

Under the patronage of



FEDERAL MINISTRY OF POWER



Nigeria
Energy

19 - 21 September 2023 | Landmark Centre, Lagos

**Maximise your brand
exposure at West Africa's
leading energy exhibition**
Sales & Sponsorship Brochure

www.nigeria-energy.com
info@nigeria-energy.com



How can Nigeria Energy support you or your business?

The largest power and electricity event serving West African utility, commercial, industrial and key end-user markets.

Held under the patronage of Nigeria's Federal Ministry of Power, Nigeria Energy provides an opportunity for buyers and sellers from across the globe to discover the opportunities in West Africa's rapidly growing energy sector.

Accelerating sustainable energy supply in Nigeria, the event engages in deeper conversations on unlocking investment opportunities and the next steps for clean energy transition in Nigeria.

Exhibit at Nigeria Energy



Generate new business



Network with industry leaders & potential buyers



Launch new products & services



Increase your international presence



Increase brand exposure

Get involved now



Benefits of exhibiting



Demonstrate your ability to provide solutions in an energy ecosystem primed for change



Meet the leading distributors, investors, financial institutions, policy-makers, dealers and small & medium traders within Africa's power sector



Establish your position in Nigeria's energy market



Guarantee your place in the tender process for some of the West African region's leading energy projects at the live show



Showcase your latest products and services set to transform Africa's energy industry



"Nigeria is endowed with large oil, gas, hydro and solar resources, and it has the potential to generate 12,522 MW of electric power from existing plants." - USAID



Nigeria Energy at a glance



4,413
Sqm of products



5000+
Attendees



100+
Exhibitors



26
Media partners



21
Countries
represented



70+
Speakers



25+
Hours of
CPD-certified
sessions



350+
B2B Meetings



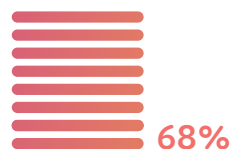
250+
Key buyers
and investors

Exhibitor Overview

How Nigeria Energy helped exhibitors achieve their goals?



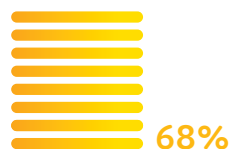
To seek new contacts for future business



To discuss products & services with end-users



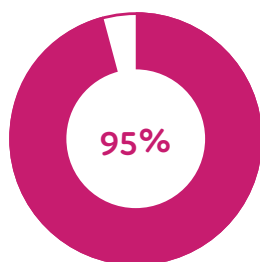
Branding exercise / raise the profile of my organisation



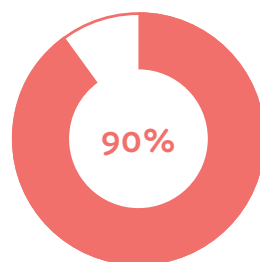
To network with the industry



To strengthen the relationship with existing clients / partners



Rated the quality and number of visitors as excellent



Rated Nigeria Energy as an important platform for their business

"The Nigeria Energy 2022 exhibition was very well organized. It is an excellent business networking event with great attendance and relevant speakers."

