



TWIN STUDIOS MEDIA INTERNATIONAL
TSM NETWORK
CONSULTING & EVENTS
Your Events at Super Styles at Super Grands!

NIGERIAN SME BUSINESS EXPO

Theme:

EXPLORING INNOVATIONS IN SME BANKING



**AI
IMPACT**

**FUNDING
OPPORTUNITIES**

**AFRICAN
FINTECH
SHOWCASE**





Nigerian SME Business Expo

Get ready for a banking revolution at SME Banking Expo! It's not just an event; it's a financial fiesta tailored for small and medium-sized enterprises. Dive into a world of growth opportunities, funding insights, and cutting-edge financial solutions. A vibrant marketplace buzzing with innovation, expert panels sharing success strategies, and personalized financial advice at your fingertips. SME Banking Expo is where your business dreams meet financial reality. Join us and let's make your entrepreneurial journey unforgettable!

Exploring Innovations in SME Banking.

Small and Medium Enterprises (SMEs) form the backbone of economies worldwide, contributing significantly to job creation and economic growth.

As we navigate the intricate landscape of Nigerian SME Business Expo, it becomes imperative to explore and embrace innovations that can empower these enterprises and drive financial inclusivity. The "Exploring Innovations in

SME Banking" initiative seeks to unravel the transformative potential of cutting-edge technologies and novel approaches within the banking sector tailored for the unique needs of SMEs.

SME BANKING & DEVELOPMENT
CORE AREAS



STRATEGIC PLANNING & POLICY

WHAT?

Development of business plans for the SME Market

WHO?

Financial Institutions



PRODUCT DEVELOPMENT

WHAT?

Market research, design of marketing initiatives and customized SME products

WHO?

Financial Institutions



HR MANAGEMENT

WHAT?

Support in recruitment, detailed training and capacity-building plans

WHO?

Financial Institutions



INSTRUMENTS & OPERATIONS

WHAT?

Credit risk assessment, loan portfolio management

WHO?

Financial Institutions



BUSINESS DEVELOPMENT SERVICES

WHAT?

Financial literacy, entrepreneurial skills, scaling support, access to funding

WHO?

Financial Beneficiaries (MSMEs)

AI AND BANKING

FEAR NOT

TOP REASONS BANKS USE ARTIFICIAL INTELLIGENCE



DATA ANALYSIS & INSIGHT

60%



INCREASED PRODUCTIVITY

59%



COST BENEFITS /SAVINGS

54%

ARTIFICIAL INTELLIGENCE PAYS OFF FOR BANKING

CONNECTS THE DOTS



AI computes and connects data sets to help banks make smarter, data-driven decisions for their clients.

IMPROVES CLIENT EXPERIENCE



AI helps streamline customer interactions (such as applying for a loan) by removing burdensome, manual steps.

AI EMPOWERS EFFICIENCY



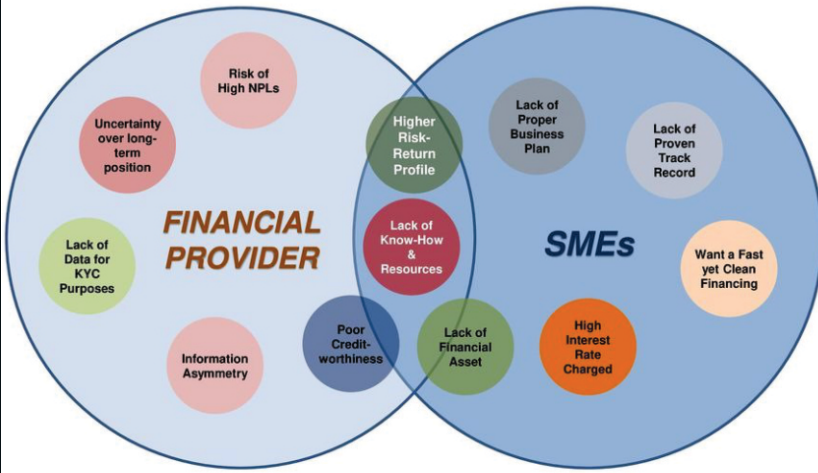
AI isn't robots eliminating jobs. It helps bankers use data to be more productive and efficient.

