



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

Pharma West Africa Promotional Opportunities

Pharma West Africa connects the global pharma industry with key decision makers across the \$14bn West African market



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

The show will be visited by over 3,000 pharmaceutical professionals including distributors, manufacturers, retailers, public and private healthcare institutions, policymakers, suppliers and more who are looking to source new suppliers, importers, wholesalers from across West Africa.

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 2025.

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 EVENT 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			
Logo on all onsite signage	✓	✓	✓
Full page advert in showguide	Inside Cover	Premium	Standard
Gold entry in show catalogue	✓	✓	✓
Directional floor tiles	3	2	1
Speaker slot	✓	✓	
Roll up banners onsite (artwork to be provided by sponsor)	2	1	1
Tannoy announcement 'Visit booth XXX'	3	2	1
POST SHOW BENEFIT			
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	1
PRICE (exclusive of VAT)	\$15,000	\$10,000	\$7,000

EXCLUSIVE ONSITE OPPORTUNITIES



Lanyard Sponsor - \$7,500

Be the exclusive lanyard sponsor of the Pharma West Africa exhibition. You can design the lanyards in your own brand colours and with your company logo. The Lanyards will be given out to all attendees of the event. (Production of lanyards is not included in the price.)

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.

Registration Area Sponsor - \$5,000

Exclusive entrance branding, this would include for your brand to 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, roll up banner positioning exclusive to sponsor and branded pens, uniforms to be used by registration staff (pens and uniform to be provided by sponsor).

Refreshments Area Sponsor - \$3,500

Exclusive branding for the Pharma West Africa catering area of the exhibition to have a captured audience for a substantial period of time – The Catering Area! Exclusive to one company. Exclusive distribution of sponsors literature, logo on F&B menus and exclusive positioning of two roll up banners.

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.

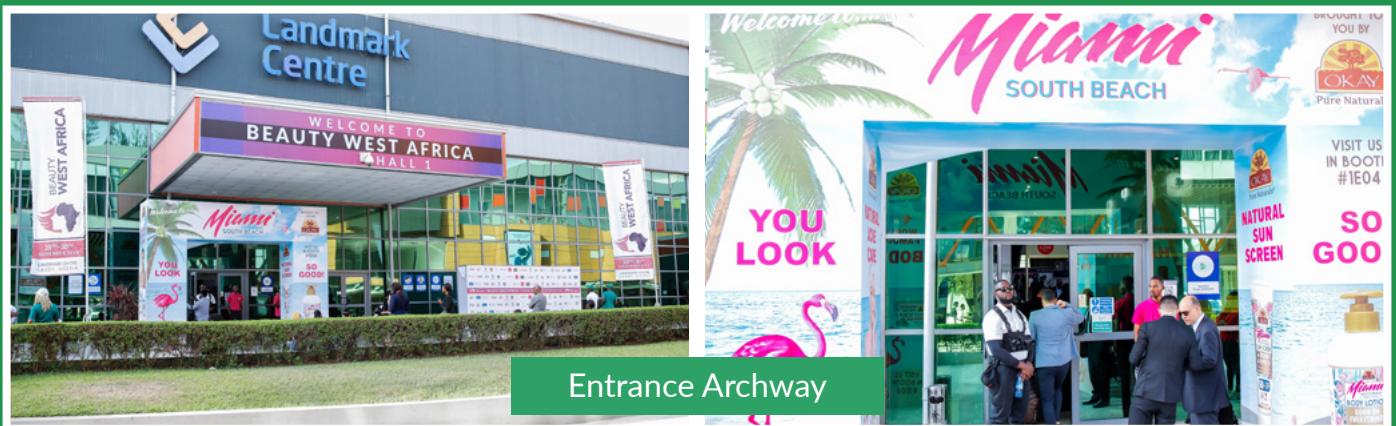
*prices are exclusive of VAT



ENTRANCE BRANDING

Branding the entrance is the most effective way of ensuring that your brand has maximum exposure. Your brand will be the first to be seen by all decision makers entering the venue, giving you the opportunity to make the biggest impact!

Entrance Archway	\$5000
Entrance Banner	\$4000



OTHER OFFERINGS

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.

\$1,000

WEBINAR

Promote a live webinar for your business to speak, provide brand awareness and the opportunity of developing trade deals and sales. Opportunity to speak directly to your key clientele.

\$2,000

PRESS RELEASE

Press release to be published across the national media, both online and print.

x2 - \$1,000

x5 - \$1750





IDUMOTA MARKET – WEST AFRICA’S LARGEST PHARMACEUTICAL TRADE MARKET

34 Iga Idunganran St,
Lagos Island, Lagos,
Nigeria



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 flags and 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)	\$3,000	\$2,250	\$1,500



Nigeria Imports over 70% of its medicines



The Nigerian pharma market value is in the order of \$4.5 billion – Pharmexcil 2023



The Nigerian pharma market is growing at over 9% annually

DIGITAL OPPORTUNITIES

The Pharma West Africa Show 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

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

EXHIBITION INFORMATION



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



3000+
VISITORS



200+
EXHIBITORS



175+
VIPS

The Pharma West Africa exhibition will take place on March 18th-20th 2025 at the Landmark Centre, Lagos. If you are interested in any of the fantastic sponsorship opportunities we have available to give your company increased exposure at the biggest Pharmaceutical exhibition in Africa, then please contact us on the details below..

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