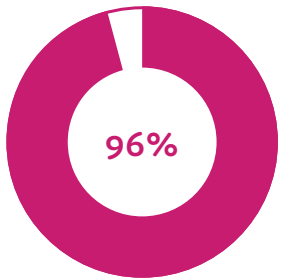
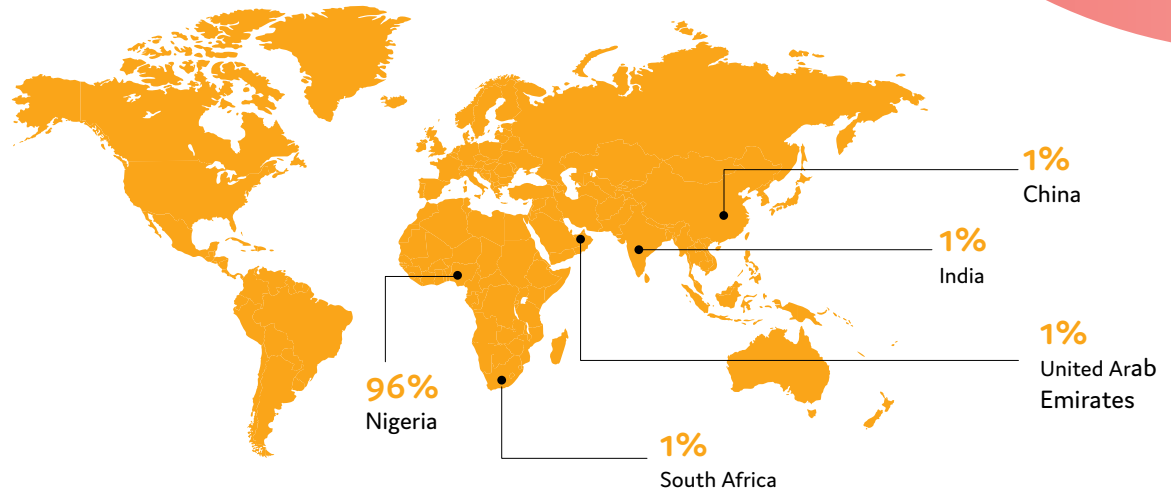
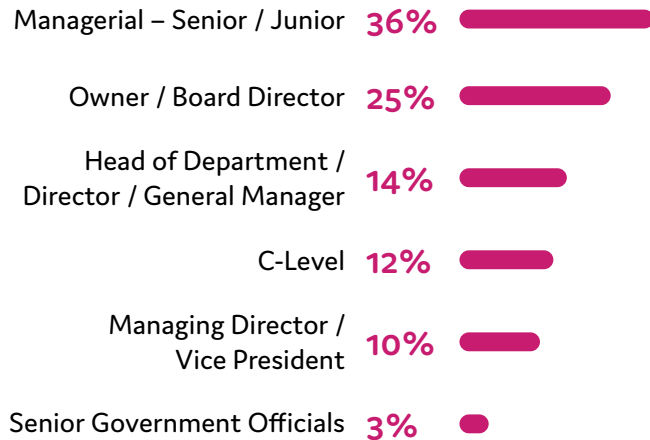
– Laselle Consultants

"Nigeria is a fast-growing economy, and the Nigeria energy is the best media to showcase your company/products not only for the Nigerian market but also for the West Africa region."

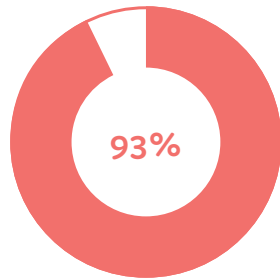
– Imequadri Duestelle s.p.a

Visitor Overview

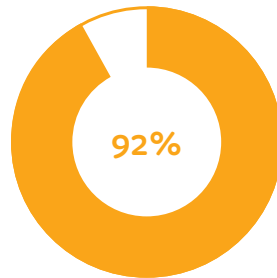
Seniority – Live visitors



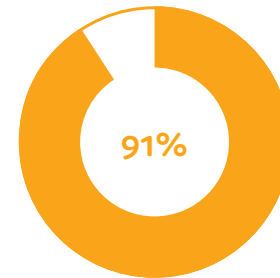
rated their experience from good to excellent



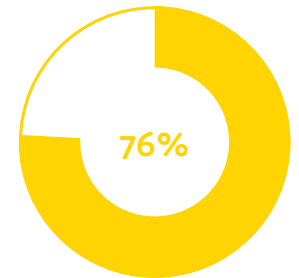
will attend Nigeria Energy 2023



find the Nigeria Energy Conference useful



rated Nigeria Energy as an important platform to attend for their business



attend Nigeria Energy to network with industry professionals

Key Visitors at Nigeria Energy

African Development Bank

Renewable Energy Association Of Nigeria

Federal Ministry Of Power

Mitsubishi Corporation

First Bank Nigeria Ltd

Ikeja Electric

Wema Bank Plc

Lagos State Electricity Board

First Bank Of Nigeria Limited

Usaid - Deloitte Consulting Llp - West Africa Energy Program

Infinity Sustainable Power Solutions Limited

Zenith Bank

Eko Electricity Distribution Company

Nigerian Electricity Management Services Agency (Nemsa)

