



18th–20th March 2025
Landmark Centre, Lagos, Nigeria

Pharma West Africa Promotional Opportunities

EXHIBIT, CONNECT, GROW:
YOUR GATEWAY TO WEST
AFRICA'S LUCRATIVE
PHARMACEUTICAL MARKET



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 Pharma West Africa Exhibition
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INTRODUCTION



Pharma West Africa will host over 200 exhibitors from across the world, showcasing everything related to the pharmaceutical supply chain. From finished formulations to OTC medicines, APIs, manufacturing, nutrition, supplements, and much more, across three days.

The show will be attended by over 3,000 pharmaceutical professionals (importers, distributors, wholesalers, manufacturers, retailers, public and private healthcare institutions, policymakers,

suppliers and more) from across West Africa, who are looking to source new suppliers and products.

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

We look forward to working with you to help maximise your success at Pharma West Africa 2025.

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PHARMA WEST AFRICA – SPONSORSHIP PACKAGES

The below tiered sponsorship packages are designed as a guide only and can be customised to meet your exact requirement. Elements of the package can be added and removed to ensure you receive the package that your business requires.

TIERED SPONSORSHIP OPPORTUNITIES

PRE-SHOW BENEFITS

	PLATINUM	GOLD	SILVER
Logo on website with hyperlink to sponsors website, in appropriate tier	✓	✓	✓
Exclusive e-shot to the visitor database	2	1	
Logo inclusion on all visitor and exhibition promotion (print and digital)	✓	✓	✓
Featured article on website news story	2	1	
Social media posts (across Facebook, LinkedIn and Instagram)	2	1	1
Flyers distributed at market activation promotion (flyers artwork provided by sponsor)	✓	✓	
Sponsor quote to be included in show press releases	✓	✓	
WhatsApp broadcast	2	2	1

ON-SITE BENEFITS

	PLATINUM	GOLD	SILVER
Logo on all onsite signage	✓	✓	✓
Full page advert in showguide	Inside Cover	Premium	Standard
Relevant tier listing in exhibitor list	✓	✓	✓
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 BENEFITS

	PLATINUM	GOLD	SILVER
Dedicated 'Thank you' email from sponsor	✓	✓	
Logo included in post-show report	✓	✓	✓
Logo shown in appropriate tier on website for 3 months	✓	✓	✓
WhatsApp broadcast	1	1	✓

PRICE (EXCL. 7.5% VAT)

\$15,000

\$10,000

\$7,000

EXCLUSIVE ONSITE OPPORTUNITIES —



LANYARD SPONSOR - \$7,500



Be the exclusive lanyard sponsor of the 2025 Pharma West Africa exhibition! The lanyards can be designed in your own brand colours and with your company logo. Lanyards will be given out to all attendees and participants of the exhibition to have your brand on permanent display during the exhibition by over 3,000 people!
(Production of lanyards is not included in the price)

CONFERENCE SPONSOR - \$7,500



Exclusive branding for the Pharma West Africa conference area. Package includes 2x roll up banners, literature seat drop, branding on conference holding page and dedicated speaking slot. Exclusive to one company.

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.

EXCLUSIVE HALL 1 ENTRANCE ARCHWAY BRANDING - \$5,000



Be the first brand seen by all attending the exhibition venue. This will include your unique branding and logo being seen by all who visit the exhibition, including visitors, VIP's, exhibitors, and more. Entrance banner archway includes production, and archway advertisement across a four sided boxed archway.

REGISTRATION AREA SPONSOR - \$5,000



Exclusive registration 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/flyers 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/flyers to be provided by sponsor).

CATERING 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.

ENTRANCE FLAGS - \$2,500

Two feather banner flags (30inch Wide x 142inch Height) to be strategically placed at the hall entrance..

*prices exclusive of 7.5% VAT.



OTHER ONSITE OPPORTUNITIES



MAIN ENTRANCE BANNER - HALL 1 – \$3,000

Located inside the hall 1, this advertisement opportunity will be seen by all attendees when leaving the exhibition and offers large exposure. Sponsorship includes printing and production for the valid duration of the event. Artwork content will be provided by sponsor.

HALL 2 ENTRANCE BANNER – \$3,000

Located on the inside of Hall 2, which hosts the Pharma West Africa Conference, this advertisement opportunity will be seen by all attendees when leaving the hall and offers large exposure. Sponsorship includes printing and production for the valid duration of the event. Artwork content will be provided by sponsor.

BUILDING WALL BRANDING – \$3,000 PER SIDE | \$5,000 BOTH SIDES

Gain a huge presence at the entrance to the exhibition, with your branding situated along the side of the main entrance.

HALL 1 GLASS WALL BRANDING – \$5,000 (EACH SIDE)

Position your company front and centre of the main entrance to the venue with a large glass wall branding. Sponsorship branding includes printing production for the valid duration of the event.

