BABEL MUSIC XP

**BABEL
MUSIC**



19 20 21

MARCH

2026

MARSEILLE

FRANCE

**MUSIC • EXPO
CONFERENCES**



**MEDITERRANEAN HUB FOR GLOBAL MUSIC,
BABEL MUSIC XP RETURNS TO MARSEILLE ON MARCH 19, 20 & 21, 2026**

A true international crossroads, Babel Music XP brings together the main participants of the music industry: professionals, artists, networks, and institutions from the five continents.

3 days and 3 nights to explore, listen, meet, and exchange.



During the day, the Friche la Belle de Mai becomes the beating heart of professional interactions. In collaboration with AMI, GMEM, and the Cabaret Aléatoire.



In the evening, Espace Julien, Le Makeda, l'Alcazar, La Cité de la Musique and La Plateforme host a program open to the world...

An international trade fair
to develop cooperation
and present your projects.

Professional meetings
to explore the music
of today and tomorrow

A showcase festival
to reveal talents
from around the world.

OUR PRODUCTS

DELEGATE PACK

EXHIBITOR PACKS

ADDITIONAL OPTIONS

ACCREDITATIONS

STAND PACK 

NETWORKING OPTIONS

UMBRELLA PACK 

EVENT OPTIONS

PAVILION PACK 

VISIBILITY OPTIONS

FIGURES

2025 EDITION - RECAP & INSIGHTS

TRADE FAIR

1800
professionals

50
countries

70
stands

SHOWCASES

30
showcases

800
attendees

PROFESSIONAL MEETINGS

44
professional
meetings

88
speakers

21
speed-meeting
sessions

780
one to one
appointments

21
countries

MEDIA COVERAGE

110
media reports

17
countries

DELEGATE PACK

MOVE FREELY THROUGH THE HEART OF THE CONTENT:
LIVE THE BABEL MUSIC XP EXPERIENCE

With your professional accreditation, access the whole program:

- > The international trade fair and its stands
- > The online directory of participants
- > Professional meetings
- > Speed-meetings (registration required _ limited availability)
- > Official selection showcases
- > Off-selection daycases



New this year:

- > Exceptional 50% discount for first-time participants^{*}
- > Scaled discount from the 3rd accreditation onward^{**}

^{*} subject to organizer approval

^{**} applies to simultaneous purchase of more than 2 accreditations by the same structure

	EARLY from 19.11.25 to 28.01.26		REGULAR from 29.01.26 to 21.03.26	
3 days	119,43€ excl. tax	126€ incl. tax	146,92€ excl. tax	155€ incl. tax
	REGULAR from 19.01.26 au 21.03.26			
1 day	78,67€ excl. tax	83€ incl. tax	incl. tax = excl. tax + VAT 5,5%	

GET YOUR ACCREDITATION

EXHIBITOR PACKS

GIVE YOUR PROJECTS THE ANCHOR POINT THEY DESERVE:
SHOWCASE, EXHIBIT, CONNECT

Benefits of being an exhibitor:

- > Anchor yourself at the heart of the trade fair
- > Grow your network with targeted professionals
- > Promote your projects
- > Customize your stand to match your needs
- > Enjoy included accreditations
- > Benefit from the support of our teams
- > Access the online directory of participants



Producers, booking agents, managers,
agencies, festivals, venues...

STAND PACK

Networks, federations,
local authorities, delegations...

UMBRELLA PACK

Project leaders working on key
industry challenges...

PAVILION PACK

STAND PACK

[BACK TO PACKS](#)

OFFER YOUR STRUCTURE UNIQUE VISIBILITY AT THE HEART OF THE EVENT

A format adapted to your needs:

- > 3 m² or 6 m² for the full duration of the event
- > 2 accreditations valid for 3 days, giving access to all event content
- > Furniture kit: 1 table, 2 or 3 chairs, lighting, electricity, wifi
- > Integrated visibility on the festival's website and app
- > Access to the online directory of participants to chat and book meetings

Additional needs?