TRANSFORM YOUR BUSINESS WITH GENERATIVE AI IN FINANCE

A LEAP INTO THE FUTURE



Issues of Financing SMEs: Financier Vs SMEs



- Financing SMEs also been challenges by the immersion of Gen-Y into the SME Market which comes up with new business model and higher adoption of technology.
- Need for new approaches in understanding the Gen-Y immersion and new business model.



DEMOGRAPHIC & STATS

3,000+

Business Owners on average register for our Expo

83%

Owners & C-Level Executives attend our Expo

90%

Of our Attendees say they will return next year

99%

Of the nation's businesses are Small and Medium Enterprises (SMEs)

81%

Of our Attendees say that Trade Shows help them become more aware of New Products and Services

91%

Of our Attendees say they get their most useful buying info from Trade Shows

EXHIBITOR BENEFITS



- ✔ Promote Your Brand To Your Target Audience
- ✔ Network with 8,000 SMEs, Start-Ups & Entrepreneurs
- ✔ Generate New Quality Leads
- ✔ Increase Sales Growth
- ✔ Achieve Focused Market Penetration in a Short Time
- ✔ Build New Business Relationships
- ✔ Be a Thought Leader in Our Program
- ✔ Become a Top of Mind Brand for SMEs

**EXHIBIT & REACH
THOUSANDS OF SME
BUSINESS OWNERS,
START-UPS &
ENTREPRENEURS**

- ⦿ Generate Leads
- ⦿ Meet with Key Decision Makers
- ⦿ Make Sales



WHO SHOULD ATTEND?

- ⦿ SME Business Owners
- ⦿ Co-Founders & Directors
- ⦿ Business Development Directors
- ⦿ Entrepreneurs
- ⦿ Investors
- ⦿ Trade Associations
- ⦿ Start-Up Founders
- ⦿ Aspiring Entrepreneurs
- ⦿ Government Agencies
- ⦿ C-Level Executives
- ⦿ Head Of Sales & Marketing
- ⦿ Press & Media



WHY YOU SHOULD ATTEND?



- ⦿ Connect with 120 Industry-Leading Vendors in the Expo to get the Best Deals & Discounts for hundreds of Products & Services to Run a Successful Business
- ⦿ Attend 30 Keynotes & Presentations to Drive Immediate Action & Business Growth
- ⦿ Network with 8,000 Attendees for 3 Days at the Biggest Business Expo for SMEs, Start-Ups, and Entrepreneurs
- ⦿ Be part of a Fun, High-Energy & Collaborative Environment
- ⦿ FREE to Attend Means Serious ROI



**8,000
ATTENDEES**



**120
EXHIBITORS**



**180 BUSINESS
SOLUTIONS**



**30 KEYNOTES &
PRESENTATIONS**



**3 DAYS OF
NETWORKING**

LOGISTIC SOLUTIONS



INTERNET SOLUTIONS



FINTECH SOLUTIONS



BUSINESS TRAVEL SOLUTIONS



COMPUTER EQUIPMENT SOLUTIONS



HYBRID PRODUCTION SOLUTIONS



ACCOUNTING SOLUTIONS



TRANSPORTATION SOLUTIONS



E-COMMERCE SOLUTIONS



SYSTEM SOLUTIONS



BLOCKCHAIN SOLUTIONS



BUSINESS LOAN & FINANCING SOLUTIONS



HEALTHCARE SOLUTIONS



SOCIAL MEDIA MARKETING



BOOST YOUR BUSINESS



MOBILE AI-POWERED SOLUTIONS



VENTURE BUILDING SOLUTIONS



MOBILE PAYMENT SOLUTION

SME BANKING EXPO MARKETING OPPORTUNITIES



MINISTERIAL ROUNDTABLE

The Ministerial Roundtable at the SME BusinessExpo is a high-level gathering of government officials and policymakers from African countries who come together to discuss and address key issues and challenges related to the advancement of funding and digital SME payment solutions across the continent. The main objective of the Ministerial Roundtable is to foster collaboration and cooperation among African governments, financial institutions, technology providers, and other stakeholders in promoting the adoption of SME funding systems. This includes various digital payment methods such as mobile money, digital wallets, contactless payments, online transactions, and other electronic payment channels. Sponsor Benefits



