



PACKAGES & Benefits



SPONSORSHIP PROPOSAL

This proposal aims to provide details of the upcoming Africa Gaming Expo targeted at the gaming industry in Africa, including our plans to solicit your organization's support in a mutually beneficial arrangement.

We hope and believe this proposal will meet your organization's interest and eventual support, as we carefully selected your organization as a reputable company whose purpose, operations and goals are in close alignment with ours.



ABOUT AFRICA GAMING EXPO (AGE)

- The Africa gaming industry has experienced exponential growth over the years and the industry remains a multi-billion market, generating revenue for the Government; creation of employment opportunities; and attraction of foreign investment.
- As an evolving and dynamic industry, it is important that the prevalent issues are discussed; opportunities and prospects are expounded; recommendations to address the challenges in the Africa gaming market are proposed whilst creating a platform for gaming stakeholders, operators and regulators to interface.
- The Africa Gaming Expo “Transforming Africa's Gaming and Fintech Market with AI” is scheduled to hold from 25th - 27th February, 2025 at the Eko Convention Centre, Eko Hotels and Suites, Lagos



WHO ATTENDS?

*You'll meet key decision makers
and stakeholders such as:*

- . Government Officials
- . Regulators
- . Licensing Authorities
- . Investors
- . Gaming Operators
- . International & Domestic Casinos
- . Gaming Affiliates
- . Gaming Software Providers
- . Payment Solution Providers
- . Industry Associations
- . Slot Machine Manufacturers
- . Telecommunications companies
- . Financial Institutions (Banks)
- . Technology Companies
- . Law Firms & Legal Consultants
- . Marketing Consultants
- . Gaming Consultants
- . Hotels & Integrated Resorts
- . Security/ Surveillance Solution Providers
- . Other Gaming Suppliers



WHY ATTEND?

Understanding
the African
Gaming Climate

Discuss future
industry trends,
opportunities
and risks

Share experience
and discuss significant
partnerships and
collaborations

Gain knowledge
and insights from
top industry leaders
and experts

Meet & network
with industry peers,
existing and

Discover new
technologies, payment
and software solutions
for your business

Profit from
targeted, niche
events aimed at C-level
executives and forge
valuable business
relationships

SPONSORSHIP PROPOSAL TERMS

Why we selected your organization

- To guarantee the success of the Africa Gaming Expo, it is vital that we garner the support of reputable names who have interest in contributing to the growth of the Africa gaming industry. As one of the select organizations you can opt to sponsor as depicted in the sponsorship packages below.
- The support and contribution of your organization will no doubt accelerate your public image and strong-standing reputation within the gaming industry. Such support will also be well-publicized across traditional and digital media platforms, thereby solidifying your brand visibility amongst other benefits.
- We believe organizations such as yours, which we have selected would welcome the opportunity. For this cause, we have made room for a sponsorship arrangement wherein with your financial commitment (check sponsorship packages below), your organization will have the opportunity to leverage on the gaming industry while enjoying further benefits mentioned below.





**PLATINUM
SPONSOR**
\$70,000

www.agelagos.com

BENEFITS

- 1 Distinguished Recognition:**
Enjoy the prestigious title of "PLATINUM Sponsor" for the Expo.
- 2 Prominent Speaking Opportunity:**
Assume the role of Chairperson and deliver a keynote address at the Expo.
- 3 Exclusive Market Insights:**
Gain early access to valuable market intelligence by receiving an electronically transmitted "registered delegates list" two weeks prior to the summit.



AMPLIFY YOUR BRAND

Our PLATINUM Sponsorship encompasses various promotional approaches:



Print Media:

- Full-page, portrait, color company advertisement in the event brochure (artwork to be supplied by sponsor by the advised deadlines).
- Logo prominently featured in all print advertisements: event brochures, banners, all directional signage throughout the venue, and attendee badges (digital logo provided by sponsor).
- Lanyard sponsorship.
- Big HD screen at the main entrance.
- Platinum tables at the closing dinner.
- Sponsorship of two panels for increased visibility.

