



# SPONSORSHIP & EXHIBITION GUIDE

8-10 OCTOBER 2024, LAGOS, NIGERIA

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[www.cxafricaweek.com](http://www.cxafricaweek.com)

# AFRICA'S #1 CUSTOMER EXPERIENCE LEADERS PLATFORM

Customer Experience (CX) is now a top priority for many of African organisations. It is not just the domain of customer service, but rather is holistically filtered into marketing strategy, operational excellence, digital innovation, product development and boardroom decision.

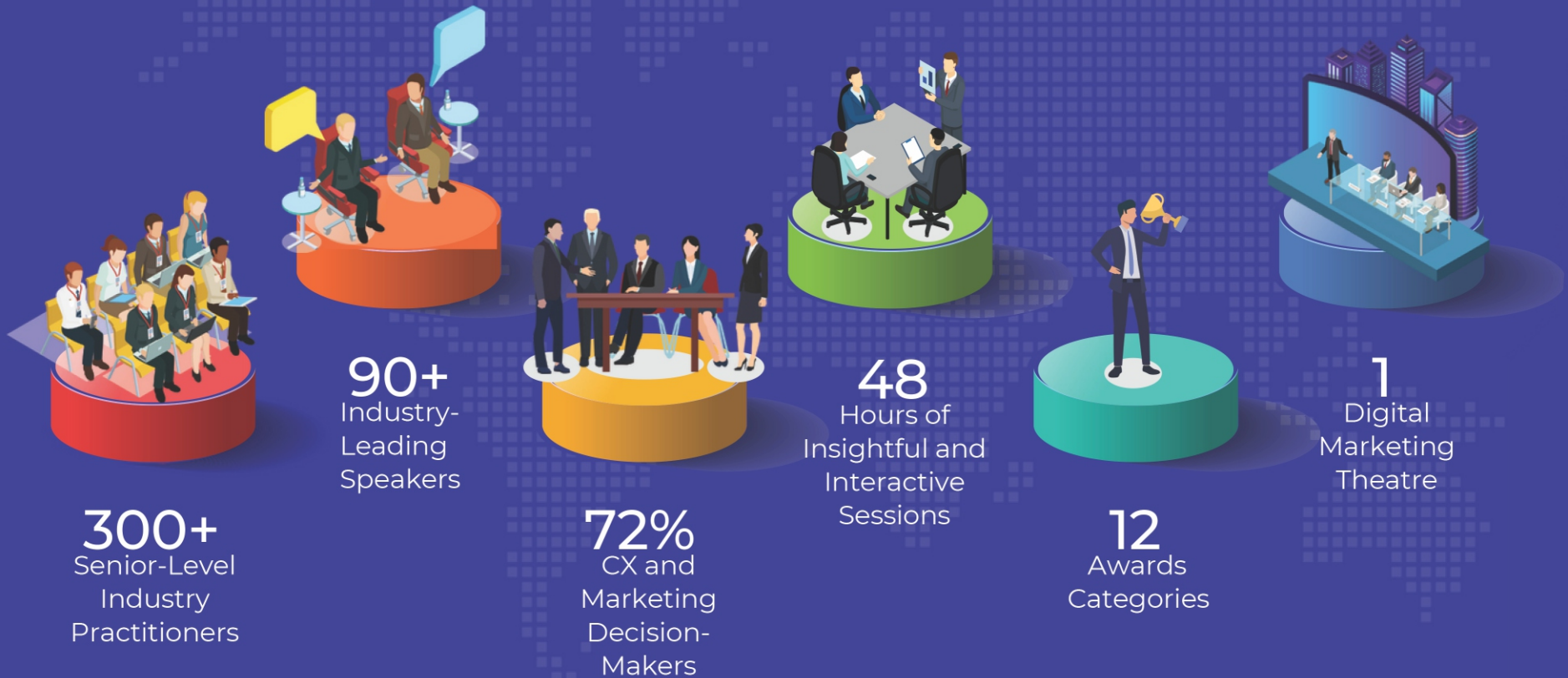
Amidst increased market competition, expectations and scrutiny from customers, business executives are actively reviewing effective CX strategies to ensure they stay relevant, engaging and front-of-mind.

