

# **EQUIPMENT & MANUFACTURING WEST AFRICA**

**28-30 APRIL 2020**

**Landmark Centre, Lagos, Nigeria.**

## **SPONSORSHIP & EXHIBITION BROCHURE**



**INTERNATIONAL  
MANUFACTURING,  
MACHINERY &  
EQUIPMENT  
EXHIBITION.**

## **SPONSORS**

**DIAMOND SPONSOR**



**SILVER SPONSORS**



## TARGETED

Over 100+ Exhibitors



Over 3500M<sup>2</sup> Exhibition space



More than 3000+ Attendees



## E & M WEST AFRICA Profiles



- Production Machinery
- Bottling Machinery
- Packaging Machinery
- Food Safety and Hygiene Technology
- Agro-Processing Machinery
- Textile Machinery



- Electronics Manufacturers
- Control, Safety & Test Equipment Manufacturers
- Laboratory, testing and Measurement Equipment
- Facilities Equipment, Systems and Supplies
- HSE and Quality Control



- Pumps, Bearings, Motors and Generators
- Heating & Cooling Equipment
- Compressors
- Drives and Control
- HVAC Systems
- Storage and Transport Equipment
- Spare Parts, Components and Accessories



- Materials Handling & Warehousing
- Logistics and Storage Equipment
- Weighing & Measuring Machinery
- Machine Tools
- Production Facilities Equipment

## EVENT HIGHLIGHTS



### Opening Ceremony

Let's witness the VVIP to officiate M&E West Africa 2020 Opening Ceremony



### E & M West Africa Conference 2020

Flow of latest information, knowledge and experience from the local and international experts



### 3 Days Full Day Exhibition

Opportunity to showcase your products and services



### SME Technical Talk

Presentation which related to technical field

### WOMEN IN MANUFACTURING 2020

#### Mentor and Build Capacity

Women Entrepreneurs in Manufacturing (WEIM) Forum designed for women to discuss the opportunities and advantages women have in the manufacturing sector.



### Networking Function

Expand your business connection and increase business opportunity



### B2B Meet & Match

Meet & Match is a buyer-supplier business matching system dedicated to assist E & M west Africa participants to plan their time well during the 3-days exhibition, participants can preview target suppliers/buyers' profile and schedule onsite meetings efficiently.

## GROW YOUR BUSINESS IN A LUCRATIVE MARKET

**Fertile ground for Companies** looking for growth with the estimated **population of 200+ Million people** with a rising middle class.

source - [countrysmeters.info](http://countrysmeters.info)

**Largest & Richest Economy** in Africa, with **GDP projection** to trend around **USD \$690 Billions** in 2020.

source - [trading economics](#)



**ECOWAS**  
MARKET HAS  
COMBINED  
GDP OF OVER  
\$500BN and 376M  
in Population

# RESERVE YOUR BOOTH TODAY



Nigeria imported US\$36.5 billion worth of goods from around the globe in 2018. Imports translates to roughly \$180 in yearly product demand from every person in the West African region country.

(source - [worldstopexports](#) )

The middle class in Nigeria makes up 23% of the population and has an estimated potential market value of over \$28 Billion USD, which will grow only as the middle class expands over the coming years.

Nigeria accounts for nearly 20% of continental GDP and about 75% of the West Africa economy. (Source: African Economic Outlook (AEO) 2019)

As the economy continues to flourish and the population gets older their buying power will continue to increase, and companies looking to expand could benefit from learning more about this powerful set of consumers.

# PARTNER WITH US

The Equipment and Manufacturing West Africa is your opportunity to get your brand 'first hand' with manufacturing leaders looking to transform their business.

- Promote your business as a thought leader for the manufacturing community.
- Network for 3 days 24hours, with your target audience.
- Get your product in front of the right buyers - senior technical experts driving technology & strategy adoption.
- Drive sales leads - Partnering with us will give you the chance to benefit from our social selling plan - showcase your brand in innovative ways via website, marketing campaign for over a 6 month cycle, as well as having a physical presence onsite.
- Be ahead of your competitors- Position yourself ahead by establishing your presence at the event.
- Book your tailor-made packages which are created to address your individual needs, products and services.