Online Media:

- Online banner on the event webpage, including your logo and a link to your website.
- Participation in media briefings and press conferences.
- 70-word editorial on the event website.

Exhibition:

- A 6m x 6m exhibition space at a prime location for the duration of the show (additional exhibition space available at \$500 per sqm).
- The sponsor can place pop-up banners in the following areas: three pull-up banners at the registration area, three in the plenary sessions, and three at the entrance to the exhibition area (banners to be provided by sponsor).
- Opportunity to distribute promotional materials in the delegate kit/seat drop.
- Periodic announcements about the sponsor during the summit.
- A 30-minute speaking slot.

Complimentary Delegate Passes:

10 complimentary delegate passes to invite key stakeholders.

Social Media:

- Logo featured in marketing videos on all social media platforms.
- PLATINUM Sponsor introduction across all social media platforms.
- Speaker introduction across all social media platforms.





**GOLD
SPONSOR**
\$50,000

www.agelagos.com

BENEFITS

Distinguished Recognition:

Enjoy the prestigious title of "GOLD Sponsor" for the Expo.

Exclusive Market Insights:

Gain early access to valuable market intelligence by receiving an electronically transmitted "registered delegates list" one week prior to the summit.





AMPLIFY YOUR BRAND

Our GOLD Sponsorship encompasses a multifaceted promotional approach:

Print Media:

- A4 page, portrait, color company advertisement in the summit brochure (artwork to be supplied by sponsor by the advised deadlines).
- Logo prominently featured in all print advertisements: event brochures, banners, all directional signage throughout the venue, and attendee badges (digital logo provided by sponsor).
- HD screen visibility.
- Gold tables at the closing dinner.
- Participant badge sponsorship.
- Sponsorship of one panel for increased visibility.

Online Media:

- Online banner on the event webpage, including your logo and a link to your website.
- 60-word editorial on the event website.

EXHIBITION:

- A 6m x 3m exhibition space at a prime location for the duration of the show (additional exhibition space available at \$500 per sqm).
- The sponsor can place pop-up banners in the following areas: two pull-up banners at the registration area, one in the plenary sessions, and two at the entrance to the exhibition area (banners to be provided by sponsor).
- Opportunity to distribute promotional materials in the delegate kit.
- Periodic announcements about the sponsor during the summit.
- A 15-minute speaking slot.



Complimentary Delegate Passes:

8 complimentary delegate passes to invite key stakeholders.

Social Media:

- Logo featured in marketing videos on all social media platforms.
- GOLD Sponsor introduction across all social media platforms.
- Speaker introduction across all social media platforms.
- Partner with us as the GOLD Sponsor to elevate your brand's profile and seize unparalleled marketing opportunities at the Expo.



**SILVER
SPONSOR**

\$30,000



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BENEFITS

Recognition:

Receive the distinguished title of "Silver Sponsor" of the summit.

Speaking Opportunity:

Granted a speaking slot at the summit.



AMPLIFY YOUR BRAND



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Print Media:

- Receive the "registered delegates list" 3 days prior to the summit (electronic copy).
- A5 page, full-color company advertisement in the summit brochure (artwork to be supplied by sponsor by the advised deadlines).
- Logo prominently featured in all print advertisements: event brochures, banners, all directional signage throughout the venue, and attendee badges (digital logo provided by sponsor).

Online Media:

- Feature on the conference web page, including your logo and a link to your website.
- 40-word editorial on the event website.

Exhibition:

- A 3m x 3m exhibition space at a prime location for the duration of the summit (additional exhibition space available at \$500 per sqm).
- The sponsor can place one pull-up banner at the registration area and one at the entrance to the exhibition area (banners to be provided by sponsor).
- Opportunity to distribute promotional materials in the delegate kit.
- Periodic announcements about the sponsor during the summit. A speaking slot.

COMPLIMENTARY DELEGATE PASSES:

5 complimentary delegate passes to invite key stakeholders.

Social Media:

- Logo featured in marketing videos on all social media platforms.
- Sponsor introduction across all social media platforms.
- Speaker introduction across all social media platforms.