MARKET ACCESS ROUNDTABLE

Market Access/Market Entry at the **Nigerian SME Business Expo** refers to a dedicated segment or session within the event that focuses on exploring opportunities and strategies for businesses and organizations seeking to enter or expand their presence in the African market related solutions. The focus is on discussing the challenges and potential solutions that companies might encounter when trying to enter the African market with their products, technologies, or services. Request integration: **\$10,000**



BRAND MATCHMAKING OPPORTUNITIES

With investment, government & business leaders arranged throughout the 3-day Expo. If there are decision makers you would like to meet, who are not already attending Expo, our team can send out personalized invites. Use the mobile App & Sponsor Benefits.



BRAND EXCHANGE VISIT

The exchange brand visit at the SME Banking Expo will serve as an ingenious marketing gimmick to promote and showcase your brand to international guests. With our concierge offer for African Brands who would like to meet and have the opportunity to visit your office in Nigeria as host country of the event. To do businesses and forge partnerships. The team will facilitate and secure meetings with your key prospects. **Request integration: \$6,000.**



PRE-EVENT BRAND ACTIVATION

Pre-event brand activation is crucial for consumer integration as it creates anticipation and excitement among the target audience, building a sense of connection and involvement even before the event takes place. By leveraging pre-event brand activation strategies, businesses can foster a deeper sense of affinity with their audience, establishing a strong emotional bond that translates into long-term loyalty and advocacy. Utilizing pre-event brand activation effectively can significantly boost sign-ups and mobile app downloads, as it allows companies to showcase the unique value proposition of their offerings and entice potential customers to take action ahead of the event. Through strategic pre-event brand activation, companies can generate a buzz around their brand, products, or services, increasing visibility and ensuring a higher level of engagement during the actual event, resulting in a more impactful and successful overall marketing campaign.

Request integration: \$5,000



CEOs ROUNDTABLE

Recognizing a burgeoning need for top-level executives to meet, network with peers, and discuss their business challenges, successes, and opportunities, CEOs and top decision-makers demand a high return for their time. To ensure their investment is achieved, The CEO Roundtable limits attendance to top decision-makers from participating companies centered around the goal of learning from one another's experiences through a facilitated roundtable conversation to be chaired by a high ranking industry CEO.

Participation Fee: \$1,000 & Sponsor Benefits.



PROJECT SHOWCASE

This event gives sponsors the opportunity to share projects with us that require external funding, technical partnership, government sponsorship, policy advocacy and lots more. Our customer success team is willing to create specialized marketing gimmicks to better advertise sponsored projects. Request integration: \$1,000 & Sponsor Benefits



DEALMAKING ROUNDTABLE

In the evening of the first day of Expo, preselected sponsors, government, Banks, SMEs business and investor participants will meet in the VIP Lounge to close deals and form partnerships.

Request integration: \$1,000 & Sponsor Benefits



PRE EVENT PR + NETWORKING

Sponsors will be featured in major global publications, showcasing your innovations in the market. Furthermore, dedicated conversations will be arranged with government, business and investment leaders. This ensures maximum ROI during the 3 days Expo: Use the mobile App & Sponsor Benefits



LOBBYING / FACILITATION

Each sponsor will have their own lobbying, business development, strategic and investment related goals. Our customer success team will work with you hand-in-hand to ensure your objectives are met.