Abuja Electricity Distribution Company

Actolog Solutions Limited

Mojec Int'l Ltd

Pan-Atlantic University

Lagos State Civil Service

Polaris Bank Ltd

Eaton Electric (South Africa) (Pty) Ltd

Fairbanks Energy Limited

Us Development Finance Corporation

Totalenergies Ep Nigeria Ltd

Sriram Cables Pvt. Ltd

Kpmg

Totalenergies Nigeria

Nigerian Bulk Electricity Trading Plc.

Blue Camel Energy

Society of Petroleum Engineers

Excelsior Global Limited

Fidelity Bank Plc

Ibadan Electricity Distribution Company (Ibedc)

Pan Ocean Oil Corporation (Nigeria) Limited

Bhojsons Plc

Zenith Bank Plc

Skipper Ets Electric Ltd

Wartsila

This Day Newspaper

Julius Berger

Felton Energy Services Limited

Aig Integrated

Lemi Renewable Energy

Lagos Energy Academy

Shell

Deloitte

Levene Energy Group

Pwc

Bse Oilfield Services

Union Bank Of Nigeria Plc

Seashore Cables Factory

Optiva Capital Partners

National Assembly

Nigerian Electricity Regulatory Commission

Power Africa- Nigeria Power Sector Program

Zera Advisory & Consulting

Ehealth Africa

The Nextier Group

Oracle

Fanfaro Oil Nigeria

Globeleq

General Electric

Rural Electrification Agency - Nigeria Electrification Project

Jrb Solar Investment

Giz Nigeria

Delegation Of German Industry And Commerce In Nigeria

Federal Ministry Of Power

Shell Energy

Danvic Petroleum International

Petrolex Oil & Gas Group Limited

Elsewedy Electric, Lagos

Lotus Bank

Powergas Global Investments Nigeria Ltd.

Genesis Energy

Shapoorji Pallonji Nig Ltd

Africa's Hydrocarbon Sector Publications Ltd.

Tofa Limited

Power Gas Global Investment Nigeria Ltd.

Transmission Company Of Nigeria

Nigerian Midstream And Downstream Petroleum Regulatory Authority

Vista Group

Business Day Media

Power Africa - Nigeria Power Sector Program

Axa Mansard Insurance Plc

Ernst And Young

Federal Airports Authority Of Nigeria

Africa Energy Chamber

Eunisell Interlinked Plc

Velar Energy

Fenchurch Group

Aegis

Federal Ministry Of Science and Technology

Gas Aggregation Company Nigeria Ltd.

Schneider Electric

ABB

Natural Gas Commodities Exchange (Ngcx)

Cbc Emea Group

The Commonwealth Environmental Investment Platform (The Ceip)

Vanguard Media Limited

Kaduna State Government

Primera Food Nigeria Ltd

Standard Chartered Bank Nigeria Limited

Kirloskar

Lagos Chamber of Commerce and Industry

Federal Ministry of Information and Culture

Hosted Buyer Programme and Investor Club

Hosted Buyer Programme and Investor Club

Bringing together over 250+ VIPs with direct purchasing powers and/or who are key stakeholders, investors and decision-makers from Governments, Utilities, Developers, Consultants, Contractors, Financial Institutions, Power Pools and Industrial/Commercial Users.

Become a Hosted Buyer Programme Sponsor

Get maximum attention from an important audience of key buyers and investors.



