

# WAAS

## WEST AFRICA AUTOMOTIVE SHOW

13th - 15th May 2025  
Landmark Centre, Lagos, Nigeria

# West Africa Automotive Show Promotional Opportunities

*Keeping you connected with the  
African Automotive industry*



West Africa Automotive Show



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+44 2477 298625

WAAS 2025 is going to be bigger and better than ever before! As the show has grown significantly over the past few years, we will now be holding Africa's leading automotive show across 4 halls at The Landmark Centre.

Building on the 250+ exhibitors and over 4100 visitors from last year's WAAS, the growth in numbers means we will sell out quickly for the 2025 show. No other international exhibition in Africa attracts so many automotive professionals including the biggest distributors, importers, retailers and dealerships of automotive, in one place across the 3 day exhibition.

To ensure your business stands out, we offer innovative, tailor-made, promotional sponsorship packages designed to maximise your exposure pre-event, during and post exhibition. This brochure will provide you with more information on how you can best position your business for success at WAAS 2025.

We look forward to working with you to ensure your success at WAAS 2025.

## WEST AFRICA AUTOMOTIVE SHOW – SPONSORSHIP PACKAGES

The below tiered sponsorship packages are designed as a guide only and can be customised to meet the exact requirement of the sponsor. Your relevant account manager will be able to go through the below in more detail with you adding and removing elements to the package to ensure that you receive the package that your business requires.

### TIERED SPONSORSHIP OPPORTUNITIES

PRE EVENT BENEFITS	GOLD	SILVER	BRONZE
Logo on website with hyperlink to sponsors website, in appropriate tier	X	X	X
Exclusive e-shot to the visitor database	2	1	
Logo inclusion on all visitor and exhibition promotion (print and digital)	X	X	X
Featured article on website 'industry news' page	2	1	
Social media posts (across Facebook, LinkedIn and Instagram)	2	1	1
Flyers distributed at market activation promotion (fliers artwork provided by sponsor)	X	X	
Sponsor quote to be included in show press releases	X	X	
ON-SITE BENEFITS			
Logo on all onsite signage	X	X	X
Full page advert in showguide	Back Cover	Premium	Standard
Gold entry in exhibitor list	X	X	X
Directional floor tiles	3	2	1
Speaker slot	X	X	
Roll up banners onsite (artwork to be provided by sponsor)	2	1	
Tannoy announcement 'Visit booth XXX'	3	2	1
POST SHOW BENEFITS			
Dedicated 'Thank you' email from sponsor	X	X	
Logo included in post show report	X	X	X
Logo shown in appropriate tier on website for 3 months	X	X	X
PRICE	\$15,000	\$10,000	\$7,000



# EXCLUSIVE ONSITE OPPORTUNITIES

## Lanyard Sponsor - \$6,500

Be the exclusive lanyard sponsor of the West Africa Automotive Show 2025. You can design the lanyards in your own brand colours and with your company logo. The 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 6000 people! (Production of lanyards is not included in the price.)



## Conference Sponsor - \$7,500

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

## 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 - \$7,500 (both halls)

Exclusive entrance branding, this would include for your brand be the first seen by all attendees and exhibitors as they enter the exhibition. This will include registration booths showcasing your logo, literature/fliers 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).

## Catering and Refreshment Area Sponsor - \$4,000 (per area)

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.



## OTHER ONSITE OPPORTUNITIES

Do you have an idea that isn't listed here? Please contact the WAAS team to discuss other onsite sponsorship opportunities and how we can customise these to your requirements. To find out more please [CLICK HERE](#)

## ASPMDA COMPLEX - AFRICA'S LARGEST AUTOMOTIVE AFTER MARKET

The West Africa Automotive Show is the only exhibition to partner with the region's largest automotive dealers and trade associations. The ASPMDA megacomplex plays host to over 20,000 auto spare part dealers and is the largest auto spare part market on the African continent.

The West Africa Automotive Show has exclusive access to the ASPMDA market and its members, and we can therefore offer unique promotional activities for our exhibitors direct to the epicentre of the West African automotive spare parts industry. Below are some of the exclusive packages that we can offer you, that will take your brand directly to the clientele.



