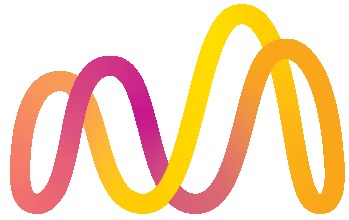


Under the patronage of



FEDERAL MINISTRY OF POWER



Nigeria  
Energy

15 - 17 October 2024 | Landmark Centre, Lagos

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

[www.nigeria-energy.com](http://www.nigeria-energy.com)  
[info@nigeria-energy.com](mailto: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 West Africa.

## 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 West Africa'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**  
Halls



**4,413**  
Sqm of products



**150+**  
Exhibitors



**6,574**  
Attendees



**2,000**  
Delegates



**70+**  
Speakers



**25+**  
Hours of  
CPD-certified  
sessions



**21**  
Countries  
represented



**250+**  
Key buyers  
and investors

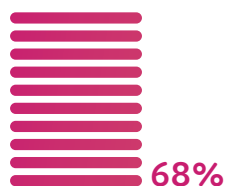


**675+**  
B2B Meetings

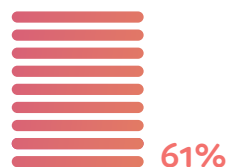


# Exhibitor Overview

## Top 5 reasons for exhibiting



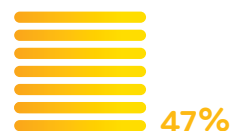
To seek new contacts for future business



To discuss products & services with end-users



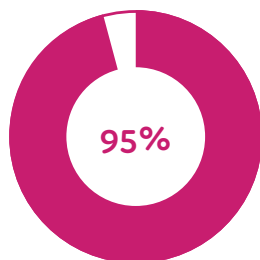
Branding exercise / raise the profile of my organisation



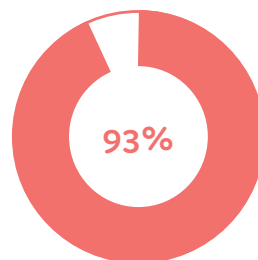
To network with the industry



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

"Nigeria Energy 2023 is a vibrant show that we are proud to be a part of. Our expectations were over fulfilled with the number of people interested in our products."

**Thomas Sasserath, Project Manager, A.H.T. Syngas Tech N.V.**

"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**

## Exhibition Sponsors for 2023

Main Event Sponsor



Platinum Sponsors



Gold Sponsors

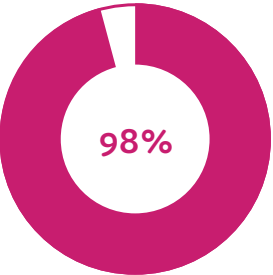
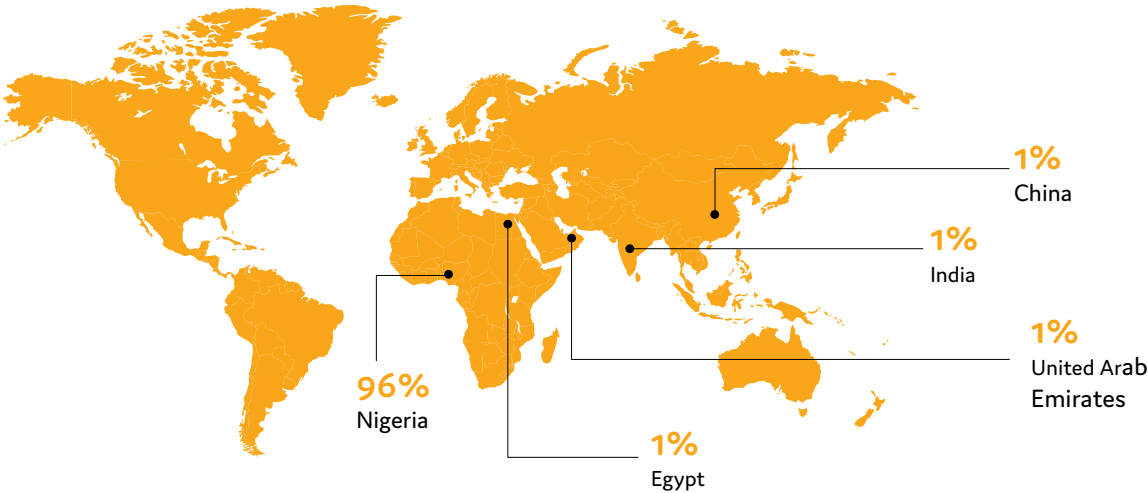
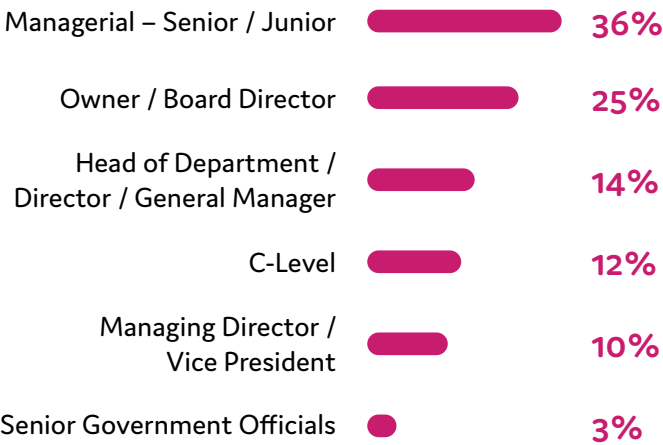


