

  
NITDA



  
NITDA

**CO** Create

WEST AFRICA



Theme: **EVOLVE**

● Feb. 28th - Mar. 2nd 2024 ● Eko Hotel & Suites, Lagos



# Co-Create West Africa

## On the partnership between NITDA and Co-Create Africa..

“ Partnership in the tech ecosystem drives job creation and fuels economic growth. Together, we can unleash innovation, foster entrepreneurship, and ignite prosperity.” The Strategic partnership between these companies is a major initiative and a major step toward placing Nigeria as a front-runner for fostering favorable Startup policies and enabling innovation across the continent.

**KASHIFU INUWA  
ABDULLAHI**

Director General / CEO  
National Information Technology Development Agency (NITDA)



Unlocking opportunities for growth, and positioning Nigeria at the forefront of global technological excellence.

Following the maiden edition of Co-Create International Tech expo that took place in June 2022, THE GAGE COMPANY continue to look forward to facilitating multilateral dialogue, fostering collaborations, empowering conversations,unlocking opportunities and enabling deal making with a ground breaking partnership with NITDA.



technological  
excellence.

At a time when technology has the ability to frog leap us into the forefront of development it is critical to harness the transformative power of technology in driving socio-economic growth and sustainable development.

We have therefore repositioned to focus on the West Africa ecosystem using Nigeria as the hub to catapult the region into the forefront of global technological leadership.

This will help engage a wider audience of stakeholders, policy formulators, industry players, investors and innovators as we unlock the limitless potential of Nigeria's tech ecosystem.



**5000 SQM**  
Exhibition Floor Space

**10000+**  
Attendees

**25+**  
Conference Sessions

**36+**  
Networking Hours

**150+**  
Exhibiting Companies

**130+**  
Industry Expert Speakers



# HIGHLIGHT HIGHLIGHT

NETWORKING

CONFERENCES AND MASTERCLASSES

PITCH SESSIONS

TECH JOB FAIR

EXHIBITIONS

AWARDS





## FINTECH

FINTECH-The future of finance with leading banks and fintech companies



## CLIMATE TECH

Meet the companies and industry giants helping to protect the earth and redefining how we interact with our world



## SMART CITIES

Using Digital technologies to build sustainable cities that addresses the challenges of our time.



## ARTIFICIAL INTELLIGENCE

Rapidly becoming one of the most transformative technologies of the century, discover the role of AI in our everyday lives.



## STARTUP CULTIVATORS

Meet with A-level organizations or individuals who provide support, resources, and guidance to early-stage startups, nurturing their growth and aiding product-market fit.



## POLICY ARENA

A platform where policymakers, experts, stakeholders, and interest groups come together to discuss, shape, and implement public policies in the Tech sector.

# Tech Week

# WEEK

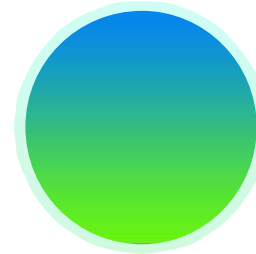


EXPLORE



## ENTERTAINMENT TECH

Get to know about the application of technological advancements in the realm of entertainment with the use of various mediums such as film, television, gaming, music, virtual reality, augmented reality, and live performances.



## CYBERSECURITY

Join the roundtable discussion that involves implementing measures and technologies to safeguard information, ensure privacy, detect and respond to security incidents, and prevent unauthorized individuals or entities from compromising the integrity, confidentiality, and availability of digital assets.



## FAT SESSIONS



The application of technology and innovation in the agriculture and food industries; the use of advanced technologies, data analytics, automation, and biotechnology to enhance various aspects of food production, processing, distribution, and consumption.

# Tech Week

# WEEK







## Gage Awards Ceremony

The biggest digital award in Africa, aimed at celebrating individuals and organizations leveraging innovation in the digital space to make a worldwide impact.



## CORPORATE INNOVATION SUMMIT

A gathering of professionals, thought leaders and industry experts coming together to discuss innovative strategies, technologies, and practices aimed at fostering innovation within the sector.



## 5G

The next generation of wireless technology designed to provide faster data transmission, lower latency, and increased capacity compared to previous generations, including high-definition video streaming, Internet of Things (IoT) devices, autonomous vehicles, virtual and augmented reality, and advanced communication systems.