As the region's go-to, definitive CX platform, we are proud to be the trusted source for Africa's CX community on mapping the next step in their CX roadmap – whether it is strategy brainstorming, evaluating the latest CX solutions or simply finding out what's available in the market.

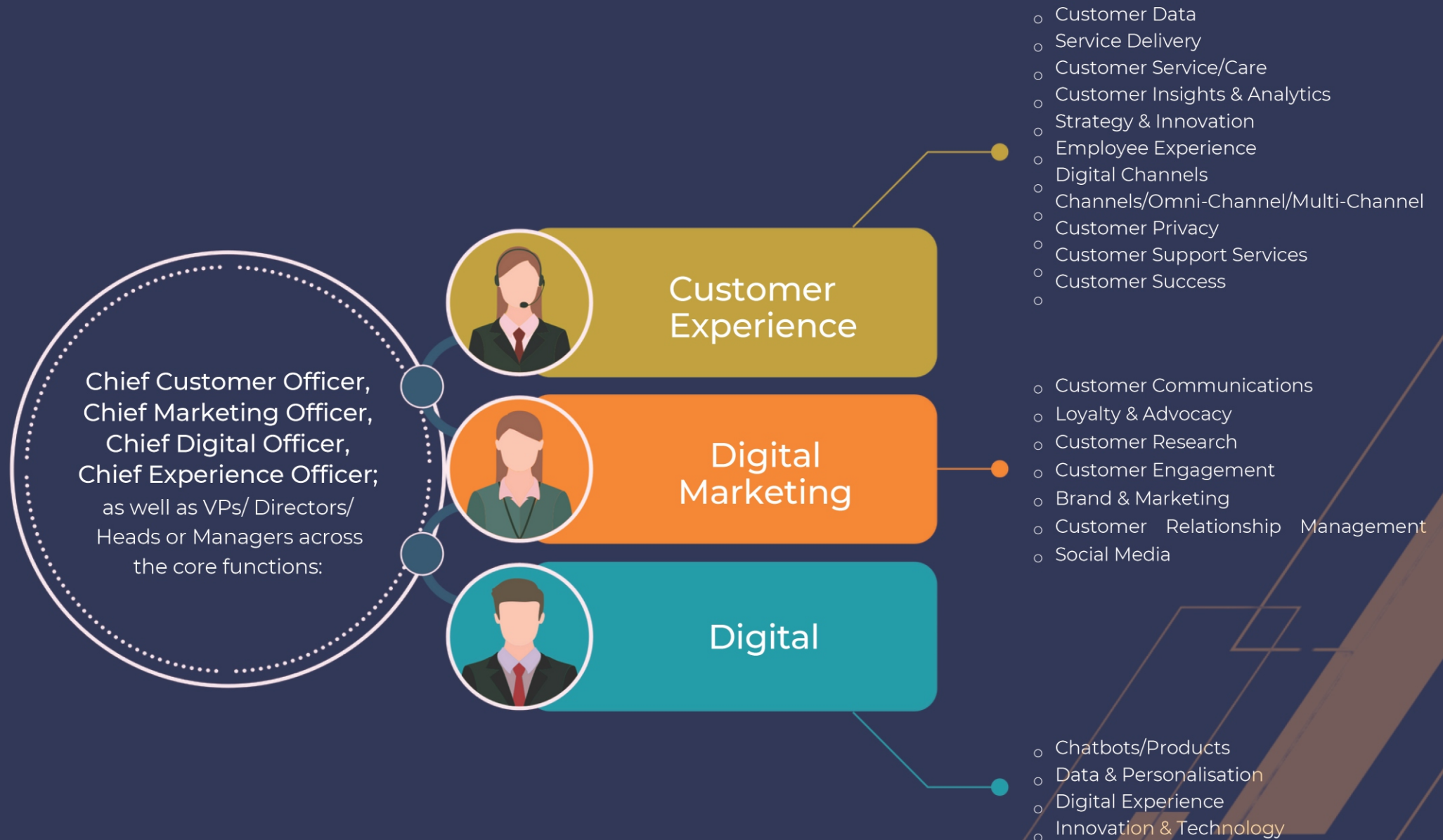
Partner with us to maximise your marketing outreach and business development efforts at CX Africa Week 2024. This premium CX event will bring together the movers and shakers of the Customer Experience and Marketing space committed to delivering excellent experience across enterprises. Don't miss these segments at the CX Africa Week!