350+
B2B Meetings



250+
Key buyers

Previous Hosted Buyer Companies

African Development Bank	Renewable Energy Association of Nigeria
Federal Ministry of Power	Magnartis Finance & Investment Ltd
United Bank for Africa	Blue Camel Energy
Central Bank of Nigeria	Eko Electricity Distribution Company Plc
Private Office Of H.H. Shkeikh Ahmed Al-Qassimi	Fidelity Bank Plc
Usaid - Deloitte Consulting Llp - West Africa Energy Program	National Action Committee On African Continental Free Trade Agreement
Wema Bank Plc	The World Bank
Sterling Bank Plc	Disruptive Energy Services Llc
Lagos State Electricity Board	Stanbicibt Infrastructure Fund
The Arab Contractors Company	Fgn Power Company
First Bank of Nigeria Limited	Nigerian-Belgian Chamber Of Commerce
Global Affairs Canada	Nigerian-Belgian Commercial Information and Documentation Center
Globeleq	Bureau Of Public Enterprises
Ikeja Electric	

Visitor Profile

Who will you meet



Distributors



Government & public entities



Project manager



Consultants (construction and engineering)



Architects / interior designers



Data centre operations



Suppliers



Educational institutions



Utilities



Facilities management professionals



Law / legal service professionals



Independent power producers



Contractors (EPC)



End users of automation technologies



Oil & gas professionals



Telecommunications professional



Engineers



Industrial Commercial Users



Developers



Manufacturers



Surveyors



Information technology / software professionals

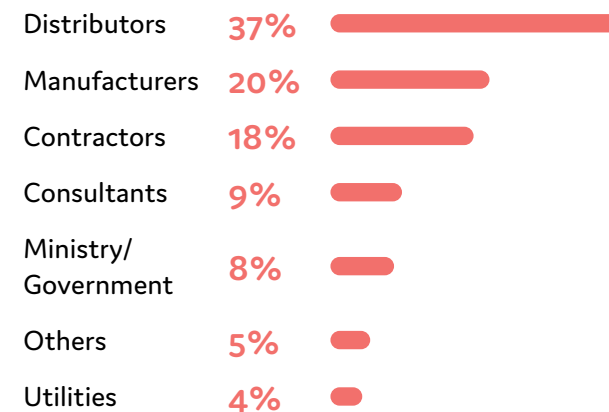


Sub-contractors

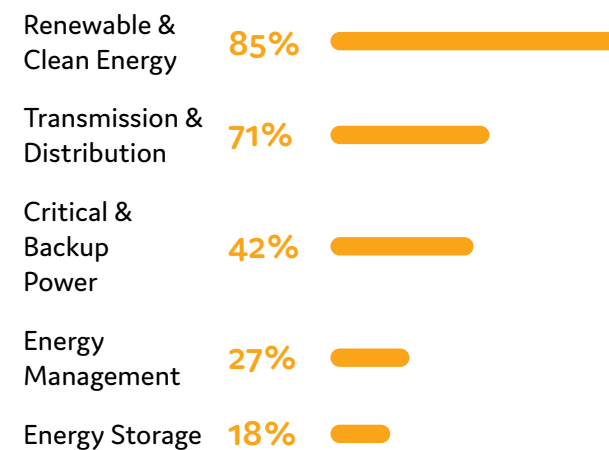


System Integrators

Nature of Business



Area of Interest



Product Sectors at Nigeria Energy

Nigeria Energy unites the global energy community through dedicated product sectors within a combined mega-show.



Transmission & Distribution

Investment needs for transmission and distribution (T&D) range from USD 270 billion to USD 400 billion in Africa. The bulk of this investment is for domestic transmission as opposed to international connections. The solution for lowering the cost of T&D is looking at investing into alternative power methods such as renewable-promotion scenarios in countries and regions such as Nigeria.



Renewables & Energy storage

Renewable energy technologies are a constant challenge for governments, utilities and private projects, however through increased digitisation, retrofits and hybrid approaches progress is being made. Nigeria is emerging to be one of the most attractive solar energy markets in the region, initiatives such as solar mini-grids are part of new efforts in Nigeria to increase electricity and bolster energy security in Africa's most populous country.