# Tech Week

# WEEK



# TESTIMONIAL

## Testimonial

I am so excited to have attended Co-create 2022. I got to network, had innovative conversations with brilliant minds and opportunity to collaborate with some tech minds.

**Omawunmi Imoukhede (Eviola &Co)**

I am thrilled to have gotten the opportunity to have a sit down with Mark Essien CEO Hotels.Ng. I got to sell myself to him and getting the opportunity to work and learn under his establishment.

**Lanre Adedayo |Data Statistician|**

**cocreate**  
AFRICA



# Why

## Why Sponsor & Exhibit

### Make Executive & VIP Connections

Meet key decision-makers from government, corporate, VCs, high-profile industry professionals, potential partners and customers.

### Generate Valuable Data and Leads

Get valuable data specifically analyzed for your industry that can lead to new business opportunities and potential leads.

### Put Your Innovation at the Centre Stage And Gain Market Exposure

Increase your company's visibility and brand exposure by showcasing your products, services, and innovative technologies to a targeted and engaged audience at West Africa's most prestigious Tech Exhibition

### Gain Industry Insights

With over 25+ conferences and seminars at the exhibitions, you will be exposed to valuable industry insights with trends, best practices, and knowledge that can help your business stay competitive and innovative.



# Why Sponsor & Exhibit

## Media Exposure

NITDA CO-CREATE WEST AFRICA TECH EXHIBITION will attract huge media attention, increasing the chances of media coverage and publicity for your company and products.

## Learning and Education

Our workshops, presentations, and panel discussions will provide valuable educational opportunities, allowing you to learn from industry leaders and experts.

## Partnership Opportunities

NITDA CO-CREATE WEST AFRICA TECH EXHIBITION will help facilitate partnerships with other companies or organizations that complement your business objectives.







# Sponsorship

## Sponsorship

The NITDA CO-CREATE WEST AFRICA Tech Exhibition will showcase cutting-edge advancements, foster collaboration, and facilitate deals within the industry. Position your company as an essential partner to all stakeholder within the digital technology ecosystem in Nigeria and the West African region.

Whether you are looking to engage with Government officials, meet with C-suite executives and innovators from the West African ecosystem international players in digital technology, or transact business decision makers, the entire industry verticals will be in attendance at the **West Africa Tech Exhibition!**

Our comprehensive sponsorship, branding, and advertising packages offer your company the opportunity to elevate its corporate profile, effectively showcase its Innovative solutions, products, and services, foster valuable business-to-business partnerships, and unlock access to promising new prospects and projects.



### Contact: Davies

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to discuss your business objectives and how we can tailor one of the following packages to help you deliver on your ROI.







# Sponsorship Package



\$40,000

₦30,000,000

## Diamond Sponsors

- Advanced Networking with policy formulators and speakers
- Branded 1 year engagement plan
- Customized Premium Stand
- 30 minutes Speaking slot
- 30 minutes Session host
- Sponsor profile and logo feature onsite show guide
- Logo feature within main event brochure
- Logo feature within initial event brochure
- VIP delegate pass
- 10 Strategic Conference pass
- 10 Exhibitor pass
- 4 GAGE Awards Category sponsorship
- Logo on all email campaign
- Logo featured on main event brochure
- A table at the GAGE Awards gala night
- Full page advert placement in the main event brochure
- Branding at strategic conference theatre



\$20,000

₦15,000,000

## Silver Sponsors

- Advanced Networking with speakers
- Branded 1 year engagement plan
- Upgraded shell scheme
- Sponsor profile and logo feature onsite show guide
- 10 minutes speaking opportunity
- Logo feature within main event brochure
- Logo feature within initial event brochure
- 3 Strategic Conference pass
- 3 Exhibitor pass
- 1 GAGE Awards Category sponsorship
- Logo on all email campaign
- Logo featured on main event brochure
- A table at the GAGE Awards gala night
- Half page advert placement in the main event brochure
- Branding at strategic conference theatre



\$29,000

₦22,000,000

## Gold Sponsors

- Advanced Networking with speakers
- Branded 1 year engagement plan
- Customized Premium Stand
- 20 minutes Speaking slot
- Sponsor profile and logo feature onsite show guide
- Logo feature within main event brochure
- Logo feature within initial event brochure
- 1 VIP delegate pass
- 5 Strategic Conference pass
- 5 Exhibitor pass
- 2 GAGE Awards Category sponsorship
- Logo on all email campaign
- Logo featured on main event brochure
- A table at the GAGE Awards gala night
- Full page advert placement in the main event brochure
- Branding at strategic conference theatre



