



SME CONFERENCE 2024

Driving SME Growth through Creative
Innovation and Technology

July 18th

Abuja Trade & Convention Center,
KM 8, Airport Road, Lugbe, Abuja.





INTRODUCTION

This conference and exhibition aim to bring together key stakeholders, including multinational companies, banks, and SMEs, to explore innovative strategies and technologies that will propel the SME sector forward in Nigeria.

THEME & OBJECTIVE

The theme of the event, **“Driving SME Growth through Creative Innovation and Technology,”** underscores the importance of leveraging innovation and technology to foster the development and expansion of SMEs in Nigeria. The primary objectives of the conference are as follows:

1. Provide a platform for knowledge sharing and collaboration among SMEs, multinational companies, and financial institutions.

2. Showcase innovative solutions and technologies that can empower SMEs to thrive in a rapidly evolving business landscape.

3. Facilitate networking opportunities to foster partnerships and collaboration between SMEs and industry stakeholders.

4. Promote the benefits of joining the ACCI and encourage SMEs to become active members of the trade group.

E: :secretariat@accinigeria.com

W: www.accinigeria.com

A: ACCI Headquarters, KM 8 Umaru Musa Yar’adua Expressway, Airport Road, Abuja.

RSVP:
+2348145072464

TARGET AUDIENCE:

The event will cater to a diverse audience, including:

- SME owners and entrepreneurs seeking to expand their businesses and stay competitive.
- Multinational companies interested in exploring partnership opportunities with SMEs in Nigeria.
- Banks and financial institutions with a focus on supporting SMEs through financing and advisory services.
- Industry experts, policymakers, and academics involved in fostering SME development and innovation.

PROGRAM HIGHLIGHTS

The conference will feature a dynamic program comprising keynote speeches, panel discussions, interactive workshops, and networking sessions. Key highlights include:

- Expert-led sessions on topics such as digital transformation, innovation strategies, access to finance, and market expansion opportunities.
- Panel discussions featuring industry leaders and successful SMEs sharing their insights and best practices for growth and sustainability.
- Technology showcases and demonstrations highlighting cutting-edge solutions and tools tailored for SMEs.
- Dedicated networking sessions allowing participants to connect with potential partners, investors, and mentors.
- Special membership drive activities offering incentives for SMEs to join the ACCI and become part of a supportive business community.

PROPOSED PARTNERS:

- Embassies / International business community
- MDA'S & Parastals
- Federal Ministries
- AMAC
- Regulatory Agencies
- Insurance companies
- Banks
- Business partners
- ACCI Members
- Non – members
- Abuja Business community

Media Partners:

- Kaftan TV
- Channels TV
- TVC
- NTA



SPONSORSHIP

Sponsorship Opportunities & Potential Sponsors:

We invite banks, multinational companies, and other organizations to partner with us as sponsors for this event. Sponsorship packages will be tailored to offer maximum exposure and benefits to our valued partners, including logo placement, speaking opportunities, exhibition space, and networking privileges. Identified sponsors include:

- **Banking Industry:**

Top commercial banks in Nigeria such as Guaranty Trust Bank Plc, Eco Bank Plc, Access Bank Plc, United Bank of Africa (UBA), Zenith Bank Plc, Fidelity Bank Plc, First City Monument Bank Limited, First Bank of Nigeria Limited and Central Bank of Nigeria

- **Established Corporations & organizations across all economic sector:**

To attract sponsorship from big organizations across all economic sectors for the conference, we will offer comprehensive sponsorship packages that provide excellent visibility, networking opportunities, and speaking engagements

- **Key MDA's and Government Parastals:**

Agencies saddled with the development and growth of SME and business in FCT and Nigeria as a whole such as BOI, BOA, AFREXIM, NEXIM BANK, AEA, NEPZA, NEPC, NIPC, NITDA E.tc

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SPONSORSHIP PACKAGES:

PLATINUM PACKAGE:(Title Sponsor) N7,000,000

- Increased brand exposure through the event itself, branding of the venue, and media coverage
- Exclusive Naming rights to the Conference and workshop arena
- In-event speaking opportunities
- Direct contact with an audience full of relatively warm leads
- Access to data about attendees and in-event interactions
- Opportunity to reconnect with existing customers and access to new prospects
- Access the platform for post-event interactions
- Increased credibility as a brand
- Special announcements throughout the event to promote your organization.
- Provision of Exhibition Booths to attend to leads (18 sq.)
- The sponsor's logo and message will be included on: (event brochures, program of events, event Merchandise, Events tickets e.tc)
- 1st tier logo recognition on sponsorship-dedicated banners and signage
- Four complimentary conference registrations packages

GOLD PACKAGE: N4,000,000

- Exclusive Naming rights to the Exhibition Arena
- Company Logo on Event Badge
- Company name on all marketing and promotional items
- Eligible for discounted exhibit space
- Direct contact with an audience full of relatively warm leads
- Access to data about attendees and in-event interactions
- Increased brand exposure through the event itself, branding of the venue, and media coverage
- Provision of Exhibition Booths to attend to leads (9 sq.)
- Two complimentary conference registrations packages

APPLICATION FORM

EXHIBITOR INFORMATION

COMPANY NAME:.....
 COMPANY PHONE:.....
 COMPANY WEB:.....
 COMPANY ADDRESS:.....
 CITY:.....COUNTRY:.....
 CONTACT PERSON & TITLE:.....
 CONTACT PERSON PHONE:.....EMAIL:.....

BOOTH STAND

Booth Stand (min. 9 sqm) N30,000 per sqm xsqm =NGN

Includes: Shell Scheme, 1 table, 2 chairs, Power point and fasical, General Cleaning & Security services.

Advert Spot For Event Programme

- Inside Front Cover: **N200,000**
- Outside Back Cover: **N150,000**
- Inside Back Cover: **N150,000**
- Full page (Color): **N200,000**
- Half Page (Color): **N100,000**
- Centre Spread: **N300,000**

Advert Spot For Event Catalogue

- Inside Front Cover: **N200,000**
- Outside Back Cover: **N150,000**
- Inside Back Cover: **N150,000**
- Full page (Color): **N200,000**
- Half Page (Color): **N100,000**
- Centre Spread: **N300,000**

Booth Fee	Advertising Fee	TOTAL
..... NGN	+ NGN	= NGN

DIAMOND PACKAGE: N3,000,000

- Acknowledgement as bronze sponsor and mentions on social media
- Opportunity for placement for promotional material at the conference
- Logo placement on media banner backdrop at the event
- Discounted price for exhibition booths
- One complimentary conference registration packages

Conclusion:

The ACCI's conference and exhibition on driving SME growth through creative innovation and technology promises to be a transformative event for the Nigerian business community. By bringing together stakeholders from across sectors, we aim to foster collaboration, spur innovation, and empower SMEs to realize their full potential in today's dynamic marketplace. Join us as we embark on this exciting journey towards a more vibrant and resilient SME ecosystem in Nigeria.

ORGANIZER:



