



14th–16th April 2026  
Landmark Centre, Lagos, Nigeria

# Pharma West Africa Promotional Opportunities

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



 [www.pharma-westafrica.com](http://www.pharma-westafrica.com)  
 [Info@Pharma-WestAfrica.com](mailto:Info@Pharma-WestAfrica.com)  
 Pharma West Africa Exhibition  
 +44 2476 158100

Pharma West Africa 2026 will host over 250 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 4,000 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 2026.

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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	✓	✓	
ON-SITE BENEFITS			
Logo on all onsite signage	✓	✓	✓
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			
Dedicated 'Thank you' email from sponsor	✓	✓	
Logo included in post-show report	✓	✓	✓
Logo shown in appropriate tier on website for 3 months	✓	✓	✓
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 2026 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 4,000 attendees!  
(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 per Hall

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). Available in Halls 1 and 2.

## 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.

## BADGE SPONSOR - \$4,500



Be the exclusive badge sponsor, your logo will feature prominently on the back of every badge, ensuring maximum visibility among thousands of attendees, exhibitors, and key decision-makers.

\*prices exclusive of 7.5% VAT.





# OTHER ONSITE OPPORTUNITIES



## HALL 1 ENTRANCE BANNER –

Located on the inside of 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](http://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.

## WALK BRIDGE BRANDING – \$3,500

Capture the attention of every visitor before they even step inside the exhibition centre. This prime branding opportunity is located outside the venue on the main walk bridge, ensuring high visibility as attendees arrive.

\*prices exclusive of VAT.



Glass Wall Branding



Building Wall Branding



Main Entrance Banner – Hall 1



Hall 2 Entrance Banner

# 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.



**45,000+**  
Contacts



**2.5k**  
Followers



**2.7k**  
Followers



**30,000+**  
Contacts

## ONLINE REGISTRATION SPONSOR

Significantly 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
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.	✓	✓	
<b>Total Cost (exclusive of VAT)</b>	<b>\$2500</b>	<b>\$1750</b>	<b>\$1000</b>



[www.pharma-westafrica.com](http://www.pharma-westafrica.com)



+234 703 993 7379



[Info@Pharma-WestAfrica.com](mailto:Info@Pharma-WestAfrica.com)



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# 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.

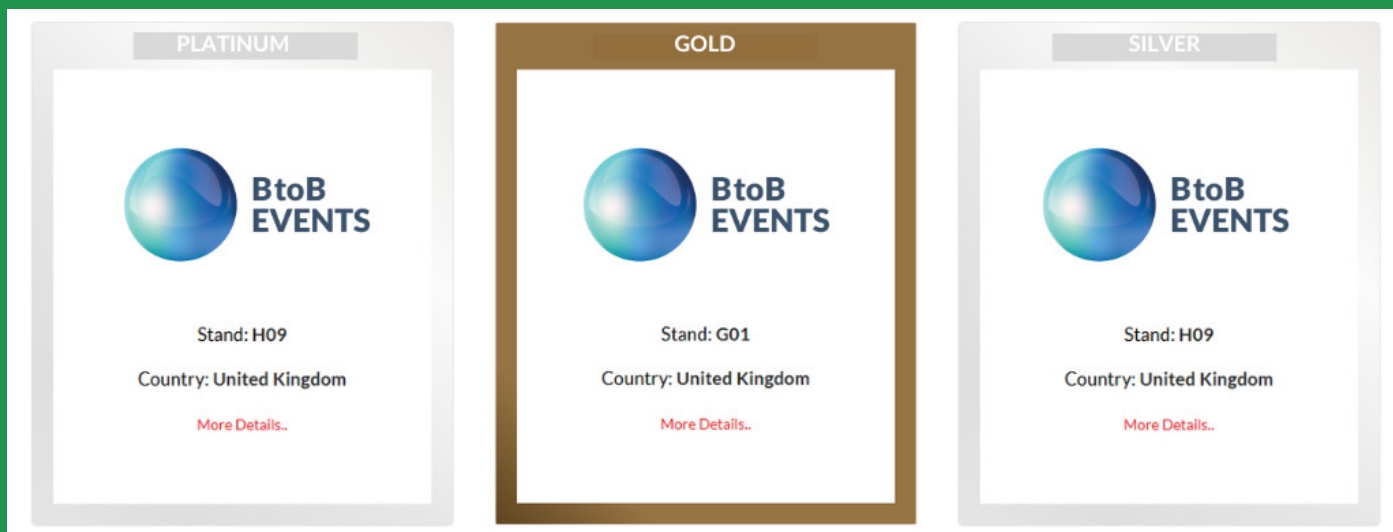
**\$3,000**



# SIGNIFICANTLY BOOST YOUR VISIBILITY WITH OUR TIERED EXHIBITOR LIST PACKAGES!

Stand out on the Pharma West Africa exhibitor list with premium listings designed to increase your brand visibility to potential buyers from across West Africa! Platinum, Gold, and Silver packages are available.

**PLATINUM: Top-tier listing - \$2,000 | GOLD: Prominent listing - \$1,000 | SILVER: Standard listing - \$500**

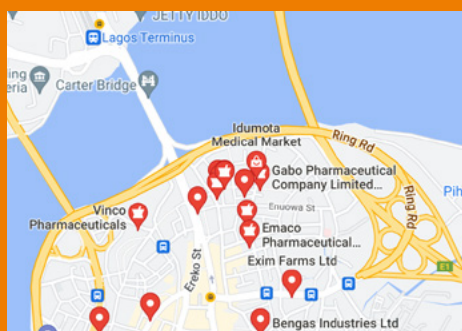




# MARKET ACTIVATION OPPORTUNITIES



	PLATINUM (2 DAYS)	GOLD (1 DAY)	SILVER (1 DAY)
<b>Promotional Girls with branded t-shirts and hats/caps</b> 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
<b>Flyer Distribution</b> 1,500 flyers to be printed and distributed. Flyer content and design to be provided by client (flyer size A5).	✓	✓	✓
<b>Data Collection</b> All data collected will be compiled into an excel spreadsheet and provided back to you.	✓	✓	✓
<b>Pop-Up information booth</b> 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	✓	
<b>Total Cost (exclusive of VAT)</b>	<b>\$5,000</b>	<b>\$3,000</b>	<b>\$2,000</b>



## IDUMOTA MARKET – WEST AFRICA 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.

## EXHIBITION INFORMATION

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

Pharma West Africa exhibition will take place on **14th-16th April 2026 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**

Exhibition Manager

+44 2475 460 143

kieran.westlake@btob-events.com



4,000+  
VISITORS



250+  
EXHIBITORS



200+  
VIPS