# WHAT'S HAPPENING IN 2024?



# WHO WILL BE THERE?



# ATTENDEES PROFILE



## *Top African countries represented*



South Africa



Botswana



Nigeria



Lesotho



Zimbabwe



Kenya



Uganda



Namibia



Malawi



Ghana

## *Top international countries represented*



United Kingdom



United Arab Emirates



India



Israel



Spain



Netherlands



Saudi Arabia



Singapore



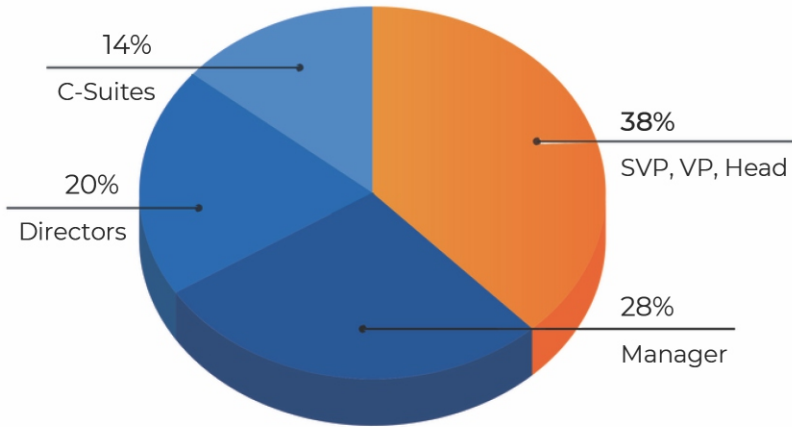
Ireland



Germany

# WHO WILL BE THERE?

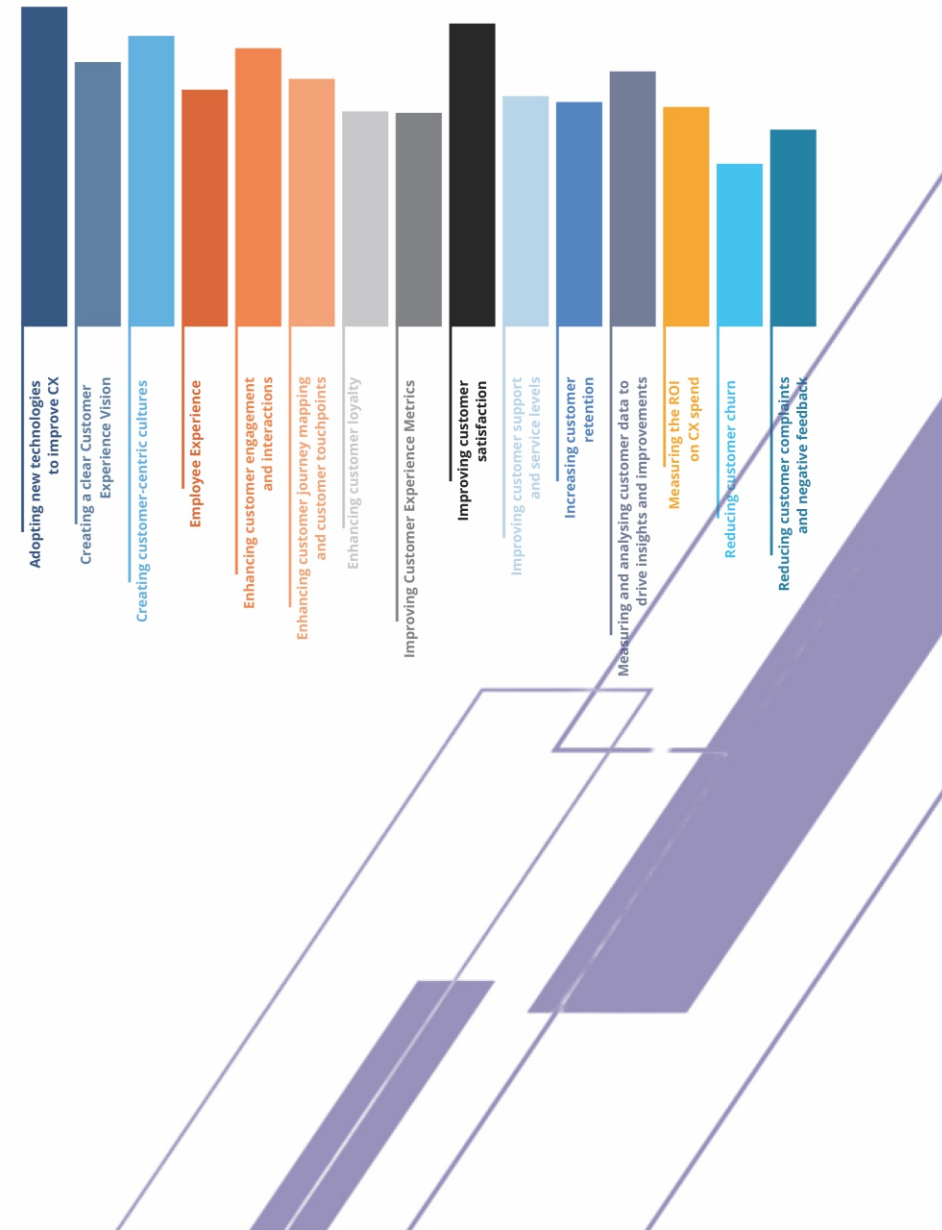
Profile Breakdown



Area of Specialisation



Audience focus areas



# PROUD SPONSORS & PARTNERS OF OUR CX NETWORK AFRICA SERIES

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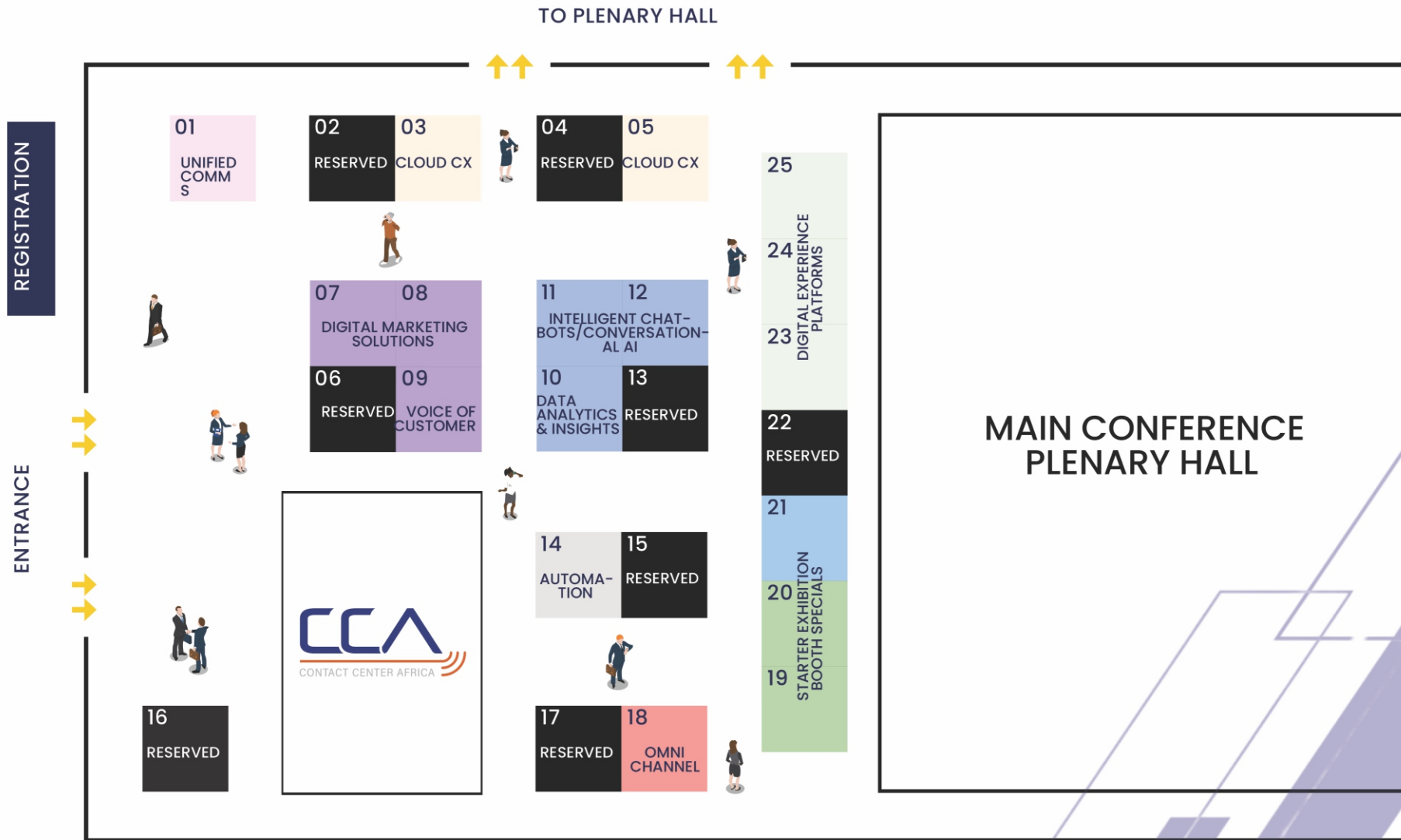