\$10,000

₦7,500,000

## Associate Sponsors

- Branded 1 year engagement plan
- Logo feature within main event brochure
- Logo feature within initial event brochure
- 1 Strategic Conference pass
- 2 Exhibitor pass
- Logo on all email campaign
- Invite for 2 at the GAGE Awards gala
- Logo feature on main event brochure
- Branding at strategic conference theatre
- 3 by 3 booth

# Sponsorship

## Sponsorship Package



\$22,000

₦16,500,000

### Lanyard Sponsors

Lanyards are open for sponsorship. It is exclusive to one company, put your brand logo in front of government officials, c-level executives, international visitors, media and thousands of delegates. Lanyard will be distributed to all show visitors, delegates and VIP and it includes ;

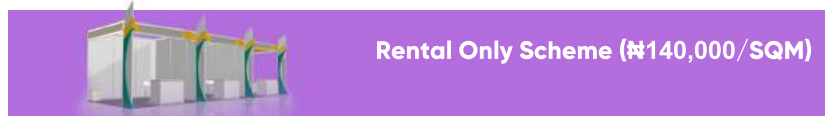
- 30 minutes speaking opportunity and 45 minutes panel session.
- Event APP Sponsorship included along with exclusive branding
- Upgraded shell scheme exhibition booth
- Full page advert placement in the main event brochure
- Sponsor profile
- 5 exhibitor passes
- Coverage on all social media channel platforms

**\*Other sponsorship options available upon request.**

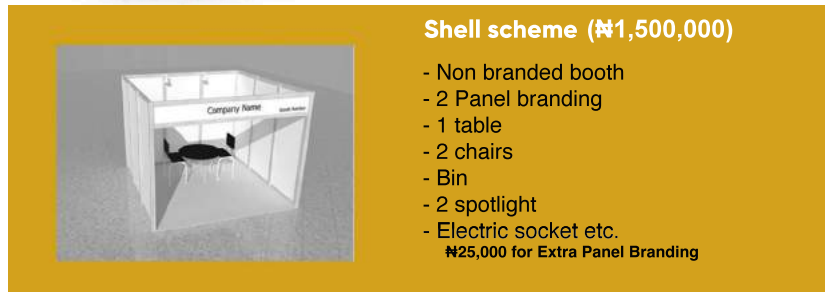


# Sponsorship Your Exhibition Package

We have 4 fixed sizes of booths, 3X3SQM, 4X3SQM, 5X3SQM, 6X3SQM. The booths will be provided by us and it is divided into 3 different types. We also have a Space only Scheme.

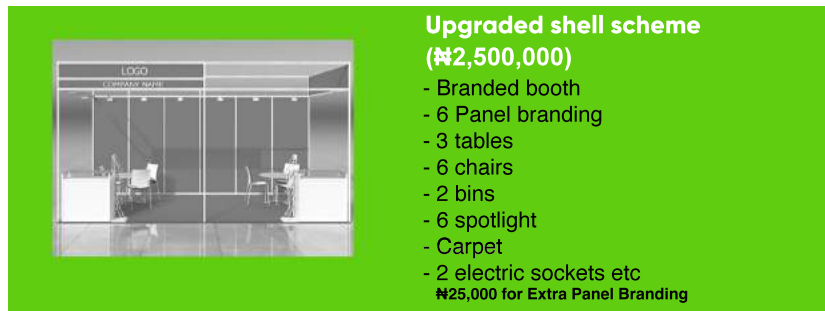


**Rental Only Scheme (₦140,000/SQM)**



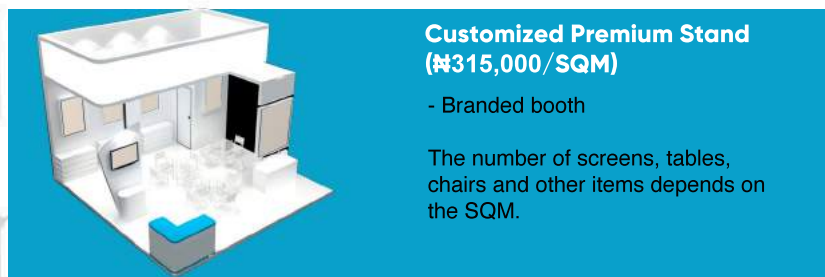
**Shell scheme (₦1,500,000)**

- Non branded booth
- 2 Panel branding
- 1 table
- 2 chairs
- Bin
- 2 spotlight
- Electric socket etc.
- ₦25,000 for Extra Panel Branding