Backup Generators & Critical Power

Backup generators and critical power in Nigeria is one of the the biggest markets in the country. At least 60 million Nigerians own generator sets and more than N3.5 trillion is spent yearly on fuelling these sets. 82.1% of the 28.9 million households in Nigeria do not have access to electricity from the national grid making generators an imperative part of people's lives. Investment in this field is needed to increase reliability and provide power generation solutions.



Energy Consumption & Management

Previously known as the Lighting sector, among the countries in the Africa region, Nigeria is the largest market for LED and OLED displays and lighting products and accounted for the largest market share. This growth is primarily attributed to the development of telecommunications infrastructure and increasing internet governance, which in turn is driving the smartphones penetration in the country.



Gas to Power



Solar



Smart metering



Wind



Digitalisation



Electrical Equipments

Marketing campaign driving buyers and partners to your stand

PR & Overall Marketing Outreach



Email reach
68,150
Engaged audience



Print reach
9,728,000
Impressions



SMS reach
26,148
WhatsApp texts sent



Website reach
86,172
Active users



Radio, newspaper & online advertising

5

Radio stations

21

Newspapers

206

News stories across print & online media

14

Journalists on-site



PR and outdoor

6

Press releases

2

Blogposts

24

Radio hypes

2

Print interviews

1

Press conference

20

Association reach

3

Photo stories

1

Digital outdoor ad (Adeniji bridge)



Online circulation

54,917,210
News stories

6,550,000
Articles

1,770,000
Interviews

3,600,000
Blog posts



Print circulation

4,348,000
News stories

2,140,000
Photo stories



Additional coverage includes cross promotion on Energy & Utilities, the leading news and analysis platform for the rapidly transforming energy sector

PR Circulation

Social reach
37,000+
Followers

Digital reach
22,520
Impressions

Social impressions
258,808

Banner mentions
100+

Page views
103,784
Monthly views

Email reach
180,354
Qualified energy audience

Web users
25,843
Unique monthly users

Digital reach



Youtube

883,493
Impressions

150,254
Clicks



Facebook & Instagram

4.6 mn
Impressions

1.2 mn
Clicks



Google

92,514
Impressions

6,334
Clicks



Advocacy reach

3,288
Advocates

5,633
Clicks

1,173,787
Impressions

Top tier publications and TV channels



Social reach



Facebook
2,408
Followers



Twitter
2,175
Followers



Instagram
1,501
Followers



LinkedIn
2,647
Followers



Youtube
104,494
Views



Media partner coverage

15+
Media and association partners

45+
Advertisements placed in magazines, newsletters and various printed promotional items

20+
Emails with a reach of 100,000 power industry professionals

Exhibition space and sponsorship opportunities

Bare space only

You are required to hire your own stand contractor and build your booth from scratch.



Shell scheme plan

A fully fitted square profile built to a height of 3.0m.



Stand includes:

- Exhibition grade podium carpet
- Rear and side walls with white infill panels (2.38mH x 0.965mW)
- Fascia with vinyl cut exhibitor name and stand number in English
- Electrical package including 2 spotlights, 1 power socket with electricity
- Furniture package with 1 table, 2 chairs

Pre-show branding

Feature your logo prominently and exclusively on:

- The Nigeria Energy monthly newsletter
- Nigeria Energy Website
- Online registration page
- Guaranteed brand exposure to every single pre-registered visitor
- Each pre-registered visitor will receive an email confirming their attendance.
Your linked banner / logo will feature in every email
- In 2022, we received 9500+ pre-registrations



Landmark Centre branding options

Flex banner*



8,760 mm x 1,270 mm



8,350 mm x 1,010 mm

Advertising cubes



3,710 mm x 3,450 mm

Glass left & right (self adhesive)



3,710 mm x 3,450 mm

*Valid for the duration of the event. Located above main entrance door Hall 1 & 2

Landmark Centre branding options

Flags - Wind dancer



3m (9.8ft)

Glass facade (left or right)



15.6m x 6.6m

Standing board



14m

SOLD OUT

Landmark Centre branding options

Registration sponsor (Package deal)



Registration stickers



Registration desks

Lanyard & Badge sponsor*



*Can be sold separately if they are non conflicting exhibitors

Inside venue branding options

Floor stickers



Roller banner*



Hanging banners



*Location TBC

Position your company as an essential partner to all stakeholders leading Nigeria's energy revolution.