Silver Sponsors

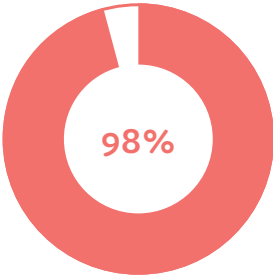


# Visitor Overview

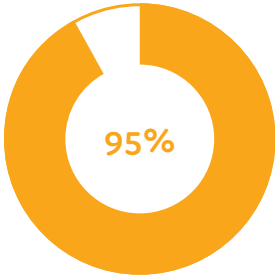
## Seniority – Live visitors



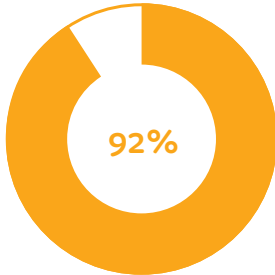
rated Nigeria Energy as an important platform to attend for their business



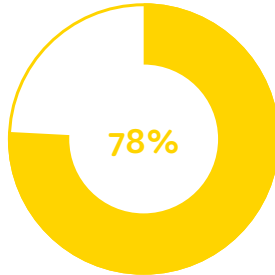
will attend Nigeria Energy 2024



rated their experience from good to excellent



find the Nigeria Energy Conference useful



sourced new suppliers at the show

# Key Visitors at Nigeria Energy

Company Name	Title
Nigerian Electricity Regulatory Commission	Head Tariffs and Rates
FGN Power Company	MD & CEO
DT Global	Director of Energy
Egbin Power Plc	CEO
Mojec International Limited	General Manager
Shell	Project Manager
Schneider Electric	Channels Manager - Contractors
Access Power Limited	Consultant - Head, Strategy & Energy Management
Energy Commission of Nigeria	Assistant Chief Technical Officer
First City Monumental Bank	Renewable Energy Analyst
Lagos Free Zone Company	Technical Head - Power & Gas
Fidelity Bank	Team lead - Power and Plant Unit
U.S. Consulate General Lagos	Senior Commercial Specialist
Sunova Solar Technology	Regional Manager - Middle East and Africa
Detail Commercial Solicitors	Partner
Infratel Africa	MD / CEO
Engie Energy Access	Senior Manager
Ministry of Science, Technology, and Innovation	Commissioner
Gas Aggregation Company of Nigeria	Head, Gas Trading and NC
Nigerian Electricity Management Services Agency	MD / CEO
Nigerian National Petroleum Company	Manager S&P
Access Bank Plc	Manager
Baker Green Energy Limited	CEO



"A one-stop conference & exhibition destination for sustainable energy solutions across the entire social spectrum."

**Mr. Tunde Arogunmati**  
Executive Director, African Incentive Partnerships

# Visitor Profile

## Who will you meet



Distributors



Suppliers



Contractors (EPC)



Developers



Government & public entities



Educational institutions



End users of automation technologies



Manufacturers



Project manager



Utilities



Oil & gas professionals



Surveyors



Consultants (construction and engineering)



Facilities management professionals



Telecommunications professional



Information technology / software professionals



Architects / interior designers



Law / legal service professionals



Engineers



Sub-contractors



Data centre operations



Independent power producers

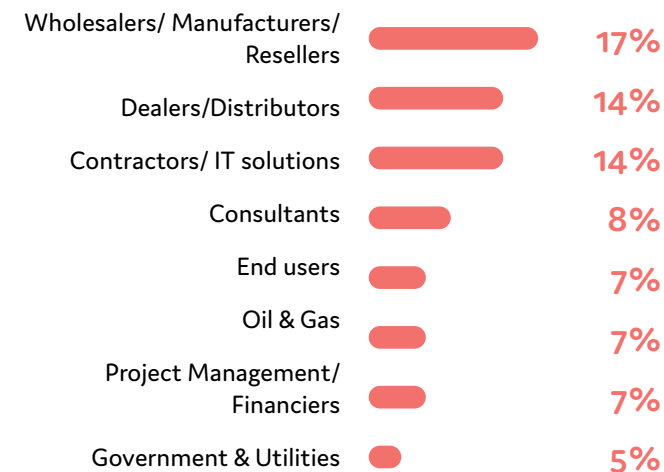


Industrial Commercial Users

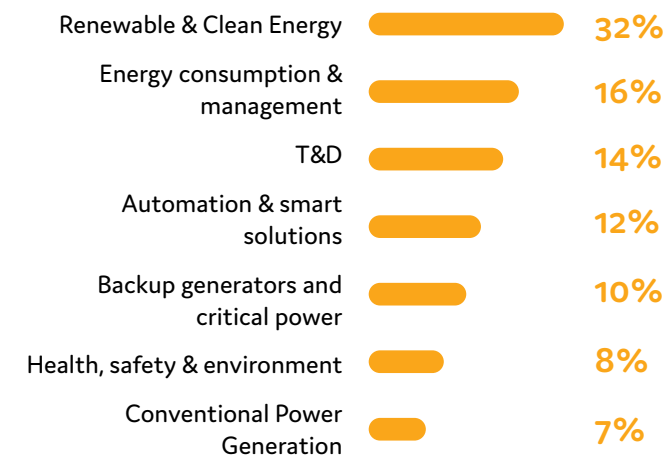


System Integrators

## Nature of Business



## Area of Interest



# Conferences at Nigeria Energy 2023



**1,300**

Delegates

## Nigeria Energy Leadership Summit

The Nigeria Energy Leadership Summit 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.

