



FOOD & BEVERAGE WEST AFRICA

13th - 15th June 2023
Landmark Centre, Lagos, Nigeria

Food and Beverage West Africa Sponsorship Opportunities

*Maximise your exposure in the
West Africa F&B industry*



The 2023 Food and Beverage West Africa exhibition is going to be bigger and better than ever before!

Due to the show's increasing popularity with exhibitors and visitors alike, Africa's leading Food and Beverage exhibition will run across 3 halls for the first time at the Landmark Centre, Lagos this year.

Building on last years exhibition, the 2023 edition of FAB will host over 250 exhibitors and more than 5,000 visitors. No other international exhibition in Africa attracts so many Food and Beverage professionals, including the biggest distributors, importers, retailers and hospitality sector decision makers in one place across the three day exhibition.

This brochure will help you find out more about how you can best position your business or brands, with innovative tailor-made promotional sponsorship packages designed to help maximise your exposure at the Food and Beverage West Africa exhibition.

We look forward to working with you to help maximise your success at FAB 2023.

FOOD AND BEVERAGE WEST AFRICA – SPONSORSHIP PACKAGES

The below tiered sponsorship packages are designed as a guide only and can be customised to meet the exact requirement of the sponsor. The exhibition manager will be able to go through the below in more detail with you adding and removing elements to the package to ensure that you receive the package that your business requires.

TIERED SPONSORSHIP OPPORTUNITIES

PRE EVENT BENEFITS	GOLD	SILVER	BRONZE
Logo on website with hyperlink to sponsors website, in appropriate tier	X	X	X
Exclusive e-shot to the visitor database	2	1	
Logo inclusion on all visitor and exhibition promotion (print and digital)	X	X	X
Featured article on website news page	2	1	
Social media posts (across Facebook, LinkedIn and Instagram)	2	1	X
Fliers distributed at market activation promotion (fliers artwork provided by sponsor)	X	X	
Sponsor quote to be included in show press releases	X	X	
WhatsApp broadcast	2	2	1
ON-SITE			
Logo on all onsite signage	X	X	X
Full page advert in showguide	Inside Cover	Premium	Standard
Gold entry in show catalogue	X	X	X
Directional floor tiles	3	2	1
Roll up banners onsite (artwork to be provided by sponsor)	2	1	1
Tannoy announcement 'Visit booth XXX'	3	2	1
POST SHOW BENEFIT			
Dedicated 'Thank you' email from sponsor	X	X	
Logo included in post show report	X	X	X
Logo shown in appropriate tier on website for 3 months	X	X	X
WhatsApp broadcast	1	1	1
TOTAL COST (exclusive of VAT)	\$15,000	\$10,000	\$7,000

EXCLUSIVE ONSITE OPPORTUNITIES

Lanyard Sponsor - \$7,500

Be the exclusive lanyard sponsor of the Food and Beverage West Africa exhibition 2023. You can design the lanyards in your own brand colours and with your company logo. The lanyards will be given out to all attendees of the event. (Production of lanyards is not included in the price)

Visitor Bag Sponsor - \$6,500

Branded bags to be distributed at the registration area to all guests. Bags will need to be provided by the sponsor.

Registration Area Sponsor - \$5,000

Exclusive entrance branding. Your brand will be the first seen by all attendees and exhibitors as they enter the exhibition. This will include registration booths showcasing your logo, literature/fliers to be handed out at registration, a roll up banner positioned exclusively at the registration area, and branded pens and uniforms to be used by registration staff (pens, uniform and literature/fliers to be provided by sponsor).

Refreshments Area Sponsor - \$3,500

Exclusive branding for the one guaranteed area of the exhibition to have a captured audience for a substantial period of time – The Catering Area! Exclusive distribution of sponsors literature, logo on F&B menus and exclusive positioning of two roll up banners.

*prices exclusive of VAT



OTHER ONSITE OPPORTUNITIES

The FAB team can provide you with a wide range of additional onsite signage to elevate your exhibition experience, this can include: Roll up banners, Exhibition hall hanging banners, and much more.

To find out more please [CLICK HERE](#)



TRADE FAIR COMPLEX - WEST AFICA'S LARGEST F&B TRADE MARKET

One of the reasons for FABs success is our partnerships with the regions largest Food and Beverage dealers and trade associations. None of the regions trade associations are more important than the Balogun Business Association (BBA) Market.

The BBA megacomplex is spread over 26 hectares and is the home of over 25,000 established business involved in the trade of confectionary products, raw ingredients, alcoholic and non alcoholic beverages, tinned food, dairy products, and much more.