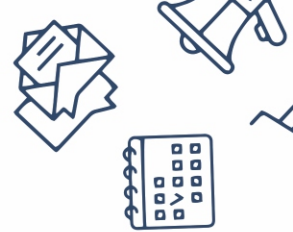
Liferay Lucidworks MessageBird Microsoft zendesk NOVOMIND NICE

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TSM NETWORK INTERNATIONAL  
TRADE EXHIBITIONS & CONFERENCE  
NETWORK

# FLOOR PLAN





# WHY SPONSOR?

## Why you can't afford to miss out on the biggest CX Leaders' gathering in Africa?

Over time, our CX Africa Week has become the go-to, definitive CX platform in Africa. CX is no longer just the domain of customer service; it's filtered into marketing excellence, digital innovations, product development and boardroom decisions. As the market matures, it is getting more difficult to be in front of the right person/ company at the right time.

## Here's how you can get involved!

Showcase your innovative and cost-effective CX solutions in our CX Tech & Exhibition Zones

Demonstrate thought-leadership through tailored presentations and/ or panel moderation

Host a private luncheon or dinner with qualified leads

Facilitate and engage with your prospects in our interactive roundtable discussions

Sponsor our Day One cocktail reception

Establish industry goodwill by sponsoring one of our 12 CX Africa Excellence Awards



# SPONSORSHIP PACKAGES

Our most popular sponsorship packages are below, however, our team can help you design tailored Sponsorship packages to meet your specific marketing goals / objectives. Kindly contact our Sponsorship team at [freyja.wagener@iec-exhibitions.com](mailto:freyja.wagener@iec-exhibitions.com) to find out more.