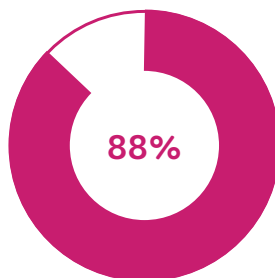


**704**

Delegates

## 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.



rated seminars and onsite content as good and excellent



**70+**

Speakers



**25**

Sessions



# 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.



**675+**  
B2B Meetings



**250+**  
Key buyers



# Hosted Buyers and Investors from 2023

Company Name	Title
Federal Ministry of Power, Nigeria	Permanent Secretary
Federal Ministry of Power, Nigeria	Director - Investment and Sector Development
Ministry of Energy, Ghana	Deputy Minister - Energy
Ministry of Energy, Ghana	Director - Power
Transmission Company of Nigeria	Managing Director/CEO
Abuja Electricity Distribution PLC.	Chief/Head Regulatory & Government Relations
Africa Finance Corporation	Head of Power
African Development Bank	Principal National & Regional Power Systems Development
BII West Africa Investments Ltd.	Head of office and Coverage Director, Nigeria
Bureau Of Public Enterprises Abuja	Head, Power Generation
Fuji Electric Pvt. Ltd.	Vice President
GIZ	Head of the German-Nigerian Hydrogen Office
International Finance Corporation	Infrastructure Lead
IHS Towers	Associate Director, Innovation
Ikeja Electric	MD & CEO
Stanbic IBTC Bank Plc	Head, Energy & Infrastructure
Nigerian Electricity Regulatory Commission	Head of Tariffs and Rates
Office of H.H. Sheikh Ahmed Al Qassimi	President
PA NPSP-Power Africa Nigeria Power Sector Program	Chief of Party
Transcorp PLC	President/Group CEO
Proparco	Country Director
Renewable Energy Association of Nigeria	President



# 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

# Exhibition space and sponsorship opportunities

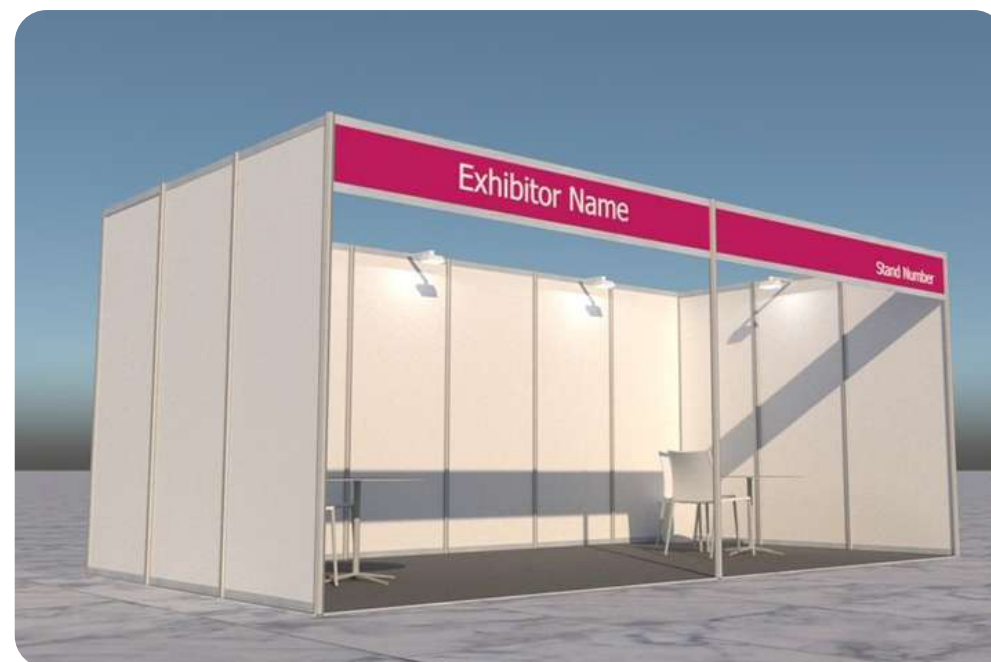
## Space Only Stands

Minimum size of 18 sqm. (Includes Space, Hall Cleaning charges & Security). 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. Minimum size of 9 sqm.



### 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

# Partnership & recognition

Attendees are positively impacted by event sponsorship, making it an invaluable tool for exhibitors looking to increase their visibility and reach:

Event Inclusions	Diamond Sponsor Exclusive to 1x slot	Platinum Sponsor 3x slots	Gold Sponsor 5x slots	Silver Sponsor 7x slots
<b>Pre-event</b>				
Logo on NE main home page	▪	▪	▪	▪
Logo exposure with respective tier on NE online platforms, emails , press release (wherever applicable)	▪	▪	▪	▪
Social Media coverage (wherever applicable)	▪	▪	▪	▪
Dedicated social media posts on NE social platforms	3 x dedicated posts	2 x dedicated post	1 x dedicated post	
Dedicated e-shot to Nigeria Energy database	2 x dedicated e-shots	1 x dedicated e-shot		
Banner on the NE website 3 months before the show	▪			
Banner on the email to pre-register visitors	▪			
<b>Event</b>				
Logo on event signage where applicable	▪	▪	▪	▪
Stand coverage - interview during the event.	▪	▪	▪	
Delegate passes to the Nigeria Energy Leadership Summit	7x passes	5x passes	3x passes	1x pass
<b>Post-event</b>				
Logo exposure on Thank You email e-shot to visitors	▪	▪	▪	▪
Logo exposure on the Post Show Report Brochure	▪	▪	▪	
1x dedicated Thank you email to all visitors	▪			

# Landmark Centre branding options

## Flex banner\*

Above Main Entrance - Hall 1



8,760 mm x 1,270 mm

Above Main Entrance - Hall 2



8,350 mm x 1,010 mm

## Advertising cubes



2420mm x 9800mm

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

# Landmark Centre branding options

## Feather banner



3m (9.8ft)

## Glass facade (left or right)



3,710 mm x 3,450 mm

# Inside venue branding options

## Floor stickers



1 x 1 m

## Roller banner\*



\*Location TBC

## Hanging banners



# Sponsorship Opportunities

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

## Networking Reception sponsor

(pre-event) 14 October



Showcase your commitment to hospitality by elevating your brand's visibility, gaining exclusive recognition during this pivotal event.