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**BRONZE
SPONSOR**

\$20,000



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BENEFITS

Recognition:

Receive the distinguished title of "Bronze Sponsor" of the summit.

Speaking Opportunity:

Granted a speaking slot at the summit.



AMPLIFY YOUR BRAND

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Print Media:

- Receive the "registered delegates list" 1 day prior to the summit (electronic copy).
- A5 page, half-color company advertisement in the summit brochure (artwork to be supplied by sponsor by the advised deadlines).
- Logo prominently featured in all print advertisements: event brochures, banners, all directional signage throughout the venue, and attendee badges (digital logo provided by sponsor).

Online Media:

- Feature on the conference web page, including your logo and a link to your website.
- 40-word editorial on the event website.

Exhibition:

- A 3m x 3m exhibition space at a prime location for the duration of the summit (additional exhibition space available at \$500 per sqm).
- The sponsor can place one pull-up banner at the registration area and one at the entrance to the exhibition area (banners to be provided by sponsor).
- Opportunity to distribute promotional materials in the delegate kit.
- Periodic announcements about the sponsor during the summit.
- A speaking slot.
- Bronze table at the dinner.

Complimentary Delegate Passes:

3 complimentary delegate passes to invite key stakeholders.

Social Media:

- Logo featured in marketing videos on all social media platforms.
- Sponsor introduction across all social media platforms.
- Speaker introduction across all social media platforms.

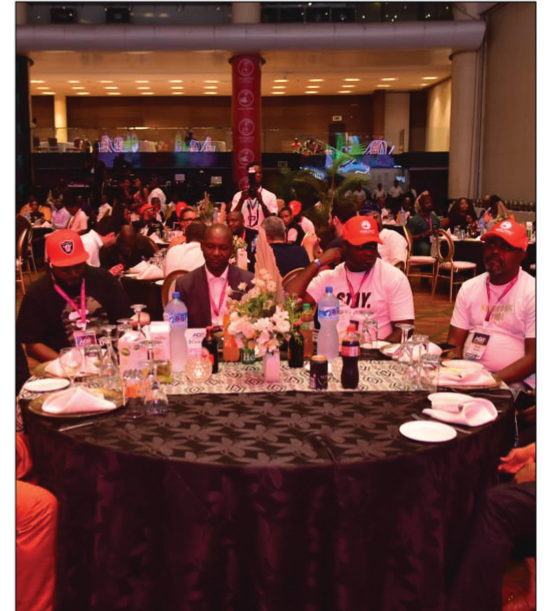
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**DINNER
SPONSOR**

\$25,000

(EXCLUSIVE)



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AMPLIFY YOUR BRAND

Print Media:

- Logo prominently featured in all print advertisements: event brochures, banners, and all directional signage throughout the venue (digital logo provided by sponsor).

Online Media:

- Feature on the conference web page, including your logo and a link to your website.
- 40-word editorial on the event website.

Exhibition:

- The sponsor can place two roll-up banners (banners to be provided by sponsor).
- Opportunity to distribute promotional materials in the delegate kit.
- Periodic announcements about the sponsor during the summit.
Exclusive seats for dinner.
- Opportunity to give a short welcome address of 5-10 minutes during the dinner.

Complimentary Delegate Passes:

- 3 complimentary delegate passes to invite key stakeholders

EXHIBITION SPACE

Refer to price list

Gaming operators, service providers and industry bodies are invited to exhibit their services or wares relative to the theme of the summit. The exhibition space will be positioned in, or adjacent to, the area for morning and afternoon tea. This arrangement will give ample opportunity for exhibitors to interact with conference delegates during the daily breaks. It will be possible for exhibitors to book larger stands at additional cost. Please discuss your specific requirements with us in this regard.