## FOUNDATION EVENT PARTNER (EXCLUSIVE)



- Branded as 'Foundation Partner'
- 30 mins plenary slot in the conference agenda on Day 1 or Day 2 (inclusive of Q&A)
- Premium exhibition space in the networking exhibition hall
- Premium branding across all marketing channels and materials for the event
- Prominent branding at the event

Start from

20,000,000

## PREMIUM BRANDING OPTIONS(Choose 1 out of the 5 from below)



### COCKTAIL RECEPTION SPONSOR

- Branded as 'Cocktail Reception Sponsor'
- Onsite branding at the reception area
- Pre- & post- event branding across all marketing channels and materials for the event
- Premium networking opportunity with conference delegates
- Comprehensive management of all pre-on-site and post-cocktail logistics and communications



### PRIVATE SESSION SPONSOR

- Option to choose between Private Boardroom/Private Lunch
- Branded as 'Boardroom Sponsor' or Private Lunch Sponsor depending on what was chosen from the above
- Host a closed-door discussion, with access to up to 12 attendees of the top leaders from global organisations
- Comprehensive management of all pre, on-site and post-board room logistics and invitee/attendee communications



### REGISTRATION SPONSOR

- Branded as 'Registration Sponsor'
- Onsite branding at conference and exhibition registration areas
- High visibility for your brand on site for all attendees across the whole show



### LANYARD SPONSOR

- Opportunity for branded delegate lanyard
- Worn by all delegates at the event
- High visibility for your brand onsite



### BAG SPONSOR

- Opportunity for branded delegate bag
- Given to all delegates at the event
- Opportunity to place company literature in the bag and/or a branded giveaway item
- High visibility for your brand onsite

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## THOUGHT LEADERSHIP OPPORTUNITIES

Demonstrate thought leadership to senior industry decision makers in Africa.



### KEYNOTE SPONSORSHIP

- Branded as 'Keynote Thought Leadership Sponsor'
- 30 mins plenary slot in the conference agenda on Day 1 or Day 2 (inclusive of Q&A)
- Pre- & post- event branding across all marketing channels and materials for the event
- Premium exhibition space in the networking exhibition hall

20,000,000

### THEATRE SPEAKING SESSION

- Branded as 'Digital Marketing Thought Leadership Sponsor'
- 30 mins speaking slot on the exhibition theatre's agenda, on Day 1 or Day 2 (inclusive of Q&A)
- Pre- & post- event branding across all marketing channels and materials of event
- Exhibition space in the networking exhibition hall

15,000,000

### PRIVATE BOARDROOM

- Branded as 'CX Boardroom Sponsor' Host a closed-door discussion, with access to up to 12 attendees of the top leaders from global organisations
- Comprehensive management of all pre, on-site and post boardroom logistics and invitee/ attendee communications
- Pre- & post- event branding across all marketing channels and materials of event
- Exhibition space in the networking exhibition hall

10,000,000

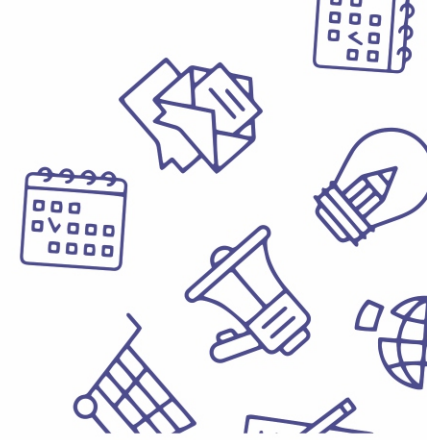
### INTERACTIVE DISCUSSION GROUP

- Branded as 'Thought Leadership Sponsor'
- Lead a group discussion based on a specific topic/challenge and be positioned as the industry thought leader amongst CX leaders
- Pre- & post- event branding across all marketing channels and materials of event
- Exhibition space in the networking exhibition hall

7,700,000

# SPONSORSHIP INVENTORY

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## BRANDING & NETWORKING OPPORTUNITIES

Enhance your exposure and get the highest brand visibility at CX Africa.