## Lunch Sponsor



Target speakers, delegates and VIPs during their preferred opportunity for relationship building.

## Networking Gala Dinner Sponsor (Day 2)



Highlight your dedication to building connections and gain increased recognition as a key supporter of this special event.

## Closing reception sponsor (Day 3)



Be visible during the catered wind-down. This is the ultimate opportunity for conference guests to network, exchange business cards and do business.

## Cocktail sponsor (Day 1)



Your chance to resonate with the event's by-invite-only target audience in a celebratory environment.

## Visitor bag sponsor



This distinctive opportunity extends your visibility, making a lasting impact on attendees and resonating well beyond the event itself.

## Gift sponsor



A thank-you token to senior stakeholders leaves a lasting impression.

## Registration sponsor (Package deal)

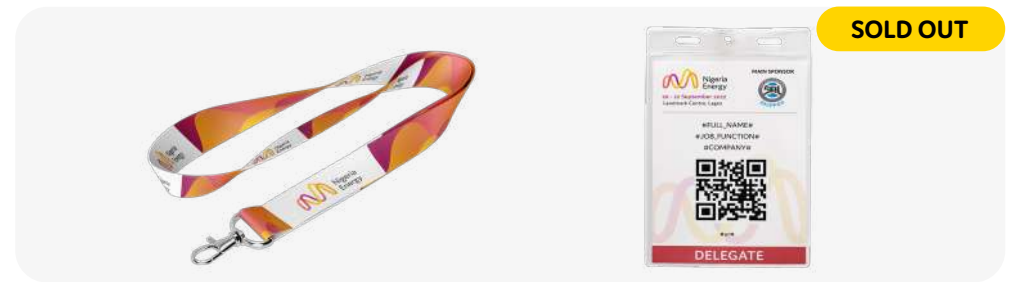


Registration sticker (Hall 1)



Registration desks (Hall 1 & 2)

## Lanyard & badge sponsor



\*Can be sold separately if they are non conflicting exhibitors

# The industry leading speakers at Nigeria Energy



**Ayodeji Ademilua**  
President,  
Renewable Energy  
Association of  
Nigeria



**Dr. Salisu Dahiru**  
Director General,  
National Council  
on Climate Change



**Dr. Idowu  
Oyeбанjo**  
CTO, FGN Power  
Company



**Eng. Ebenezer Kofi  
Essienyi**  
CEO, Ghana  
GRIDCo



**Adeola Sunmola**  
Partner, Udo  
Udoma & Belo-  
Osagie



**Ed Ubong**  
Director for the  
Decade of Gas  
Secretariat, Shell  
Companies in  
Nigeria



**Folake Soetan**  
MD & CEO, Ikeja  
Electric



**Olamide Niyi  
Afuye**  
CEO, AMDA-  
Africa Minigrid  
Developers  
Association



**Engr. Aliyu Tukur  
Tahir**  
Managing  
Director/CEO,  
NEMSA- Nigerian  
Electricity



**Jitender Sachdeva**  
Group President,  
SkipperSeil  
Limited



**Oche Agbese**  
Head, Gas Trading  
and NC Gas  
Aggregation  
Company of  
Nigeria



**Samuel Dubik  
Mahama**  
Managing Director,  
Electricity  
Company of  
Ghana



**Olakunle Williams**  
CEO, Tetracore  
Energy



**Uzo Ozoh**  
Legal Advisor-  
Gas & Contracts,  
Chevron



**Mokhtar Bounour**  
CEO, Egbin Power Plc

# Conference Sponsorship Packages

Nigeria Energy Leadership Summit sponsorship packages	Platinum Conference Partnership	Gold Conference Partnership	Silver Conference Partnership
Plenary session speaker at the conference	■	■	■
Your logo on conference home page	■	■	■
Social media postings on all the channels	■	■	■
Your logo in pre-show conference digital marketing campaigns	■	■	
Holding slides with your branding shown between your sessions	■	■	■
1 x banner on conference website	■		
1 x advertisement in conference digital guide or print	■	■	■
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 Leadership Summit	■	■	
Delegate passes to Nigeria Energy Leadership Summit	7x passes	5x passes	3x passes
<b>Cost</b>	<b>USD 30,000</b>	<b>USD 25,000</b>	<b>USD 20,000</b>

## 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 options

## Conference theme sponsor (3 slots)



Position your brand a thought leader by aligning with the conference theme of the day.

- Inclusive of 5x of delegate passes

## Nigeria Energy Leadership Summit session sponsor



\*For existing exhibitors or sponsors

Deliver your brand message to an executive audience that is open to new ways of thinking.

- Rollup banner
- Background video
- Inclusive of 2x of delegate passes

## Speaking slot at Leadership Summit



\*Subject to conference producer confirmation

Be a part of a session where the topic is aligned with your company goals, ensuring a discussion focused on maximizing impact.

- Background screen with logo
- Inclusive of 1x of delegate passes

## A 30-second ad on the conference screen - 6x a day



\*For existing exhibitors or sponsors

- Video time: 30 secs

Offering instant exposure both during and after the event, practical totes are seized upon by delegates and are highly visible in post-show imagery and footage.

