



@AfricaAgTech1



AfricaAgTech



Africa AgTech



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# AFRICA AGTECH EXPO & FORUM

## EVENT BROCHURE

**9 - 10 June 2020**

Landmark Centre, Hall 2, Lagos, Nigeria

**[www.africaagtechexpo.com](http://www.africaagtechexpo.com)**

Officially supported by



Organised by

**#WeAreAfricaAgTech**



**SPIRE** EVENTS

# EXPLORE

## INNOVATION, TECHNOLOGY, INVESTMENT – SUSTAINABLE AGRICULTURE OF THE FUTURE

Africa Agtech is the region's prominent agriculture technology exhibition & conference and gathering of investors, agribusiness executives, agtech entrepreneurs, startups and farmers. The event has separate conference, with free-to-attend exhibition, hosting the region's leading technology providers.

## TOP 3 REASONS TO BE PART OF AFRICA AGTECH EXPO & FORUM

1

Region's only platform purely dedicated to agriculture technology

2

Poised to be the largest showcase of sustainable agriculture innovations in Africa

3

Attracts decision makers from 20+ countries across the food value chain

## SHOW HIGHLIGHTS



**1500+**

**ATTENDEES**



**250+**

**DELEGATES**



**50+**

**EXHIBITORS**



**30+**

**SPEAKERS**



**1**

**UNMISSABLE  
SHOW**

- Agricultural Ministers & Department Heads
- Agribusiness & Large Farm Owners
- Fisheries and Livestock Owners
- Food & Agro-allied Company C-level Management
- Distributors, Importers & Exporters
- Local & International Investors
- Researchers & Academics
- Wholesalers & Retailers
- Packaging & Processing Operators
- Equipment, Service & Technology Providers