RAISE YOUR PROFILE

IN PRINT:

Logo featured prominently in all print advertisements: Selected Event brochures, banners, all directional signage throughout the venue (digital logo provided by sponsor)

ONLINE:

- Feature on conference web page including your logo, link to your website
- 30-word editorial on Selected Event website

ON SITE:

- Exhibition spaces for the duration of the summit

REGISTRATION FORM

Africa Gaming Expo 2025

Please return Form: contact@agelagos.com

PLEASE MARK YOUR EXHIBITION STAND WITH X

Exhibition Package:

Exhibition space 3m x 3m (9 m²) \$7,500

Exhibition space 6m x 3m (18 m²) \$15,000

Exhibition space 6m x 6m (36 m²) \$20,000

2024 SPONSORS



ENDORSED BY



AGE LAGOS 2024

SPEAKERS & PANELISTS



Babajide Olusola Sanwo-Olu

Governor of Lagos State,
Chief Host & Keynote Speaker



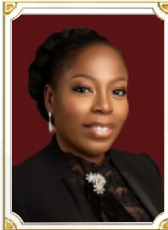
Bashir Are

Chief Executive Officer,
Lagos State Lotteries &
Gaming Authority



Mark Pace

Managing Director, GSA Europe/
President, IGSA



Olafadeke Akeju

Managing Partner at WYS Solicitors,
Partner/Legal Counsel (Africa),
SteelRose Legal, UK



Peter Emolemo Kesitlwer

Chief Executive Officer,
Gambling Authority
Botswana



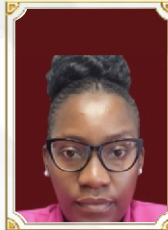
Michele Magro

President of Malta Esports
Association, Legal &
Compliance Professional-
Gambling/Esports/AML



Caroline Kongwa

Chief Strategic Adviser, National
Gambling Board, South Africa



Yvonne Gwenhure

Senior Manager, Strategy and
Organizational Performance,
National Gambling Board,
South Africa



Lindsay Kalbfleisch

Director, Stakeholder,
Engagement, Greo



Elizabeth Lusk

Chief Strategy Officer, GREO



Golabo Awelewa

Chief Solution Officer,
Cybervergent



Seun Abimbola

Co-CEO, GameStack Ltd



Ijeoma Uju

Partner, Corporate &
Commercial Group, Templars



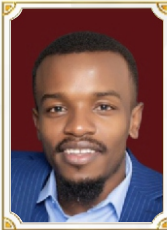
Fayad Kamal Fayad

Chief Executive Officer,
IGSA Africa



Salawu Abiola Mukhtar

Senior Registrar, Federal
Neuropsychiatric Hospital,
Lagos



Jeremiah Maangi

CEO, Igaming AFRICA
Managing Director, Bizin Africa



Adewale Akande

Head, Legal and Compliance,
KC Gaming Networks LTD
(Bet9ja)



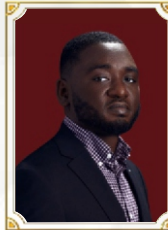
Yahaya Maikori

Partner, Law Allianz



Olajide Boladuro

Chairman/Director General,
Oyo State Gaming and
Lottery Board



Tope Oni

Managing Director, Sarlight Ace
Verde Gaming Limited (Starbet)

AGE LAGOS 2024

SPEAKERS & PANELISTS



Zuleyha Tohtayeva

Founding Partner,
SteelRose Legal Ltd, UK



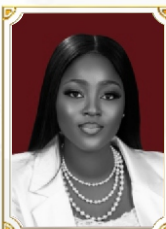
Ayowole Ayodele

Chief Executive Office, Fincra



Chika Nwosu

MD/CEO, PalmPay



Olabimpe Akingba

Regional Manager Africa, Business
Development and Regulatory,
Mchezo Limited



Adetoun Adeyemi

Executive Secretary, Federation
of State Gaming Regulators of
Nigeria



Ejiro Esigbone

Strategic Account Manager (SAM)
at Paystack



Adekunmi Shola Adenipebi

Founder, Game Evolution Partners
and Managing Director, E-Planet



Beatrice Baiden

Head, Corporate Affairs, Gaming
Commission, Ghana



Adejuwon Oyeibanjo

Vice President, Sales,
Payaza



Adekunle Adeniji

Managing Director, BetBonanza



Paulo Jorge Ringote

Director General, Instituto de
Superviso de Jogos, Angola



Andy Liu

CMO, Modern Lottery Limited &
Director China Welfare Lottery
Design Center



Kenneth Nwankwo

Head of Operations, Premier Lotto
(BABA IJEBU)