- Inclusive of 2x of delegate passes per slot

## Sustainable Gift Sponsor



Our eco-friendly gifts reflect your commitment to the environment, offering memorable and conscious tokens for attendees.

- Inclusive of 4x of delegate passes

## Coffee break sponsor



Offering flexible branding options for popular break-out areas to be tailored to your requirements.

- Inclusive of 2x of delegate passes for 1x day
- Inclusive of 5x of delegate passes for 3x days

## Delegate bag sponsor



Offering instant exposure both during and after the event, practical totes are seized upon by delegates and are highly visible in post-show imagery and footage.

- Inclusive of 7x of delegate passes

## Speaking slot at Technical Seminar



## Conference registration sponsor



### Registration desks

A reach-all opportunity. Your brand will be prominent during the online delegate registration process and physically on entry to the conference.



# Technical Seminar area sponsor

Get the chance to exclusively showcase your branding for 3x days within the Technical Seminar area at Nigeria Energy 2024.

- 1x session speaker at the Technical Seminar
- Your logo on the holding slides shown between session
- Social media postings on all the channels
- Your logo in pre-show Technical Seminar digital marketing campaigns
- 1 x advertisement in show guide
- Access to the Technical Seminar attendee list
- 1x onsite interview
- 1x written interview with the chief editor of **Energy & Utilities** (our content website)
- Verbal acknowledgement at the opening and closing sessions
- Nigeria Energy Post show report sponsor acknowledgment
- Access to 7x delegate passes



# App features for exhibitors

## Nigeria Energy Online Exhibitor Showcase

The Nigeria Energy Online Exhibitor showcase is the online platform that exhibitors and visitors can access before, during and even after the show.

Accessed via desktop or mobile, the online platform is designed to create the most comprehensive exhibitor/visitor experience. Through the online platform, exhibitors gain access to a virtual booth where they can promote their brand to each and every visitor attending Nigeria Energy. It's as simple as uploading your brand details and innovative products on the platform, where more than 20,000+ visitors can view your profile and schedule meetings with you for the live event.

With 4 packages available, push your brand to stand out from the rest through an array of options that the platform has on offer such as having your very own video header, unlimited products on your profile, being promoted on the featured exhibitor page, bespoke social media coverage or custom analytic reports; the options are endless.

## Benefits of having an Online presence:



Filter attendees based on mutual interests



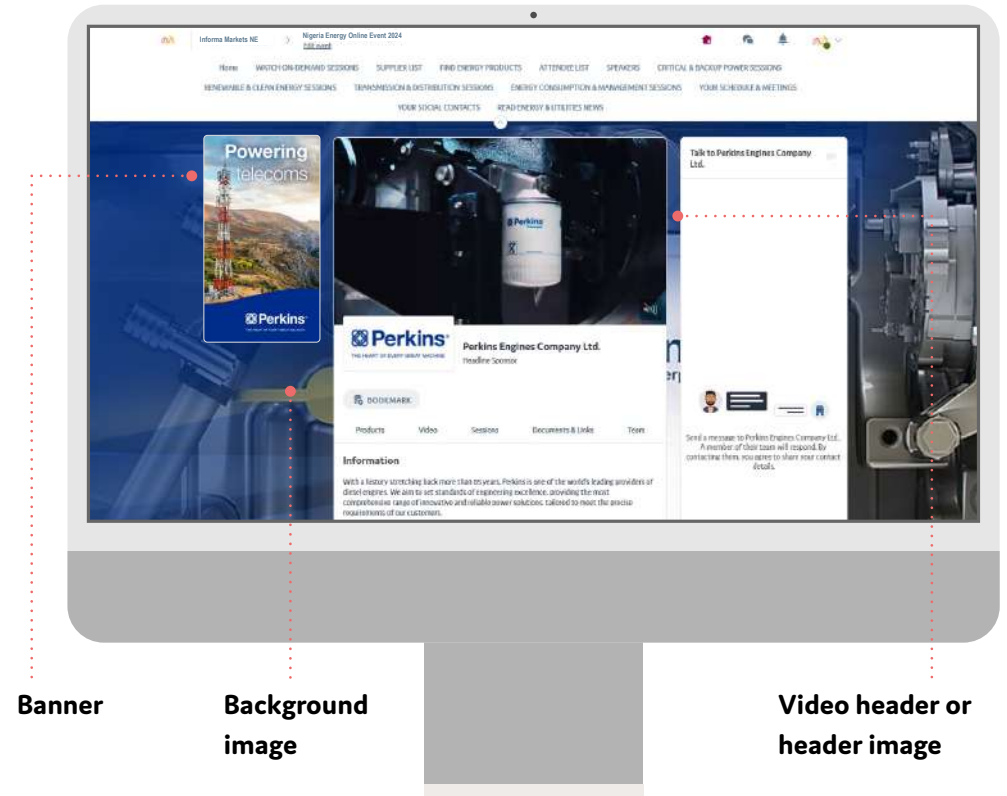
Arrange to meet at the live show



Upload your product and company information



Gauge buying intentions



# Feature products through the Online Exhibitor Showcase

Your product will be displayed on Nigeria Energy's featured products page and the Online platform for all to see, thereby ensuring maximum exposure and help you stand apart from the rest of the competition.

Feature your products by the sector that you specialise in and make it easier for potential customer to discover your products and organisation.