Sponsor Benefits (Budget based on lobbying case)



SIGNATURE SPEECHES

A core theme of SME Banking is to inspire government, business leaders and investors to partner with you, to innovate, and accelerate development of SMEs. As such, Signature Speeches are designed to rally stakeholder action post the Expo and adopt a futuristic element to inspire the audience. Thus solidifying sponsor relevancy in the eyes of decision makers. Sponsor Benefits



AWARD NIGHT

Day 3 of Expo, will end with our Award night, featuring celebrity performances. Our gala dinner will present ample networking opportunities, with dedicated concierge support, to ensure you are able to meet the decision makers most relevant to you as well as award SME brand hitting the deal. Sponsor Benefits



EXHIBITORS ENJOY THE FOLLOWING BENEFITS:

Exhibiting at the Expo can offer several benefits for companies and organizations involved in the Loan, funding and digital payment industry. Some of the key advantages of having an exhibition booth at the summit include:

- Increased visibility to potential clients, partners, investors, and stakeholders.
- Networking opportunities with industry leaders, decision-makers, and experts.
- Platform to showcase products and technologies to a targeted audience.
- Gathering valuable market feedback and insights for market research.
- Enhanced brand reputation and credibility within the industry.
- Lead generation through capturing contact information and inquiries.
- Showcasing innovations for a competitive advantage.
- Educating the audience about the importance of your SME business and services
- Attracting media and press attention, leading to additional exposure.
- Opportunities for new business growth and market expansion.

Strategic planning, an attractive booth design, and effective attendee engagement are vital to maximizing the benefits of exhibiting at the Expo. Sponsor Benefits

Nominate and Be Nominated For SME AWARD 2024
Submission Email: awards@tsmnetworkuk.com

THE AWARD CATEGORIES ARE:

1. SME Bank of the year
2. SME Company of the Year
3. SME Digital Product of the Year
4. SME Entrepreneur of the Year
5. SME Product Consumer of the Year
6. SME Security Product of the Year
7. SME Policy of the Year
8. SME Mobile Product of the Year
9. SME Digital Investor of the Year.
10. SME Economy Promoter of the Year.
11. SME Digital Start-up Award.
12. SME Exceptional Leadership Award
13. SME Outstanding Fintech CEO of the Year Award
14. SME Outstanding Cybersecurity personality of the year
15. SME Public Service Officer of The year Award
16. SME Emerging IT firm
17. SME Outstanding Customer Service Award
18. SME Digital Company of the Year
19. SME Digital Personality of the Year
20. SME FINTech. Company of the Year
21. SME Leading Institution in Digital Technology
22. SME Innovative Start-up in Digital Finance
23. SME Outstanding E-Commerce Personality Platform
24. SME Digital Cognitive Strategist.
25. SME Enterprise Technology Service Provider.
26. SME African Personality of the Year

HOW TO ENTER!

1. Send a 2 mins video of the individual, Company or Product to: awards@tsmnetwork.uk
2. Follow TSM Network on LinkedIn:
3. Follow TSM on Instagram:
4. Wait to find your video posted on both LinkedIn and IG with the #SMEbankinkExpoaward
5. Share the hashtagged video on all your social media platforms
6. Drive Social Media voting with likes and comments and share

Note:

7. This process account for 70% of your chance of winning the category
8. The jury decision on quality assurance accounts for 30% of the vote.
9. Winners will be announced at the Award Night
10. A PR Campaign for the Awards Winners will Commence Post-Event to drive winner buzz for the Individual, brand/Company or Brand Product

Note:

Please note that on successful nomination, you will receive an official Nomination letter from TSM with more details. Post Award Media Promotion come at a cost **(Request integration:\$10,000)**

COMMERCIAL OPPORTUNITIES & EXHIBITION

Nigerian SME Business Expo provides an unrivaled opportunity to increase your brand's visibility before, during & after the show.

<p>SPONSORSHIP</p> <p>GOVT. ENTITIES ORGANIZATIONS ASSOCIATIONS</p> <p>\$30,000</p>	<p>SPONSORSHIP</p> <p>GALA DINNER</p> <p>\$10,000</p>	<p>SPONSORSHIP</p> <p>REGISTRATION LANYARD & CARRY BAGS</p> <p>\$5,000</p>	<p>SPONSORSHIP</p> <p>VENUE BRANDING</p> <p>\$10,000</p> <hr/> <p>Registration Area</p> <p>\$5,000</p> <hr/> <p>Welcome Center</p> <p>\$5,000</p>
--	--	---	--



Shell Scheme Stand:

6sq.m (1,000,000), 9sq.m (1,500,000),
12sq.m (2,000,000)

Every 6 sq.m Shell Scheme stand includes 1 table, 2 chairs, 1 counter, 3 spot lights, one 13 Amp socket, carpeting, white panels of Octanorm system, Fascia with company name.