The Food and Beverage West Africa exhibition has exclusive access to the BBA market and its members, and we can therefore offer unique promotional activities for our exhibitors direct to the epicentre of the regions largest Food and Beverage market. Why not make an impact and position your brand in front of your focused and targeted audience in the run up to the exhibition to ensure of brand awareness and open up communication before arriving onsite?

Below are some of the exclusive packages that we can offer you, that will take your brand directly to the clientele.



MARKET ACTIVATION OPPORTUNITIES

	PLATINUM (2 DAYS)	GOLD (1 DAY)	SILVER (1 DAY)
Promotional Girls with branded t-shirts and hats/caps Your logo branded on T-Shirts and caps to be worn by the team while promoting your brand & company at the BBA megacomplex.	5	4	3
Flyer Distribution 1,500 fliers to be printed and distributed. Flier content and design to be provided by client (flier size A5).	✓	✓	✓
Data Collection All data collected will be compiled into an excel spreadsheet and provided back to you.	✓	✓	✓
Pop-Up Information Booth FAB will organise your very own branded information booth including flags and two roll up banners. Content for flags and roll up banners will be provided by client. Production provided by FAB team.	With DJ	✓	
Sample Distribution Distribute your product samples to key distributors located within the BBA megacomplex. Product samples to be provided by client.	✓		
Total Cost (exclusive of VAT)	\$3500	\$2500	\$1500

This was our 6th year attending the exhibition and it gets better and better every year. We are already looking forward to returning in 2023."

Ashish Vidani
Nasco
UK

"As a gold sponsor and exhibitor we found it was a high standard show, as was the quality of visitors. It was a very productive experience."

Muhammad Ubaid,
HC

BILLBOARDS AND BANNERS

Billboards are the most effective way of ensuring that your brand has maximum exposure. The leading importers and distributors within the West Africa Food and Beverage sector will see your business or product. The billboards are strategically located throughout the BBA complex and will remain present for either one or two months.

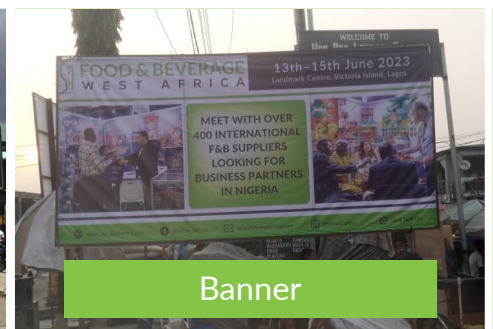
	1 MONTH (Prices exclusive of VAT)	2 MONTHS (Prices exclusive of VAT)
Banner	\$500	\$1000
Small Billboard (Recommend 2 or 3)	\$750	\$1200
Standard	\$950	\$1400
Enhanced Location	\$1100	\$1600
Super	\$4000	\$8000



Small Billboard



Standard Billboard



Banner



Super Billboard

OTHER OFFERINGS

INTERVIEW

This provides you with a unique opportunity to generate lasting exposure to your brand to the West African F&B industry. The interview will be posted across our website and social media channels.

\$1,000

WEBINAR

Promote a live webinar for your business to speak, provide brand awareness and the opportunity of developing trade deals and sales. Opportunity to speak directly to your key clientele.

\$2,000

PRESS RELEASE

Press release to be published across the national media, both online and print.

x5 - \$1,000

x10 - \$1750



DIGITAL OPPORTUNITIES

The Food and Beverage West Africa exhibition has an increasing digital presence across West Africa through a wide range of platforms allowing us to successfully communicate directly with thousands of Food and Beverage importers, distributors, retailers, influencers and hospitality decision makers. Highlighted below is a glimpse into the digital offerings that we can offer along with the direct reach available.

				
25,000+	5,800+	2,800+	6,400+	20,000+
Contacts	Followers	Followers	Contacts	Contacts

DIGITAL PACKAGES

	GOLD	SILVER	BRONZE
Instagram Posts	5	3	2
Facebook Post	5	3	2
WhatsApp	3	2	2
SMS Messages	2	1	
E-shot	2	1	
A dedicated emailer to the FAB database, including a call to action, data capture forms and email send statistics.			
Interview	✓	✓	
This provides you with a unique opportunity to generate lasting exposure to your brand to the West African Food and Beverage industry. The interview will be posted across our website and social media channels.			
Total Cost (exclusive of VAT)	\$2500	\$1750	\$1000

EXHIBITION INFORMATION

Promote your brand at West Africa's largest Food and Beverage exhibition.



5,000+
VISITORS



250+
EXHIBITORS



250+
VIPs

The Food and Beverage West Africa exhibition will take place on June 13th - 15th 2023 at the Landmark Centre, Lagos. There is limited space available so get in touch today and book your stand at West Africa's largest Food and Beverage exhibition.

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