## 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 ASPMDA megacomplex	5	4	3
<b>Flyer Distribution</b> 1,500 fliers to be printed and distributed. Flier content and design to be provided by client (flier 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> WAAS 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 WAAS team.	With DJ	✓	
<b>Sample Distribution</b> Distribute your product samples to key distributors located within the ASPMDA. Product samples to be provided by client.	✓		
<b>Total Cost</b>	<b>\$5,000</b>	<b>\$3,000</b>	<b>\$2,000</b>



# 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.

## MAIN ENTRANCE BANNER - HALL 2 – \$3,000

Located inside the of hall 2, this advertisement opportunity will be seen by all attendees when leaving the exhibition and offers large exposure.

## 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.

## ONSITE SEMINAR/MEETING ROOM RENTAL – \$3,000 for Half Day | \$5,000 for Full Day

Allocated room located just off the exhibition floor to exclusively be booked by one sponsor for full or half day at the exhibition. Seminar package includes a full marketing campaign in the run up to the seminar, dedicated registration page on show website and roll up banner (artwork provided by sponsor).

## 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.

\* Sponsorship includes printing and production valid for the duration of the event. Artwork content will be provided by sponsor.



Main Entrance Banner – Hall 1



Main Entrance Banner – Hall 2









Glass Wall Branding



Building Wall Branding

# DIGITAL OPPORTUNITIES

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

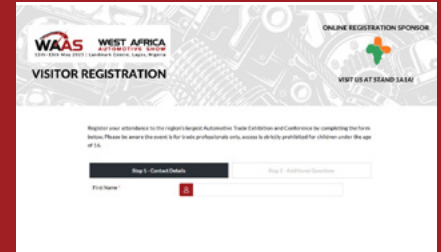
					
25,000+	6,100	4,900+	9,700+	1,500+	19,000+
Contacts	Followers	Followers	Contacts	Followers	Contacts



## ONLINE REGISTRATION SPONSOR

Be the exclusive online registration page sponsor of the West Africa Automotive Show! Have your logo seen by every online visitor registration, and have your brand, logo and stand number seen by over 40,000 of the regions largest importers, buyers, distributors and automotive industry professionals (Exclusive to only one company). The exclusive sponsor will also see their logo on the registration 'Thank you' page and registration confirmation email.

**\$5,000**



## DIGITAL PACKAGES

	PLATINUM	GOLD	SILVER
Instagram	3	2	1
Facebook	3	2	1
SMS	1	1	
E-Shot A dedicated email to the WAAS database, including a call to action, data capture forms and email send statistics.	2	1	1
Interview This provides you with a unique opportunity to generate lasting exposure to your brand to the West African Automotive industry. The interview will be posted across our website and social media channels.	1	1	
<b>Total Cost (exclusive of VAT)</b>	<b>\$3,000</b>	<b>\$2,000</b>	<b>\$1,000</b>

## NEWSLETTER ADVERTISEMENT

<b>Banner</b> Position a advertisement banner at the front and centre of the newsletter (content provided by client, suggested size 650px x 300px).	<b>\$1,000</b>
<b>Newsletter Article</b> Position a company press release or announcement to all 40K+ newsletter recipients.	<b>\$1,500</b>
<b>Newsletter Video Advertisement</b> Promote your brand even further by showcasing your products and services via a company video (content and landing page provided by client).	<b>\$1,500</b>
<b>Newsletter Sponsor</b> 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.	<b>\$3,000</b>



## EXHIBITION INFORMATION

**Promote your brand at Africa's leading Automotive trade exhibition.**

The West Africa Automotive Show will take place on the May 13th-15th at the Landmark Centre, Lagos. If you're interested to explore these opportunities further, please contact me today to discuss how you can maximise your company's exposure at WAAS!

**Georgina Lloyd**

Group Exhibition Manager

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**5,000+**  
VISITORS



**300+**  
EXHIBITORS



**350+**  
VIPS

