

# WAAS

## WEST AFRICA AUTOMOTIVE SHOW

14th - 16th May 2024  
Landmark Centre, Lagos, Nigeria

# West Africa Automotive Show Promotional Opportunities

*Keeping you connected with the  
African automotive industry*



[westafricaautomotiveshow](#)



[westafricaautomotiveshow](#)



[www.westafricaautomotive.com](#)



+234 7040925734



[info@westafricaautomotive.com](mailto:info@westafricaautomotive.com)



+44 2476 158 100

# INTRODUCTION



After a record-breaking 2023, WAAS 2024 expands to 3 halls to meet increased demand. Building on last year's numbers, this edition is set to be the biggest. Our international exhibition gathers top automotive professionals, distributors, importers, retailers, and dealerships over the 3-day event. Explore tailor-made sponsorship packages in this brochure to maximize your exposure at the West Africa Automotive Show.

## 2023 Show Summary



**3100+**  
VISITORS



**150+**  
EXHIBITORS



**125+**  
VIP HOSTED  
BUYERS

## WEST AFRICA AUTOMOTIVE SHOW – SPONSORSHIP PACKAGES

The tiered sponsorship packages below are designed as a guide only, and your account manager will be able to customise your package with you to ensure it meets the exact needs 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)	3	2	1
Fliers distributed at market activation promotion (fliers artwork provided by sponsor)	✓	✓	
Sponsor quote to be included in show press releases	✓	✓	
WhatsApp broadcast	2	2	1
Premium listing on show website	✓	✓	✓
ON-SITE			
Logo on all on-site signage	✓	✓	✓
Full page advert in show guide	Inside Cover	Premium	Standard
Premium entry in show catalogue	✓	✓	✓
Directional floor tiles	3	2	1
Speaker slot	✓	✓	
Roll up banners on-site (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	\$15,000	\$10,000	\$7,000



# EXCLUSIVE ON-SITE OPPORTUNITIES

## Lanyard Sponsor - \$6,500

As the exclusive lanyard sponsor of Beauty West Africa 2024, you can design them in your brand colours and with your company logo. All attendees receive a lanyard. (Production of lanyards is not included in the price.)

## Visitor Bag Sponsor - £7,500

Branded bags to be designed by sponsor that will be handed out at registration to all guests. (Bags to be provided by the sponsor.)

## Registration Area Sponsor - £7,500

Want your brand to be the first seen by all attendees and exhibitors as they enter the exhibition? Do this with exclusive entrance branding and have the registration booths showcasing your logo, roll up banner positioning exclusive to the sponsor, branded uniforms to be worn by registration staff, plus branded pens and literature/flyers can also be handed out at registration (pens and uniforms to be provided by the sponsor)

## Catering Area Sponsor - £7,500

Secure exclusive branding rights for a prime exhibition area with a captive audience—the Catering Area! Benefit from exclusive distribution of sponsor literature, prominent logo placement on F&B menus, and the exclusive positioning of two roll-up banners.

## Coffee Area Sponsor - £750

Exclusive branding of coffee area and distribution point. Includes one roll up banner, literature distribution (literature content and production to be arranged by sponsor) and logo on signage and digital displays.

## Conference Sponsor - £10,000

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

# OTHER ON-SITE OPPORTUNITIES

Do you have an idea that isn't listed here? Please contact the WAAS team to discuss other on-site 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

Key to the success of the West Africa Automotive Show is our strategic alliance with the region's major automotive dealers and trade associations. Out of these partnerships, the Auto Spare Part Dealers and Manufacturers Association (ASPMDA) stands out as a paramount affiliate, overseeing the largest megacomplex and hosting over 20,000 auto spare part dealers.

This privileged connection allows us to offer exhibitors unparalleled promotional opportunities directly to the heart of the West African automotive industry. Explore our exclusive packages to elevate your brand exposure to this influential 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 (number depending on tier) ladies promoting your brand & company at the ASPAMDA 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 (exclusive of VAT)</b>	<b>\$3000</b>	<b>\$2250</b>	<b>\$1500</b>

*“WAAS is a great platform to promote your products, expand the business and build new corporate relations in the industry”*

Ranjeet Kumar  
Hunter Engineering Co.,  
India

*“I was able to network with people in the automobile industry and secure new business from different parts of the world”*

Washima Mohammed  
Pax Motors  
Nigeria



# BILLBOARDS AND BANNERS

Billboards are the most effective way of ensuring that your brand has maximum exposure. The leading importers and distributors within West Africa's automotive sector and thousands of visitors and automotive businesses present at the complex will see your business or product. The billboards are strategically located throughout the ASPMDA complex and will remain present for either one or two months.

	1 MONTH	2 MONTHS
Banner	\$500	\$1000
Small Billboard (Recommend 2 or 3)	\$750	\$1200
Standard	\$950	\$1400
Enhanced Location	\$1100	\$1600
Super	\$4000	\$8000



Standard Billboard



Banner



Small Billboard



Super Billboard

## OTHER OFFERINGS

### 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.

\$1,000

### 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.

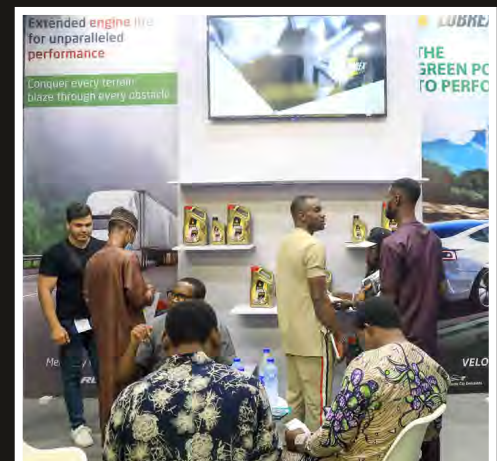
\$2,000

### PRESS RELEASE

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

x5 - \$1,000

x10 - \$1750



# 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.

				
<b>20,000+</b> Contacts	<b>5,100</b> Followers	<b>4,200+</b> Followers	<b>8,000+</b> Contacts	<b>19,000+</b> Contacts

# DIGITAL PACKAGES

	PLATINUM	GOLD	SILVER
Instagram	5	3	2
Facebook	5	3	2
WhatsApp	3	2	2
SMS	2	1	
E-mailer A dedicated emailer to the WAAS 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 Automotive 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>

# EXHIBITION INFORMATION

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



**4500+**  
VISITORS



**250+**  
EXHIBITORS



**200+**  
VIP HOSTED  
BUYERS

The West Africa Automotive Show will take place on May 14th-16th 2024 at the Landmark Centre, Lagos. There is limited availability so get in touch today and book your stand at West Africa's largest automotive aftermarket exhibition.

**Georgina Lloyd**

Exhibition Manager

+442477298625

Georgina.Lloyd@btob-events.com