20 COUNTRIES REPRESENTED



10%

NORTH & LATIN



10%

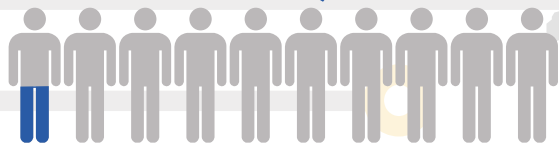
NIGERIA & AFRICA



70%



8%

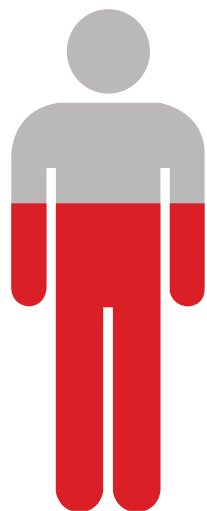


2%

TOP DECISION MAKERS ATTENDING THE EVENT

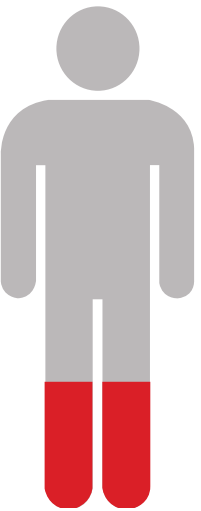
40%

Agri & Aquaculture



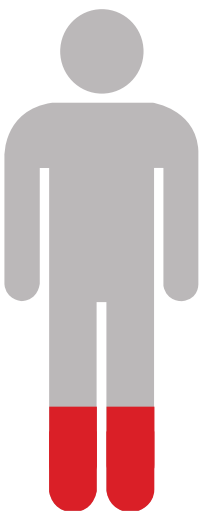
25%

Smart Technology & Machinery



15%

Investors & Entrepreneurs



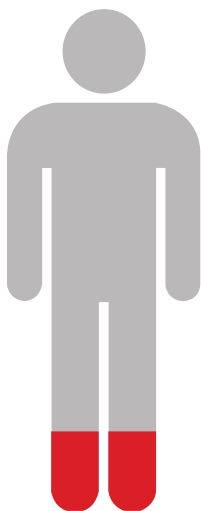
8%

Start-ups



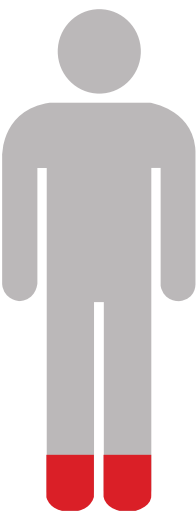
8%

Government



4%

Other



# WHO EXHIBITS



**Smart  
Agriculture**



**Agriculture  
Machinery &  
Technology  
Service  
providers**



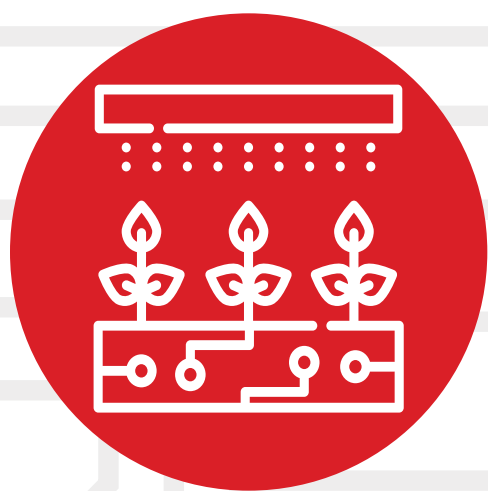
**Cold Storage  
Service  
Providers**



**Farm  
Machineries**



**Sustainable  
Crops &  
Farming**



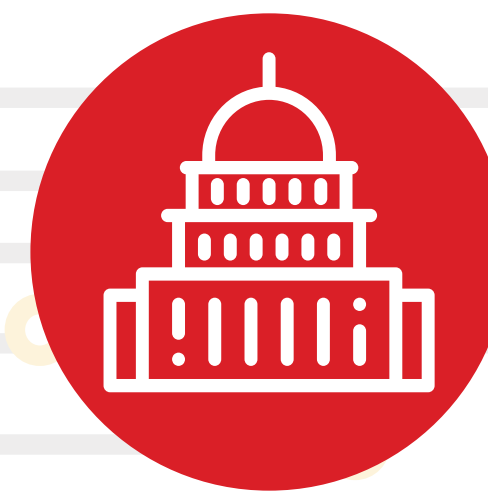
**Water  
Technologies**



**AquaTech**



**Seeds**



**Governments**



**R&D Centers**

# WHO VISITS

**WITH OVER 50 EXHIBITORS AND 1,500 ATTENDEES,  
THIS IS YOUR ONE-STOP SHOP FOR PRODUCT  
DEMONSTRATIONS AND NETWORKING.**

## TOP 10 COUNTRIES FOR VISITORS

- |                 |            |
|-----------------|------------|
| 1. Nigeria      | 6. UAE     |
| 2. Ghana        | 7. Germany |
| 3. South Africa | 8. UK      |
| 4. Kenya        | 9. China   |
| 5. Egypt        | 10. France |

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**FMARD**  
FEDERAL MINISTRY OF AGRICULTURE  
AND RURAL DEVELOPMENT

# EXHIBITOR PACKAGES

## STAND DESCRIPTION

### SHELL SCHEME PACKAGES STAND

The package per 9m<sup>2</sup> stand contains the following:

- Fascia board - displays exhibitors name OR product name
- White shell scheme walling, 2.5m in height - side & rear (depending on positioning & requirements)
- Carpet
- Info counter
- 2x folding chairs per 9sqm
- 1x 13amp/220v single-phase power socket per 9sqm
- 1x wastepaper basket per 9sqm
- 1x fluorescent light

All other items are the responsibility of the exhibitor, and can be ordered via the forms made available in this manual.