- > Accreditations, furniture, customized partitions, breakfast or cocktail organization...
- Contact our teams.

	EARLY from 19.11.25 to 28.01.26		REGULAR from 29.01.26 to 20.02.26	
	6M ²	3M ²	6M ²	3M ²
6M ²	740€ excl. tax	888€ incl. tax	880€ excl. tax	1056€ incl. tax
3M ²	550€ excl. tax	660€ incl. tax	660€ excl. tax	792€ incl. tax

incl. tax = excl. tax + VAT 20%



DEPLOY YOUR COLLECTIVE UNIVERSE AT THE HEART OF THE TRADE FAIR

- > A large, modular space at the heart of the trade fair
- > Accreditations giving access to all event content
- > Customizable furniture kit: tables, seating, lighting, electricity, wifi, partition design
- > Integrated visibility on the festival's website and app
- > Access to preferential-rate accreditations for your members, partners...*
- > Support in organizing professional and social moments: breakfasts, cocktails, gatherings, private inter-network work meetings

Contact us for a customized quote

> expo@babelmusicxp.com

*valid depending on the nature of your structure (network, federation, etc.)



PAVILION PACK


[BACK TO PACKS](#)

**PROMOTE YOUR PROJECTS WITHIN SHARED, THEMATIC SPACES
ALIGNED WITH KEY INDUSTRY TOPICS**

- > A flexible slot (1 to 3 days) in a thematic space^{*} shared with peers
- > 1 accreditation giving access to all event content
- > Furniture kit: 1 table, 2 seats, lighting, electricity, wifi
- > Integrated visibility on the festival's website and app
- > Access to the online directory of participants for meetings

En option :

- > Pitch your projects in the dedicated talk space at the heart of the trade fair

^{*}Pavilions focus on themes such as: innovation, ecological transition, training, equality & anti-violence/discrimination, mental and workplace well-being, audience experience.

	EARLY from 19.11.25 to 28.01.26		REGULAR from 29.01.26 to 20.02.26	
1 THEMATIC PAVILION SPOT + 1 ONE-DAY ACCREDITATION	190€ excl. tax	228€ incl. tax	230€ excl. tax	276€ incl. tax
1 THEMATIC PAVILION SPOT + 1 TWO-DAY ACCREDITATION	360€ excl. tax	432€ incl. tax	430€ excl. tax	516€ incl. tax
1 THEMATIC PAVILION SPOT + 1 THREE-DAY ACCREDITATION	550€ excl. tax	660€ incl. tax	660€ excl. tax	792€ incl. tax

incl. tax = excl. tax + VAT 20%



ADDITIONAL OPTIONS

EXPAND YOUR PRESENCE AT THE TRADE FAIR
AND BOOST YOUR VISIBILITY

VISIBILITY OPTIONS

EVENT OPTIONS

NETWORKING OPTIONS



[BACK TO OPTIONS](#)

NETWORKING OPTIONS

EXPAND YOUR PRESENCE AT THE TRADE FAIR AND BOOST YOUR VISIBILITY

Talk — 30 min

- > Pitch a project, a vision, or share feedback before a targeted audience (up to 15 seated participants) at the trade fair
- > Integrated visibility on the website and the app

FOR EXHIBITORS	160€ excl. tax	192€ incl. tax
FOR DELEGATES	200€ excl. tax	240€ incl. tax

Speed-Meeting — 1h / 5 meetings of 12 min

- > Multiply collaboration opportunities through efficient one-to-one sessions

FOR A DEDICATED SPACE (1 TABLE)	125€ excl. tax	150€ incl. tax
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[BACK TO OPTIONS](#)

EVENT OPTIONS

EXPAND YOUR PRESENCE AT THE TRADE FAIR AND BOOST YOUR VISIBILITY

Breakfast at the trade fair – 1h

> Welcome collaborators and prospects
in a friendly and dynamic setting (20 people max).