## YOU SHOULD SPONSOR OR EXHIBIT BECAUSE:

- You see the opportunity for growth in the manufacturing market.
- Your sales team needs high quality, decision making leads.
- You need to educate the market about the possibilities created by your product or service.
- You want to motivate senior business executives to invest in your technology or service.
- You want to position your organization as a thought leader and partner of choice.
- You need to stimulate market demand and build advocacy for your offering.
- Sponsorship and exhibition packages can be tailored to meet your specific objectives, whether that is thought leadership, profile, leads or sales.

The E & M West Africa 2020 is a showcase of the latest technologies and solutions transforming the manufacturing sector.



**TO FIND OUT MORE ABOUT OUR SPONSORSHIP OPPORTUNITIES  
OR BOOK A STAND CONTACT ONE OF THE TEAM TODAY.**

### SPONSORSHIP & SALES

[sales@emwestafrica.com](mailto:sales@emwestafrica.com)

NIGERIA +234 809 1155 499

UK +447771848813

SOUTH AFRICA +27712136458

### GENERAL ENQUIRIES

[exhibitions@emwestafrica.com](mailto:exhibitions@emwestafrica.com)

+234 901 527 8217

# GROW YOUR BUSINESS AT EQUIPMENT & MANUFACTURING WEST AFRICA

E & M West Africa aims to meet the growing needs of manufacturing companies by showcasing the industry's best ideas, innovative technologies and cost effective solutions to raise productivity within the manufacturing environment whilst remaining competitive. The event puts you in front of key decision markers expected to attend across industry business landscape.

Subcontract manufacturing, IT & Telecommunication, Trade Association/ Government Agency, Wood -Processing Industry, Research & Development, Food & Beverage (Process Factories), Design and Consultancy Services, Engineering & Contracting, Energy, Power and Utilities, Buying/Procurement Services, SME's Resellers, Distributors, Finance Providers.



## MARKETING CAMPAIGN

### ALL THE QUALITY LEADS YOU DESERVE

When a show is well-organized and well marketed, it makes all the difference to your ROI. E&M West Africa offers you an opportunity to:

- Break into new markets
- Gain brand recognition

### EFFECTIVE MARKETING CAMPAIGNS BRING QUALITY PROSPECTS TO YOU

E&M West Africa will provide you with an extensive support on a comprehensive marketing campaign that attracts the right leads to the show.

### OVERVIEW OF OUR MARKETING CAMPAIGN



EMAIL CAMPAIGNS



PR



WEBSITE



MEDIA PARTNER ACTIVITY



RADIO



PRINT ADVERTISING



DIRECT MAIL



SOCIAL MEDIA



ONLINE ADVERTISING



MEDIA



SMS



TELEMARKETING

## TYPE OF STANDS AND PRICING:

SPACE ONLY - ONE LEVEL  
MIN 18m<sup>2</sup>

Allows you to create your own stand design to stand out among the other

**N90,000 per SQM**



STANDARD SHELL SCHEME  
9m<sup>2</sup> - 36m<sup>2</sup>

Includes ready built aluminum stand with power, lights, carpet and name board.

**N108,000 per SQM**



## SPONSORSHIP PORTFOLIO

Whether your goal is to increase exposure, differentiate yourself from competitors or simply attract more prospects to your booth and increase sales, E&M West Africa offers wide range of sponsorship offerings that will maximize your participation.

Sponsors will gain premium exposure to a targeted group of manufacturing professionals and companies ready to evaluate the products and services you offer.

### EVENT SPONSORSHIP FEATURES

	Basic	Silver	Gold	Diamond
Complimentary raw exhibit space up to	18 m <sup>2</sup>	24 m <sup>2</sup>	36 m <sup>2</sup>	54 m <sup>2</sup>
Headline sponsor on all show marketing				●
Brochure seat drop in conference sessions				●
Solus post-show newsletter				●
Sponsor branding in one of the conference sessions			●	●
C-level interview circulated via PR/media channels		●	●	●
Company description & logo in the show guide & website	35	35	50	75
Advert in show guide	HP	HP	FP	IFC & Interview
* Conference Presentation (Expo Floor)	●	●	●	●
** Complimentary VIP Ticket	4	6	10	15
Visitor welcome pack/bag insert	●	●	●	●
Logo in pre-show email campaign	●	●	●	●
Unlimited exhibition floor passes for customers and staff	●	●	●	●
	\$9,000 NGN 3,000,000	\$14,000 NGN 5,000,000	\$18,500 NGN 6,500,000	\$29,750 NGN 10,000,000

### SHOW PARTNERS