Shell Scheme USD \$300/sqm (Minimum 9 sqm)

### RAW SPACE

The raw space options contains:

- Space only

Raw Space USD \$250/sqm (Minimum 18 sqm)

**CLICK HERE TO BOOK NOW!**  
**MAHESH.BABU@SPIRE-EVENTS.COM**

**10% EARLY BIRD DISCOUNT**  
**EXHIBITION BOOTH IN PRIME LOCATION \* SUBJECT TO AVAILABILITY**  
**1 FREE CONFERENCE PASS**

**EARLY BIRD RUNS**  
**UNTIL 28TH JUNE 2019**

## EXAMPLE OF SHELL SCHEME PACKAGE

### PERSPECTIVE

FASCIA BOARD - DISPLAYS EXHIBITORS NAME OR PRODUCT NAME

WHITE SHELL SCHEME WALLING, 2.5M IN HEIGHT - SIDE & REAR (DEPENDING ON POSITIONING & REQUIREMENTS)

CARPET

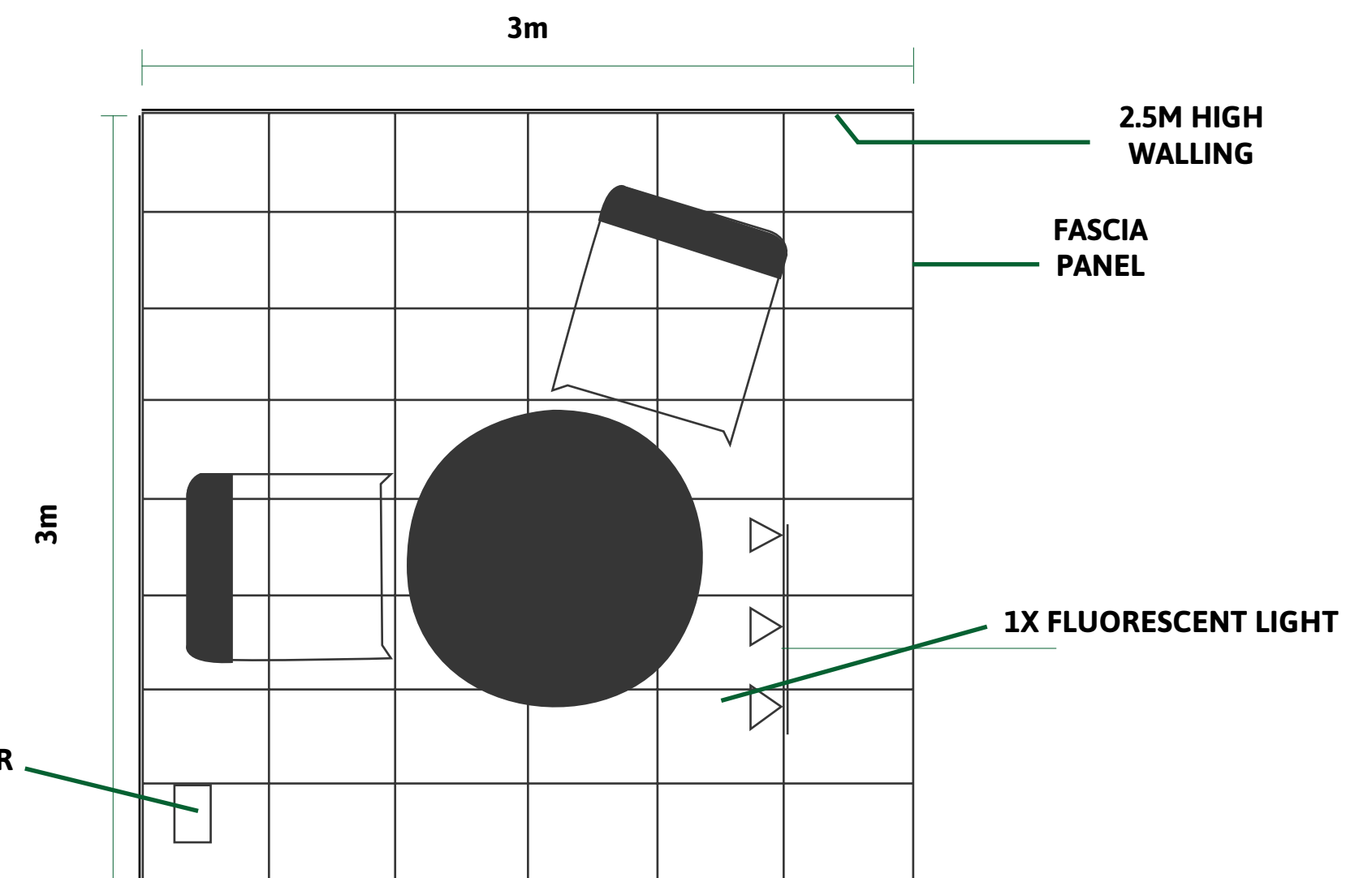


2X FOLDING CHAIRS PER 9SQM

INFO COUNTER

### PLAN VIEW

1X 13AMP/220V SINGLE-PHASE POWER SOCKET PER 9SQM



# CONNECT AND SHARE

## EXHIBITION SHOWCASE



## NETWORKING MEALS



## 1-2-1 MEETINGS



## PANEL DISCUSSIONS

# CONFERENCE

**TECHNOLOGY AND DIGITALISATION ARE POWERING AGRICULTURE LIKE NEVER BEFORE. THE FIRST AFRICA AGTECH EXPO & FORUM WILL ADDRESS IMPLEMENTATIONS IN THE FARM, FIELD AND SUPPLY CHAIN, AND SHOWCASE USE CASES FROM INVESTORS, AGRIBUSINESS COMPANIES, PLANTATION OWNERS, START-UPS AND INNOVATIVE TECHNOLOGY DEVELOPERS.**

Africa AgTech Expo & Forum conference brings together the brightest and most innovative minds. These inspirational keynotes and pioneers are already changing agriculture production methods and are shaping the way we produce food in sustainable way to meet growing demand across Africa and world!

Meeting platform for investors, agribusiness executives, agtech entrepreneurs, start-ups and farmers

Do you want to speak alongside these industry leaders?  
Call **Mahesh** on **+65 6717 8500** | **mahesh.babu@spire-events.com**

From keynote presentations, practical case studies and country spotlights to interactive roundtable discussions and workshops, Africa AgTech gives you the opportunity to showcase your expertise in a multitude of formats.

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**Opportunities are limited - premier speaking presentations and lead positions are ONLY available for silver sponsors and above. These are allocated on a first come first serve basis!**