ONSITE SEMINAR – \$4,000 for Full Day

Host your own programme or seminar with a focused audience onsite at Pharma West Africa. The workshops will be held in a room located just off the exhibition floor, and each room is booked on a daily basis. The sponsor can use the workshop opportunity to repeat the same presentation throughout the day, or put together a full day program. Please note the rooms and days are booked on a first come, first served basis.

- Room hire and AV set up for one day
- Onsite signage and directional signage
- Dedicated registration page on www.pharma-westafrica.com
- Dedicated emailer including registration details and programme info sent to all registered guests
- All registered guests will register using an online form and be received in real time by the workshop host
- Tannoy announcements onsite

FLOOR TILES – \$1,000 for 5

Strategically direct potential clients and visitors to visit your stand, no matter your position in the venue.

HANGING BANNERS – \$1,500 Per Banner

Advertise your brand and products in an area of significant demand. Position subject to availability. Banner artwork will be provided by client.

*prices exclusive of VAT.



Main Entrance Banner – Hall 1



Hall 2 Entrance Banner



Glass Wall Branding

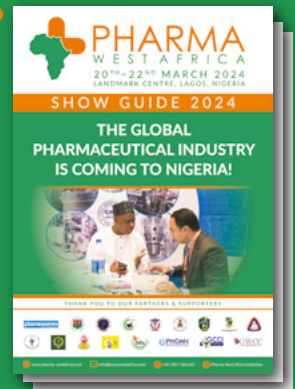


Building Wall Branding

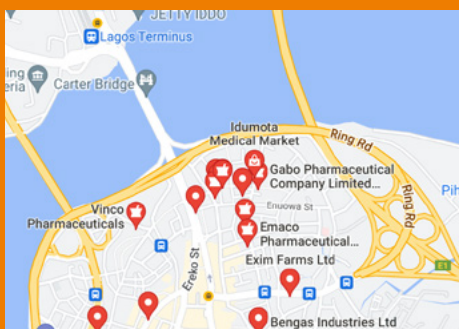
SHOW GUIDE

Showcase your company and brand to all 3000+ attendees!

Front Cover	\$4,000
Back Cover	\$3,000
Inside Cover	\$2,500
Half Page Advertisement	\$1,000
Full Page Advertisement	\$1,500
Double Page Advertisement	\$2,000



All advertisements include show guide production. Prices exclusive of 7.5% VAT.



IDUMOTA MARKET – WEST AFRICA'S LARGEST PHARMACEUTICAL TRADE MARKET

The Idumota Market is the largest Pharmaceutical Trade Market in West Africa, and we can provide you with the incredibly unique opportunity to directly promote your company and products to the importers and distributors based in the market.

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



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 5 ladies promoting your brand & company at the Idumota Market.	5	4	3
Flyer Distribution 1,500 flyers to be printed and distributed. Flyer content and design to be provided by client (flyer size A5).	✓	✓	✓
Data Collection All data collected will be compiled into an excel spreadsheet and provided back to you.	✓	✓	✓
Pop-Up information booth PWA will organise your very own branded information booth including flag stand two roll up banners. Content for flags and roll up banners will be provided by client. Production provided by PWA team.	With DJ	✓	
Total Cost (exclusive of VAT)	\$5,000	\$3,000	\$2,000



DIGITAL OPPORTUNITIES

Pharma West Africa has an increasing digital presence across West Africa through a wide range of platforms allowing us to successfully communicate directly with thousands of pharma importers, distributors, retailers and pharmaceutical professionals. Highlighted below is a glimpse into the digital offerings that we can offer along with the direct reach available.



30,000+
Contacts



1,250
Followers



1,000+
Followers



5,000+
Contacts



20,000+
Contacts

ONLINE REGISTRATION SPONSOR

Boost your brand visibility as the Online Registration Sponsor!
Be the first brand thousands of trade professionals see as they register for Pharma West Africa, ensuring maximum exposure and driving traffic to your stand!

\$5,000



DIGITAL PACKAGES

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

NEWSLETTER ADVERTISEMENT

Banner Position a advertisement banner at the front and centre of the newsletter (content provided by client, suggested size 650px x 300px).	\$1,000
Newsletter Article Position a company press release or announcement to all 40K+ newsletter recipients.	\$1,500
Newsletter Video Advertisement Promote your brand even further by showcasing your products and services via a company video (content and landing page provided by client).	\$1,500
Newsletter Sponsor Sponsorship Package includes all of the advertisements highlighted above to be included in one months newsletter. Content including article, banner and video will be provided by client.	\$3,000



EXHIBITION INFORMATION

Promote your brand at Africa's largest professional pharmaceutical exhibition.

Pharma West Africa exhibition will take place on **18th–20th March 2025** at the **Landmark Centre, Lagos**. If you are interested in any of the fantastic opportunities available above to help you make a big impact in the market, then please contact me on the below details.

Kieran Westlake

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3,000+
VISITORS



300+
EXHIBITORS



200+
VIPS



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