Build trust and establish connections within the industry's value chain through our tailor-made conference sponsorship, branding, and advertising packages.

Cocktail sponsor



Visitor bag sponsor



Delegate bag sponsor



Coffee break sponsor



Opening reception sponsor



Closing reception sponsor



Conferences at Nigeria Energy



Strategic Conference

The Strategic Conference aims to gather all stakeholders involved in the value chain, including government leaders, gas companies supplying fuel to grid-connected plants, independent power producers, generation, distribution, and transmission companies, technology providers, and agencies facilitating the development of renewable and off-grid solutions.



Technical Seminar

The Technical Seminar brings together success stories from leading projects, the practical application of cutting-edge research and innovation, and technological advancements in the energy and utilities sector important to stakeholders building, operating, and maintaining power plants, and transmission and distribution grids.

“The quality of the program and panelists make it unique. The clusters of various stakeholders at the exhibition ground were impressive and the opportunity to network with various players in the industry.”

– Zekas Logistics Limited



Conference Agenda

Day 1 | Tuesday, 19th September 2023

Theme: Regulations, reforms, and policy updates – 2023 and beyond

- 10:30 Registration and Networking
- 11:00 Welcome by Emcee
- 11:10 Welcome remarks by Informa Markets
- 11:20 Opening Address by the Minister of Power, Nigeria (TBC)
- 11:35 Official opening of the Exhibition
- 12:00 Keynote address
- 12:45 Opening panel: Power sector decentralization - New legislations and framework in Nigeria
- 13:45 Networking Break | Exhibition visit
- 14:45 State spotlight leadership keynotes:
- 16:00 Country spotlight: Ghana
- 16:30 Emission trading – New reforms in Africa?
- 17:30 End of Day 1

Day 2 | Wednesday, 20th September 2023

Theme: Finance & Investment: The catalyst to boost energy access in Nigeria

- 10:00 Registration and Networking
- 10:30 Welcome and recap of Day 1 by Emcee
- 10:40 Keynote address: Reducing the energy poverty gap
- 11:00 Funding opportunities – Are investments finally moving in
- 12:00 Networking Break | Exhibition visit
- 12:20 Role of Natural gas as a transition fuel in achieving a net-zero economy
- 13:30 Networking Break | Exhibition visit
- 14:30 Presidential Power Initiative - A beam of hope to increase Nigeria's power generation
- 15:30 CEO Leadership panel: What are the steps taken by DisCos to encourage climate-driven investments?
- 16:00 Networking Break | Exhibition visit
- 16:20 Nigeria's Energy Transition Plan – How will it impact the power market?
- 17:10 Country spotlight: South Africa/Senegal
- 17:30 End of Day 2

Day 3 | Thursday, 21st September 2023

Theme: Digitalization and grids of the future

- 10:30 Registration and Networking
- 11:00 Welcome and recap of Day 2 by Emcee
- 11:10 Keynote Address
- 11:30 Leveraging the power of digital technology to deliver value to customers
- 12:30 Networking Break | Exhibition visit
- 12:45 Latest updates on smart electricity metering
- 13:05 Hybrid models - Integrating smart grids and renewables
- 13:45 Networking Break | Exhibition visit
- 14:30 Sustainability of grids
- 15:30 Decarbonization projects in commercial and industrial space
- 16:15 Networking Break | Exhibition visit
- 16:30 End of Day 3