Transmission &  
Distribution



Backup  
Generators &  
Critical Power



Renewable &  
Clean Energy

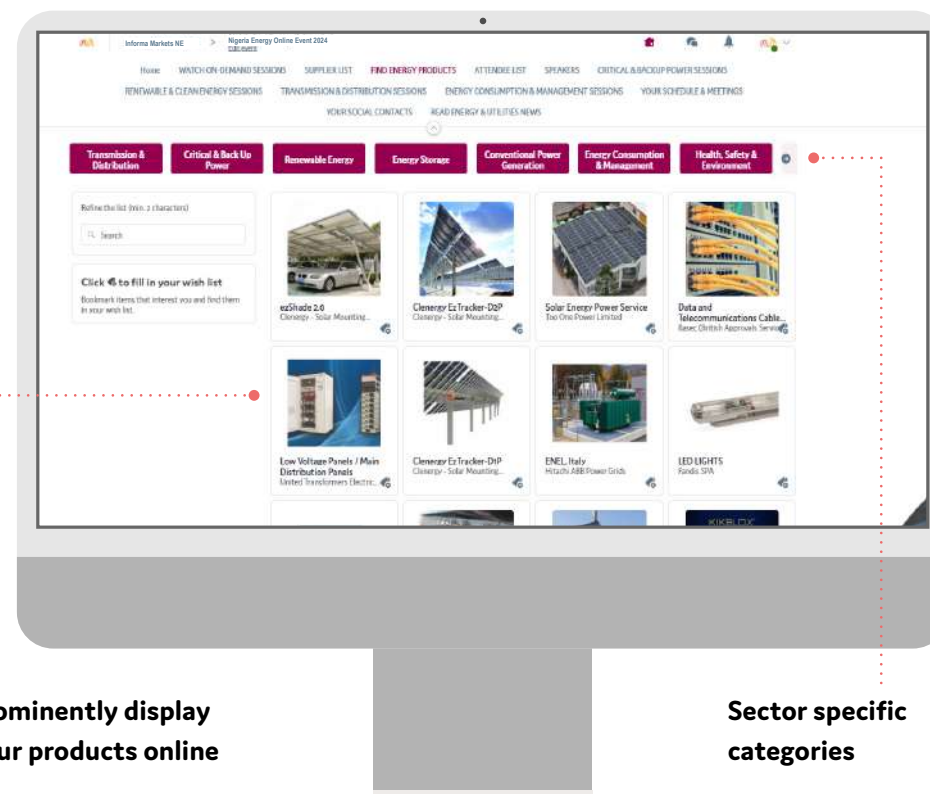


Energy  
Consumption



Smart  
Solutions

Not only that, this gives potential customers a chance to familiarise themselves with your products and your organisation and how you suit their business needs.



**Prominently display  
your products online**

**Sector specific  
categories**

# A comprehensive analytical overview

Our comprehensive analytics report, available only with the Deluxe package gives you an in-depth insight into the types of people that have visited your profile and which category they fall under.

Track the number of contacts that you make and the number of meetings that you scheduled through our interactive portal and generate leads easily. Make it easier for your customers to find you and your products by highlighting your company above the rest!

## Benefits include:



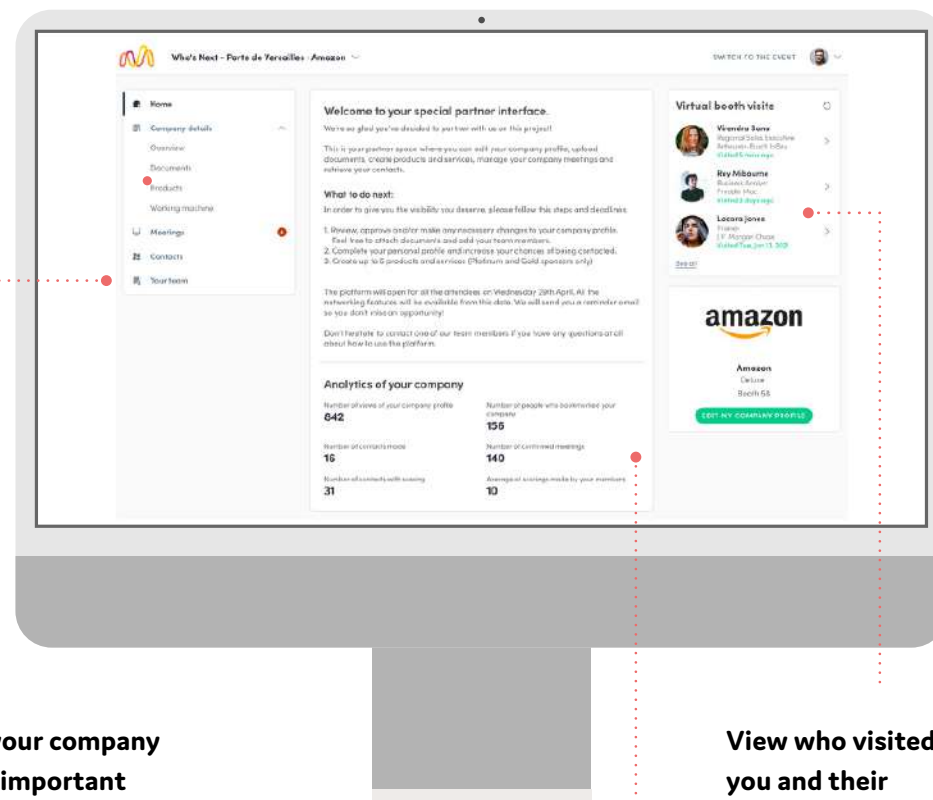
Unlimited number of exhibitor representatives listed.



Unlimited number of products listed.



Comprehensive analytics



Upload all your company details and important documents

View who visited you and their profiles!