Upgraded Shell Scheme Stand:

N150,000/sq.m (min. 24. sq.m)

Every 24 sq.m Shell Scheme stand includes 4 table, 12 chairs, 2 counter, 8 spot lights, two 13 Amp socket, carpeting, white panels of Octanorm system, Fascia with company name.



7.5% VAT charges to be paid in addition to the exhibition participation fee.

Customized Lamp Poles Ads



	15000+ Impressions daily
	Middle income earners and HNWs
	This is an advertising billboard deployed on the entrance of the supermarket
	N105,000 each monthly 30 Available

Strategic routes;

- Lagos Airport Road
- Third Mainland Bridge
- Amodu Bello Way V.I
- Ikeja
- Lekki
- Victoria Island Environs & Others

SPONSORSHIP CATEGORIES

PLATINUM SPONSOR

- ☐ One Keynote & 3 Panel Speaking Slot
- ☐ 10 free in-person attendee passes
- ☐ Key feature on Event Press Release Campaign
- ☐ 2 Page advert in Event Brochure
- ☐ Placement of Content in Delegate Bags & Chairs
- ☐ Physical Exhibition Booth (largest space)
- ☐ Company Video played 2 times during Event
- ☐ 4-customized email to 9000+ Database
- ☐ Branding of Registration Stop-Point-Booth with your Company Logo
- ☐ Post event marketing to Delegate Lists emails
- ☐ - 3 C-level Media Interviews on event day.

\$20,000

GOLD SPONSOR

- ☐ One keynote & 2 Panel Speaking Slot
- ☐ 7 free in-person attendee passes
- ☐ Comment on Event Press Release Campaign
- ☐ 1 Page advert in Event Brochure
- ☐ Placement of Content in Delegate Bags & Chairs
- ☐ Physical Exhibition Booth(second largest space)
- ☐ Company Video played once during Event
- ☐ 2-customized email to 9000+ Database
- ☐ 3 C-level Media Interviews on event day.
- ☐ Post event marketing to Delegate Lists emails

\$15,000

\$15,000

SILVER SPONSOR

- ☐ Silver sponsor logo placement across all collateral
- ☐ - 1 Panel Speaking Slot
- ☐ - 4 free in-person attendee passes
- ☐ - 1 Page advert in Event Brochure
- ☐ - Placement of Content in Delegate Bags & Chairs
- ☐ 2-customized email to 9000+ Database
- ☐ 2 C-level Media Interviews on event day.
- ☐ Exhibition booth

\$10,000

BRONZE SPONSOR

- ☐ Bronze sponsor logo placement across all Collateral.
- 2 Panel Speaking Slot
- ☐ - 3 free in-person attendee passes
- ☐ - Half (1/2) Page advert in Event Brochure
- ☐ 1-customized email to 9000+ Database
- ☐ 1 C-level Media Interviews on event day.
- ☐ Exhibition booth

\$5,000

UPCOMING EVENTS

Sponsor, Attend and Participate At TSM Network Upcoming Events

WASCA
WEST AFRICA SPECIALTY COFFEE ASSOCIATION

The Golden CAFFAIR GALA
An Elegant Evening of Unity, Philanthropy and Forex Excellence.

WEST AFRICA COFFEE & TEA FARMERS STAKEHOLDERS CONGRESS

Event Theme:
"REVITALIZING COFFEE AND TEA AGRICULTURE FOR GROWTH AND PROFIT"

LAGOS | MAY 2024

www.westafrica.coffee

THE GOLDEN AFFAIR GALA

CBI Africa EXPO 2024
CITIZENSHIP BY INVESTMENT AFRICA EXPO

LAGOS	EKO HOTELS & SUITES	JULY 25 - 27, 2024
ABUJA	FRASER SUITES, ABUJA	JULY 29, 2024
ANAMBRA	WALDORF BLU HOTELS	JULY 30, 2024