Conference Sponsorship Packages

Strategic conference sponsorship packages	Platinum Conference Partnership	Gold Conference Partnership	Silver Conference Partnership
Plenary session speaker at Strategic conference	■	■	■
Your logo on Strategic conference home page	■	■	■
Social media postings on all the channels	■	■	■
Your logo in pre-show Strategic conference digital marketing campaigns	■	■	
Holding slides with your branding shown between your sessions	■	■	■
1 x banner on Strategic conference website	■		
1 x advertisement in conference digital guide or print	■	■	■
Access to the attendee list	■		
1x onsite interview	■		
Nigeria Energy Post show report sponsor acknowledgment	■	■	
Verbal acknowledgement at the opening and closing sessions	■		
Thank you email to send to all attendees of the Strategic conference	■	■	

Add ON Technical Seminar Session:

Includes the following:

- 15 min – 20 min speaking opportunities - Speaker and topic are subject to approval.
- Your session will be included as part of our email promotional campaign
- Your session will be included as part of our Social Media campaign

Conference Sponsorship

Conference theme sponsor (3 slots)



Strategic conference session sponsor



Speaking slot



*Subject to conference producer confirmation



1200+
delegate attendees



92%
found the Nigeria Energy
conference useful

A stronghold in energy events & media across Middle East & Africa



Middle East Energy
16 - 18 April 2024
Dubai, UAE

middleeast-energy.com



Nigeria Energy
19 – 21 September 2023
Lagos, Nigeria

nigeria-energy.com



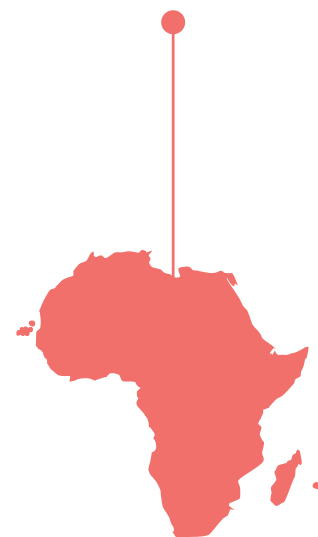
Egypt Energy
29 - 31 October 2023
Cairo, Egypt

egypt-energy.com



Africa Energy Expo
20 - 22 February 2024
Kigali, Rwanda

africa-energyexpo.com



Official Content Platform:
Energy & Utilities

energy-utilities.com



Start planning for 2023!

Get in touch with the team directly to understand the booming African energy landscape and how your business can best fit into the value chain.



Ade Yesufu

Exhibition Director

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Adeleke Adeleye

Sales Manager

Adeleke.Adeleye@informa.com

Get intouch with us for booking options

 info@nigeria-energy.com

 www.nigeria-energy.com

Organised by



Informa Markets connects buyers and sellers and supports the flow of business and trade in over a dozen specialist markets.

Our platforms help businesses meet, discover products, trade and grow through major exhibitions, virtual events, online marketplaces, specialist content and data services.

[Find out more](#)



Nigeria Energy show highlights

Nigeria Energy is endorsed by the Federal Ministry of Power Nigeria



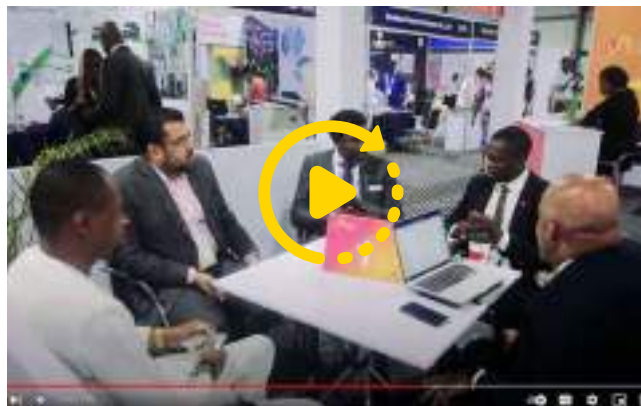
Day 1 Highlights (click to watch)



Day 2 Highlights (click to watch)



Day 3 Highlights (click to watch)



“The Nigeria Energy Exhibition Event is the primary exhibition for the energy sector in Nigeria. It is gradually gaining more international exposure and hopefully in the coming years, more major energy equipment manufacturers will be represented. It could develop to become the event of choice in Nigeria.”

– **Komponents and Solutions Rack Limited**