A summary of who checked out your profile, contacts made and the number of confirmed meetings

## Additional online platform opportunities

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- 21. Homepage banner on the online platform
- 22. Push notification on the platform

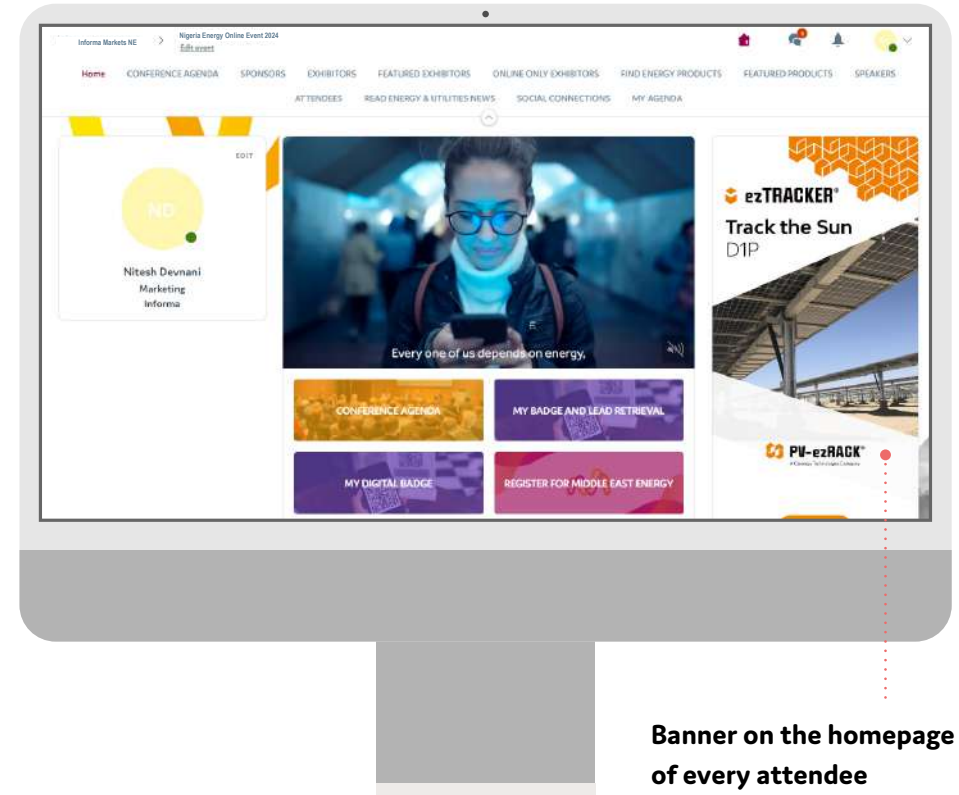


# Homepage banner on the online platform

Gain exposure on the homepage of the Nigeria Energy online platform by having your banner displayed on the homepage and mobile app.

Your banner will be seen by all the 20,000+ attendees that are using the online platform and app.

**2 slots available**



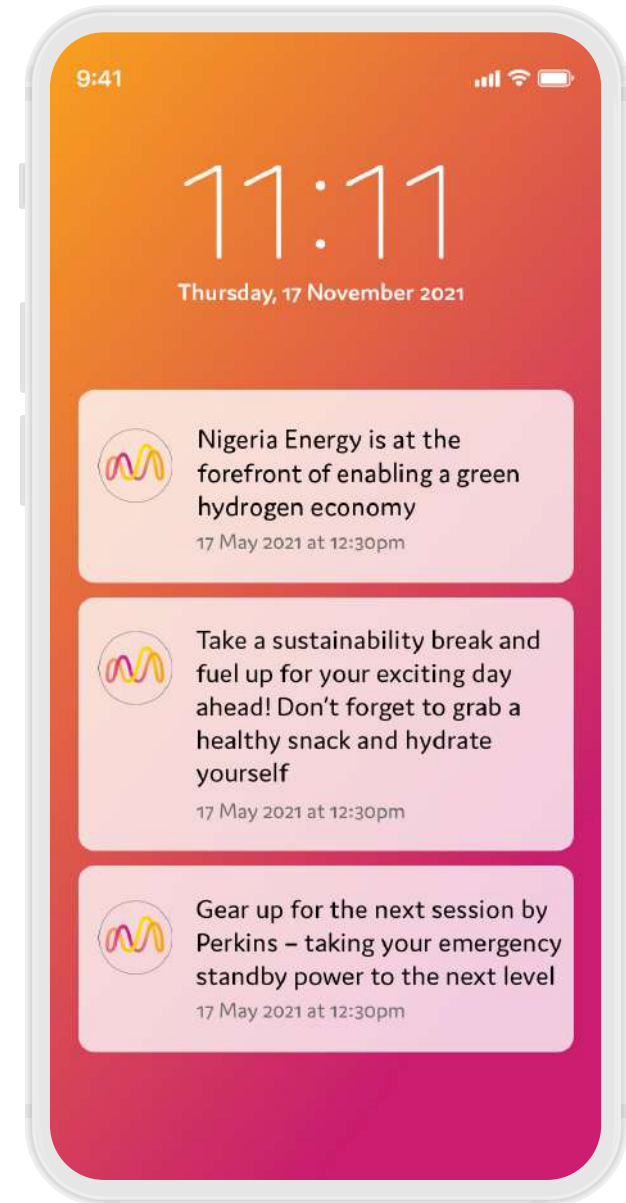
# Push notification on the online platform

Push notifications allow you to deliver messages to the user's mobile app and desktop when logged into the online platform. By using push notifications you can send a text, a profile and link to users. Great for prompting immediate interaction and engaging users.