NITDA

CO-CREATE

EVOLVE

WEST AFRICA

Eko Hotel & Suites, Lagos Feb. 28th - Mar. 2nd 2024

TSM NETWORK CONSULTING & EVENTS

Leah Africa

Global Sourcing Accra

Increasing opportunities for local, regional & international trade

30 - 1 February 2024
Accra International Conference Center

3 days Of networking	100+ Exhibitors	12 Countries	Co-located with: AFRICA TEXTILE APPAREL WORLD POLYMER & TRADE POLICY SUMMIT
--------------------------------	---------------------------	------------------------	--

www.globalsourcingaccra.com

SUGAR BEACH VAL

LANDMARK BEACH: SUNDAY 18 FEB. 2024 TIME: 12 NOON

TSM NETWORK CONSULTING & EVENTS

SPONSORSHIP PROSPECTUS
2023 | ALL RIGHTS RESERVED

THE ANNUAL MEETING PLACE FOR MANUFACTURERS IN NIGERIA

4TH EDITION
MANUFACTURING & EQUIPMENT EXPO
WEST AFRICA 2025

LARGEST INTERNATIONAL, MANUFACTURING, EQUIPMENT & RAW MATERIAL EVENT

18 - 20 MARCH 2025
LANDMARK EXHIBITION CENTER,
LAGOS, NIGERIA

EXHIBITION SECTORS

- MACHINERY & EQUIPMENT
- RAW MATERIALS & INGREDIENTS
- ENERGY SOLUTIONS & SERVICES
- MANUFACTURERS' ZONE

EXHIBITION & SPONSORSHIP BROCHURE

www.nigeriamanufacturingexpo.co

FOR MORE INFORMATION VISIT: www.nigeriamanufacturingexpo.co



For more information, Sponsorships and Reservations

Contact

events@tsmnetworkuk.com
registration@tsmnetworkuk.com
sales@tsmnetworkuk.com

Contact: +44 (0) 744 142 8496
+234 (0) 813 070 8359

Address: TSM NETWORK EVENTS
UK Office: 79 York Street London W1H 1QQ United Kingdom
109a Ilupeju Street, Dolphin Estate, Ikoyi Lagos.

Twin Studios Media Int'l :TSM Entertainment

tsm_events tsmeventsentertainment

www.tsmevents.net



Sponsorship

Dominic
dominic.a@tsmnetworkuk.com

Registration & Sales

Ope
ope.o@tsmnetworkuk.com

Exhibition & Partnerships

Tolu
aro.t@tsmnetworkuk.com

TSM Profile

Twin Studios Media International, TSM Network Consulting and Events was officially registered in Nigeria in 2019 but started operations in Ukraine in 2016 with a sister company. TSM Network (TSM) is a global consulting company with an Africa regional office in Lagos Nigeria. Using our international conferences, business and investment roundtable meetings and international exhibitions, brand promotions and activations, company management and event planning, TSM Network, a strategic marketer of Foreign Direct Investment (FDI) has assisted many developing economies particularly in Africa to attract quality FDI and infrastructure financing through its IPA arm.

TSM Network enjoys a long standing business relationship with many international institutional investors. TSM Network has a rich track record of connecting people and attracting investments which spans over 5 years with verifiable projects and events successfully executed across several parts of the globe.

TSM Network mandates include:

- ◆ Organizing Conferences, Seminars, Training, Exhibitions/Expos, Shows, Tradevisits...
- ◆ Financial Roadshow
- ◆ Mergers/Acquisition
- ◆ Media Campaign
- ◆ Market Entry Strategist
- ◆ Awards and recognition
- ◆ Country Economic Forums
- ◆ State Government Promotion
- ◆ Consulting & advisory services
- ◆ High Profile Networking Events
- ◆ Fostering partnerships and Joint ventures
- ◆ Business development for governments and global brands
- ◆ Private and Government business promotion through our media platforms
- ◆ Project financing, and securing of investment for governments and country
- ◆ Lobbying: Our lobbying reach is global, and covers HNI's, top personalities from the Presidents, governments, ambassadors, captains of industries, philanthropists, global organizations and institutions to industry associations and various government offices.



Service Spectrum

- Entertainment Events
- Social Events
- Corporate Events
- Twin Studios Media Int'l Movies
- Company Management



Past Events