BREAKFAST (CATERING INCLUDED)

400€ excl. tax

480€ incl. tax

Cocktail on the trade fair – midday or afternoon

> Strengthen your network
through a convivial moment (40 people max).

COCKTAIL (EXCLUDING CATERING)

300€ excl. tax

360€ incl. tax

incl. tax = excl. tax + VAT 20%

The rates include:

> Spaces, organization, privileged communication (visibility on website & app)



[BACK TO OPTIONS](#)

EVENT OPTIONS

EXPAND YOUR PRESENCE AT THE TRADE FAIR AND BOOST YOUR VISIBILITY

Daycase

- > Highlight your artists with a daytime showcase at the Friche la Belle de Mai
- > 2 or 3 bands (slot of 1h15 to 1h30 depending on the number of artists)
- > Included: accreditations for band members, soundchecks, hospitality costs (excluding travel/accommodation), equipped venue rental (excluding backline or special requests), technical staff, 360° communication (website, app, press kit, newsletter...)

DAYCASE

starting from
3000€ excl. tax

starting from
3600€ incl. tax

incl. tax = excl. tax + VAT 20%



[BACK TO OPTIONS](#)

VISIBILITY OPTIONS

EXPAND YOUR PRESENCE AT THE TRADE FAIR
AND BOOST YOUR VISIBILITY

Screens

> Advertising on the 4 screens
of the trade fair, running
from 10am to 7pm (minimum 50 plays)

1 DAY, STATIC VISUAL	500€ excl. tax	600€ incl. tax
1 DAY, VIDEO	1350€ excl. tax	1620€ incl. tax
3 DAYS, STATIC VISUAL	1000€ excl. tax	1200€ incl. tax
3 DAYS, VIDEO	2850€ excl. tax	3420€ incl. tax

Newsletters

> Advertising insert or dedicated
newsletter
> Sent to 15 000 qualified contacts

INSERT	600€ excl. tax	720€ incl. tax
NEWSLETTER	1000€ excl. tax	1200€ incl. tax

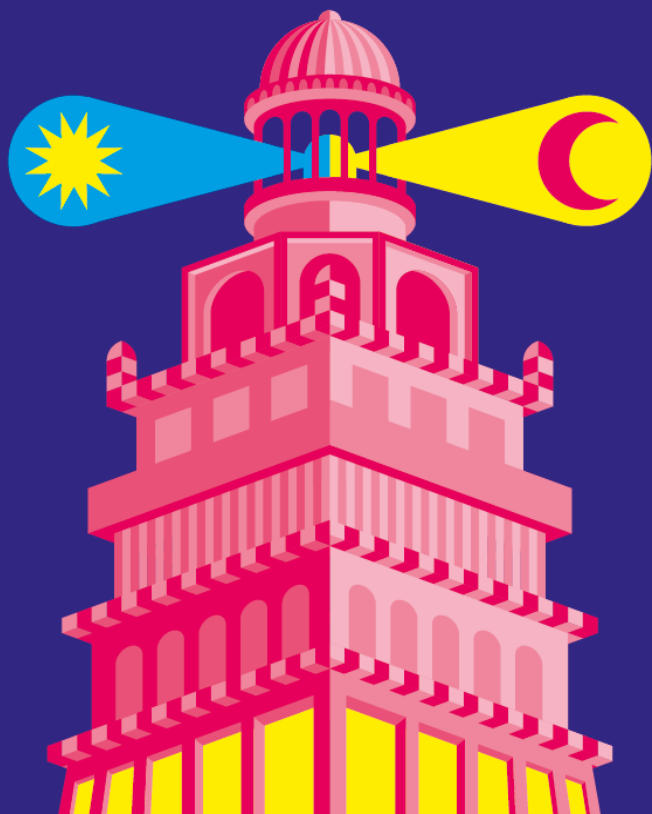
Application

> Advertising banner

ADVERTISING BANNER	starting from 600€ excl. tax
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19

20

21

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SITE

WWW.BABELMUSICXP.COM