Weldon Koros

Director, Association of Gaming
Regulators in Africa (AGRA)



Denis Mudene Ngabirano

CEO, Uganda's National
Lotteries and Gaming
Regulatory Board



Joseph Oyekunle

Head of Sales (Africa, Latam
and Europe) at SPARKET



Abimbola Reis

Group Head, Financial Services
& Utilities at eTranzact PLC



Biola Shotunde

Associate Director, Intelligence
and Investigation & CTR Analysis,
Nigerian Financial Intelligence Unit
(NFIU)



Maciej Makuszewski

Head of Online Gaming,
Promatic Game

TERMS AND CONDITIONS

1. EXPO FLOOR PLAN

The layout of the expo exhibition area will be disclosed once the number of delegates is determined and the hall is allocated. However, booth selection will be based on a first-come, first-served basis.

2. REGISTRATION AND PAYMENT

Upon receipt of a signed registration form, we will issue an electronic invoice and event confirmation. To secure your booking, payment must be made within 14 days of receiving the invoice. Please use your company name as a reference during payment. Failure to make payment within the stipulated timeframe may result in the release of your booking to other interested organizations.

3. EXCEPTIONAL CIRCUMSTANCES

The Expo Planning Committee reserves the right to change the event venue and duration in the event of exceptional circumstances. Should such changes occur, your agreement to participate will remain valid as long as we notify you at least one month before the expo. We will make reasonable efforts to mitigate the impact of such exceptional circumstances.

4. ACCEPTANCE AND ALLOCATION

The Expo Planning Committee retains the discretion to accept or decline sponsorship applications. Sponsorship packages will generally be allocated to organizations that apply early. The final decision regarding the allocation of sponsorship packages rests with the Committee.

5. DETAILED REQUIREMENTS

Specific requirements for artwork, logos, advertisements, signage specifications, and delivery details will be provided to you in a confirmation letter at a later date.

6. EXHIBITOR DISPLAY RULES

- a. The Committee will determine the exhibition hours and access times for exhibitors, and may adjust these times as necessary.
- b. Exhibitors must maintain a fully staffed and operational booth. No removal or alterations should occur until the exhibition concludes.

- c. Excessive noise that disrupts other exhibitors or the conference proceedings will not be permitted.
- d. Aisles and walkways must remain unobstructed at all times.
- e. Exhibitors are encouraged to employ creative means to attract visitors to their booth, provided these methods adhere to fair play principles.
- f. The safety of all exhibitor materials and equipment is the sole responsibility of the exhibitors themselves.

7. CANCELLATION POLICY

Cancellations are accepted within 3 days of registration. Subsequently, your organization will be liable for the full payment amount without exception. Cancellation requests should be submitted in writing to contact@agelagos.com

8. LIABILITY

The Expo Planning Committee shall not be held liable for any loss, damage, or injury incurred by exhibitors or their representatives during the expo. It is recommended that exhibitors secure adequate insurance coverage for their materials, equipment, and personnel.

9. COMPLIANCE WITH LAWS

Exhibitors are responsible for complying with all local, national, and international laws and regulations pertaining to their participation in the expo, including any applicable customs and tax requirements.

10. AMENDMENTS

The Expo Planning Committee reserves the right to amend these terms and conditions. Any amendments will be communicated to all participating organizations in a timely manner.

11. GOVERNING LAW

These terms and conditions shall be governed by and construed in accordance with the laws of the Lagos, Nigeria in which the expo is held.

12. ENTIRE AGREEMENT

These terms and conditions, along with any additional agreements or documents provided by the Expo Planning Committee, constitute the entire agreement between the parties and supersede any prior agreements or understandings, whether oral or written.



Thank You



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