## Nigeria As The Agricultural Hub Of West Africa

### CONFERENCE TOPICS HIGHLIGHTS:

- Technologies that investors favour most
- IoT and AI applications for agriculture
- Blockchain applications
- Drone technology and its applications in planting & crop maintenance
- Fertilizer optimisation and irrigation practises with the use of automated systems
- Smart and vertical farming
- Start-ups showcase
- Data analytics for small-scale farmers
- Web and mobile apps for weather forecast, financial tips & market information
- Digital platforms for payments systems, credit and insurance for farmers
- Infrastructure challenges

**Do you want to speak alongside these industry leaders?**

**Call Mahesh on  
+65 6717 8500 or +65 9351 4651**

# SPONSORSHIP OPPORTUNITIES

PACKAGE / BENEFITS	LEAD	PLATINUM	GOLD	SILVER	ASSOCIATE	EXHIBITOR
Content and Industry Thought Leadership						
Keynote speaker slot (30 minutes)	1					
An opportunity to chair sessions, moderate or join a panel	2	1	1*	1*		
Host a roundtable		1				
Premium speaker slot (20 minutes) - Day 1		1	1			
Premium speaker slot (20 minutes) - Day 2				1		
Spotlight speaker slot (15 minutes)						
Partnering Benefits						
Assistance with pre-arranging meetings	Yes	Yes	Yes	Yes		
Delegate passes	15	10	8	5	2	
Use of networking platform	Yes	Yes	Yes	Yes	Yes	Yes
Exhibition Stand	36 sqm	24 sqm	18 sqm	12 sqm	9 sqm	9 sqm
Branding and Profiling Benefits						
Ceiling hung banner with logo above the expo floor	2	1				
Website listing - profile and logo	Yes	Yes	Yes	Yes	Yes	Yes
Visitor show guide listing - logo	Yes	Yes	Yes	Yes	Yes	Yes
Visitor show guide listing - profile	250 words	150 words	100 words	50 words	50 words	50 words
Visitor show guide - advert	1 page	1/2 page	1/4 page			
Conference brochure - advert	1 page	1/2 page				
Sponsorship inserts in the delegate packs	Yes	Yes				
Logo on either side of exhibition floor entry area	Yes					
Logo on backdrop of the main conference room	Yes	Yes	Yes	Yes		
Lead Generation Benefits						
Content email shot	2	1				
Opportunity to Choose of the following Add Ons						
Coffee break one day, lunch sponsor one day, pens	Yes					