**Upgraded shell scheme (₦2,500,000)**

- Branded booth
- 6 Panel branding
- 3 tables
- 6 chairs
- 2 bins
- 6 spotlight
- Carpet
- 2 electric sockets etc
- ₦25,000 for Extra Panel Branding



**Customized Premium Stand (₦315,000/SQM)**

- Branded booth
- The number of screens, tables, chairs and other items depends on the SQM.



# Sponsorship Your Exhibition Package

## Exhibitors

	Inclusions	Rental Only Scheme	Shell Scheme	Upgraded Shell Scheme	Customised Premium Stand
Onsite	Branded Booth	X	X	✓	✓
	Panel Branding	X	2	6	Depending on SQM
	Tables	X	1	3	
	Chairs	X	2	6	
	Bin	X	1	2	
	Spotlight	X	2	6	
	Electric Socket	X	1	2	
	Carpet	X	X	✓	
Digital	Company Profile <small>with logos, description, social media links, website links, and searchable categories</small>	✓	✓	✓	✓
	Access <small>for the life of the platform</small>	✓	✓	✓	✓
	AI Recommendations <small>promoting your brands to visitor based on their search and product interest</small>	✓	✓	✓	✓
	Exhibitor Lead Dashboard <small>with real time tracking of leads &amp; onsite mobile scanning facility</small>	X	X Additional \$250	X Additional \$250	✓ Included
	Access Participant Directory & Schedule 1-2-1 meetings and conduct video call with customers	X	✓	✓	✓
	Published Products of your company	X	4	8	12
	Host Downloadable Content such as press release and brochures	X	4	8	12
	Premium Profile Customisation <small>customised backgrounds, video uploads, and session/scheduled events</small>	X	X	✓ side bar video and custom background	✓ plus featured video and header banner
	Pop Up Banner <small>of your company profile to get more leads</small>	X	X	Additional \$200	Additional \$200
	Promoted Listing <small>appear at the top of exhibitor listing page</small>	X	X	Additional \$200	Additional \$200
	Team Members <small>to manage company profile and schedule meeting/chats/video calls</small>	1 team member	2 team members	4 team members	6 team members
Host 30 mins Online Sessions / OnDemand Videos	X	X	Additional \$100	Additional \$100	



The Gage Awards will be selecting from the wealth of innovators, brands and digital transformational activities within the African digital ecosystem.

Utilizing a method of fairness and inclusiveness, along with a retinue of accomplished Judges and huge voters participation, the Gage Awards celebrates the best and the most exceptional individuals and brands who have achieved trail blazing feats in the digital space annually.

### **THE TROPHY**

Specially created for brands and individuals with the strongest digital impact within a given year.

It is a statement of excellence and prestige.

The unique trophy is an iconic testament of the award itself.

“The trophies are waiting to bear the names of each of our celebrated awardees”

**GAGE'24**  
AWARDS



# GAGE '24 AWARDS Categories

- . Most innovative tech company of the year
- . Fintech company of the year
- . Tech Project of the year
- . Healthtech company of the year
- . Innovative bank of the year
- . Banking app of the year
- . Education app of the year
- . Payment gateway of the year
- . E-commerce website of the year
- . Mobile money operator of the year
- . Emerging woman in tech
- . Online travel agency of the year
- . Online news platform of the year
- . Online tv of the year

## *Riding the motions*

- . Online coach of the year
- . Entertainment app of the year
- . Online influencer of the year
- . Food influencer of the year
- . Digital artiste of the year
- . Podcast of the year
- . Web series of the year
- . Online comedian of the year
- . Tiktok influencer of the year
- . Gage star of the year

## The Gage Star of the Year



# SPONSORS

Thanks to our  
2022 sponsors  
& partners













# CONTACT

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