## Benefits:

- Increase conversion on-site to your sessions
- Push visitors to your stand by customising the notification message

## Only 5 notifications per sponsor



# Marketing campaign driving buyers and partners to your stand

## PR & Overall Marketing Outreach



**Email reach**  
**74,150**  
Engaged audience



**Print reach**  
**9,728,000**  
Impressions



**SMS reach**  
**26,148**  
WhatsApp texts sent



**Website reach**  
**86,172**  
Active users



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



## Advocacy reach

**3,288**  
Advocates

**6,840**  
Clicks

**1,213,567**  
Impressions



## Media partner coverage

**20+**  
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



## PR and outdoor advertising

**22**  
Radio stations

**27**  
Newspapers

**7**  
Photo stories

**3**  
Print interviews

**206**  
News stories across print & online media

**35**  
Journalists on-site

**2**  
Press conferences

**1**  
Digital outdoor ad (Adeniji bridge)

## Digital reach



**Youtube**

**883,493**  
Impressions

**150,254**  
Clicks



**Facebook & Instagram**

**4.6 mn**  
Impressions

**1.2 mn**  
Clicks



**Google**

**1.2 m**  
Impressions

**554,000+**  
Clicks



## Social reach



**Facebook**  
**3.9k**  
Followers



**Twitter**  
**2,375**  
Followers



**Instagram**  
**2,492**  
Followers



**LinkedIn**  
**3k**  
Followers



**Youtube**  
**214.6K**  
Views

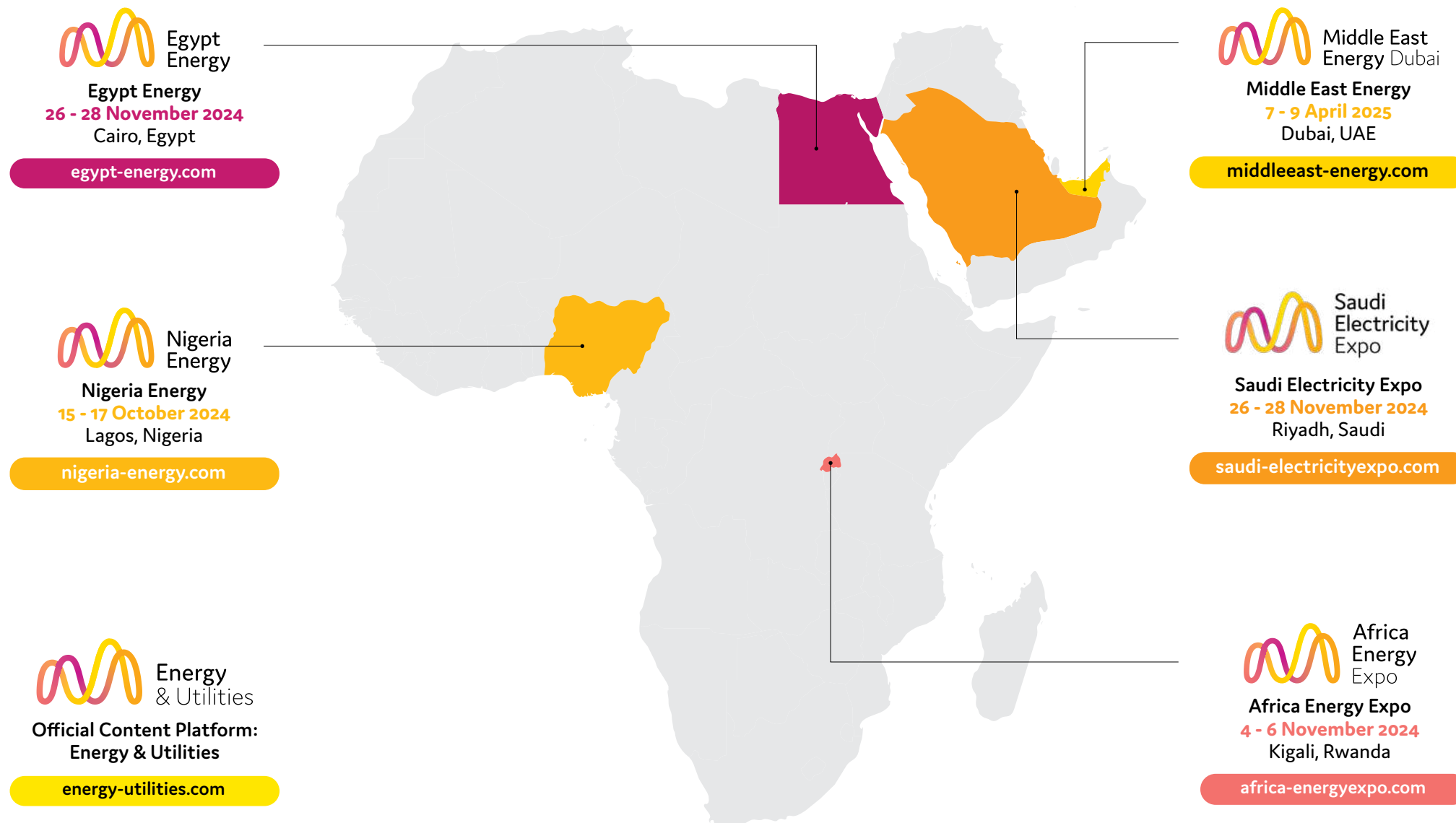
# Press coverage for Nigeria Energy 2023

Media Type	Number of clippings
Online	166
Social Media	138
Print	27
Broadcast	22
<b>Total PR Valuation</b>	<b>\$2,230,856</b>

## Nigeria Energy featured in



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



# Start planning for 2024!

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



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