## ADDITIONAL BRANDING AND PROFILING OPPORTUNITIES

Aside from the above, below are a selection of additional branding and profiling opportunities that are available to either add onto one of the above sponsorship options or can be created as a bespoke package that best suits your needs.



BAG SPONSOR



LANYARD SPONSOR



LUNCH SPONSOR



BUSINESS LOUNGE SPONSOR



WIFI SPONSOR



CHARGING STATION SPONSOR



COFFEE BREAK SPONSOR



MORE!

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# HOW WE TARGET BUYERS

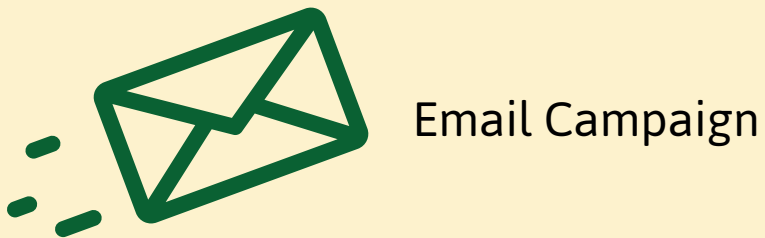
## A MARKETING & PR CAMPAIGN THAT SPANS 8 MONTHS

We continually engage with our community of industry professionals. A few highlights from the 2018 campaign include:

 **90,000** Emails sent

 **10** Trade Publication Campaigns

Our marketing campaign comprises of:



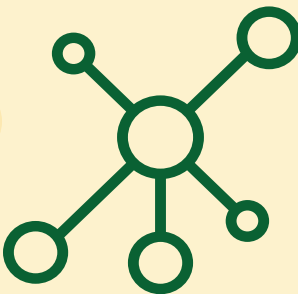
Email Campaign



Print and Web



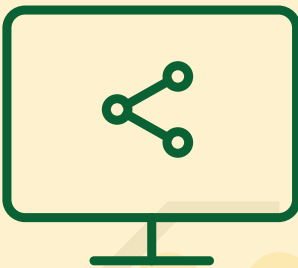
Partners



Social Media



Telemarketing

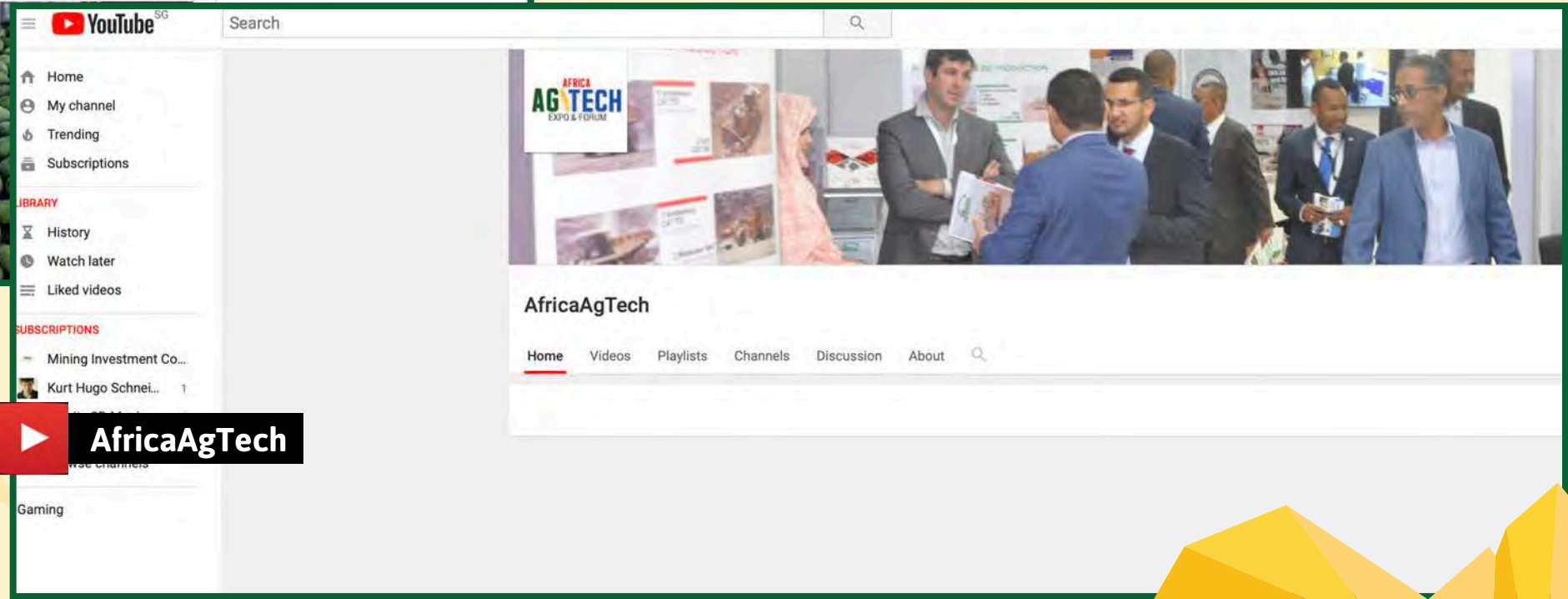
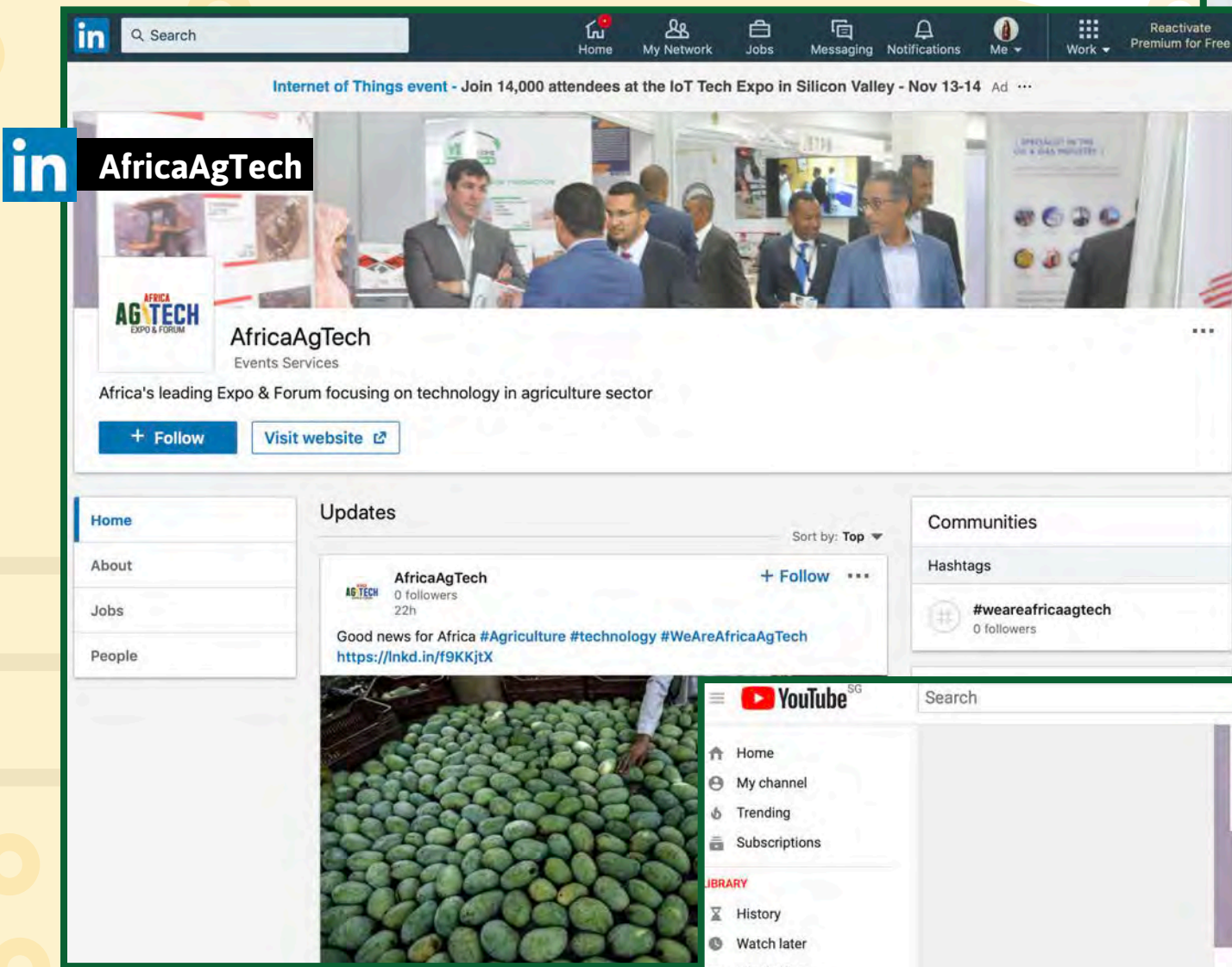