### COCKTAIL RECEPTION SPONSOR

- Branded as 'Drinks Reception Sponsor'
- Premium networking opportunity with conference delegates
- Onsite branding at the reception area
- Comprehensive management of all pre-, onsite and post-cocktail reception logistics
- Pre- & post- event branding across all marketing channels and materials of event
- Exhibition space in the networking exhibition hall

8,000,000



### BRANDING SPONSOR

- Available branding opportunities:
- Coffee Cart sponsor · Bottled water
- Badge/Lanyard sponsor · Branded giveaway
- Event Stationery (Notepads, Pens, etc) · WiFi Password and etc
- Pre- & post- event branding across all marketing channels and materials of event
- Exhibition space in the networking exhibition hall

Emphasise your brand message by marketing and promoting on various opportunities

Start from

3,600,000

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## BRANDING & NETWORKING OPPORTUNITIES

Enhance your exposure and get the highest brand visibility at CX Africa.



### REGISTRATION SPONSOR

- Branded as 'Registration Sponsor'
- Onsite branding at conference and exhibition registration areas
- Branded give away (to be provided by the sponsor) to be handed to all attendees at registration
- High visibility for your brand onsite for all attendees across the whole show
- Exhibition space in the networking exhibition hall

2,500,000



### PRIVATE LUNCH SPONSOR

- Branded as 'Private Lunch Sponsor'
- Host a private lunch session on Day 1 or Day 2, with access to up to 12 attendees
- Comprehensive management of all pre-, onsite and post-private lunch logistics and invitee/attendee communications
- Pre- & post- event branding across all marketing channels and materials of event
- Exhibition space in the networking exhibition hall

6,500,000



### EXHIBITION STAND

- Branded as 'CX Exhibitor'
- Pre- & post- event branding across all marketing channels and materials of event
- Exhibition space in the networking exhibition hall
- Lunch and Tea break inclusive

160,000 per sqm

# SPONSORSHIP INVENTORY

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## MARKET INSIGHTS REPORT

Stay top of mind with our community through white paper reports.



### EXCLUSIVE REPORT (LIMITED TO 1)

Be the exclusive report sponsor, with editorial collaboration, and custom adverts. Your company logo will be featured on the front of the report and the leads will be mailed to you in 3 weeks.

3,000,000

### DOUBLE PAGE SPREAD (LIMITED TO 2)

You will have the opportunity to provide a double page spread featuring your content. Your company logo will be featured on the front of the report and the leads will be mailed to you in 3 weeks.

1,200,000

### 1 PAGE SPREAD (LIMITED TO 3)

You will have the opportunity to provide a full page spread featuring your content. Your company logo will be featured on the front of the report and the leads will be mailed to you in 3 weeks.

700,000

### EDM BLAST (BASED ON AVAILABILITY)

You will have the opportunity to host your white paper on our website with a 1 time EDM blast featuring your white paper. Your company logo will be featured on the EDM and the leads will be mailed to you in 3 weeks.

1,000,000



RC: 15602157 (UK)

RC: 7540268 (NIG)

### Sponsorship

Dominic  
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Ope  
ope.o@tsmnetworkuk.com

Theresa  
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Jumoke  
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### Registration & Sales

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### Exhibition & Partnerships

Tolu  
aro.t@tsmnetworkuk.com

### Address: TSM NETWORK EVENTS

UK Office: Unit F, Winston Business Park, Churchill Way,  
Sheffield United Kingdom, S35 2PS

Nigeria Office: 109a Ilupeju Street, Dolphin Estate, Ikoyi Lagos.

### Contact us

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registration@tsmnetworkuk.com

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[www.tsmnetworkuk.com](http://www.tsmnetworkuk.com)