TV and radio

## BOOK YOUR STAND

**MAHESH BABU**  
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**JARRED LAU**  
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**#WeAreAfricaAgTech**

# MEET THE TEAM



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**MAHESH BABU**  
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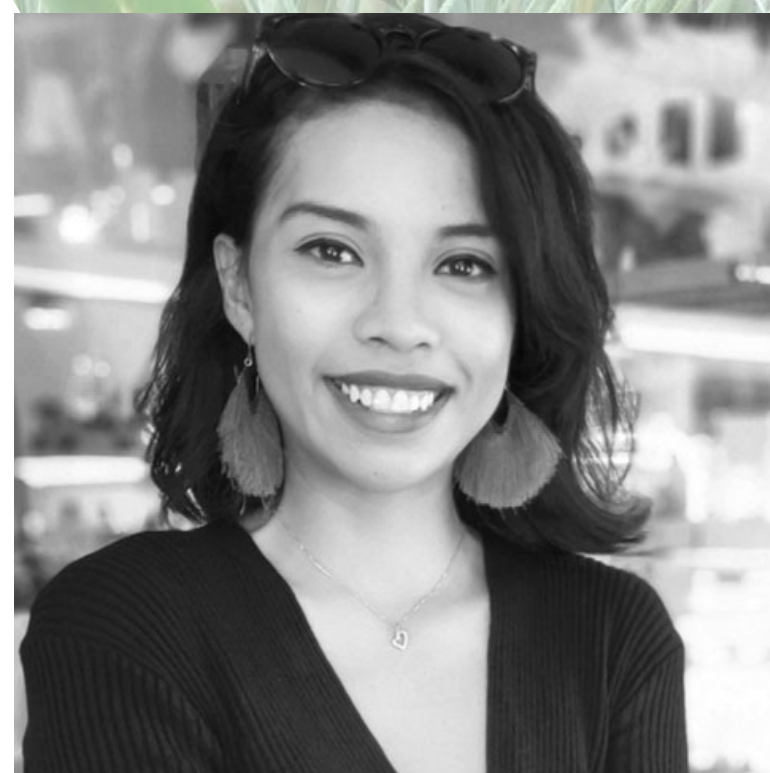
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