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EXHIBITIONS BROCHURE

Featuring



October 16-17, 2025



Landmark Event Centre
Lagos, Nigeria.

In collaboration with  **SMEDAN**

About MINE Fest

Introduction to MINE Fest

MINE Fest — Made In Nigeria Entrepreneurs Festival — is Nigeria’s foremost platform dedicated to celebrating innovation, empowering entrepreneurs, and promoting the growth of locally made products and services.

Hosted annually in Lagos, MINE Fest brings together thousands of entrepreneurs, investors, policymakers, and ecosystem leaders for two days of inspiration, connection, and collaboration. The festival features a dynamic blend of keynote sessions, panel discussions, product showcases, exhibitions, and networking experiences — all focused on catalyzing entrepreneurial innovation in Nigeria.

Powered by naijapreneur.com, the voice of entrepreneurship in Nigeria, MINE Fest is more than an event — it is a movement to transform Nigeria’s economy from consumption to production by spotlighting the ingenuity of Nigerian entrepreneurs and creators.

Theme: “Igniting Entrepreneurial Revolution in Nigeria”

MINE Fest 2025 will feature:



Expert-led sessions on growth, innovation, and policy



Showcasing curated Made in Nigeria brands across sectors



Honoring outstanding young business leaders





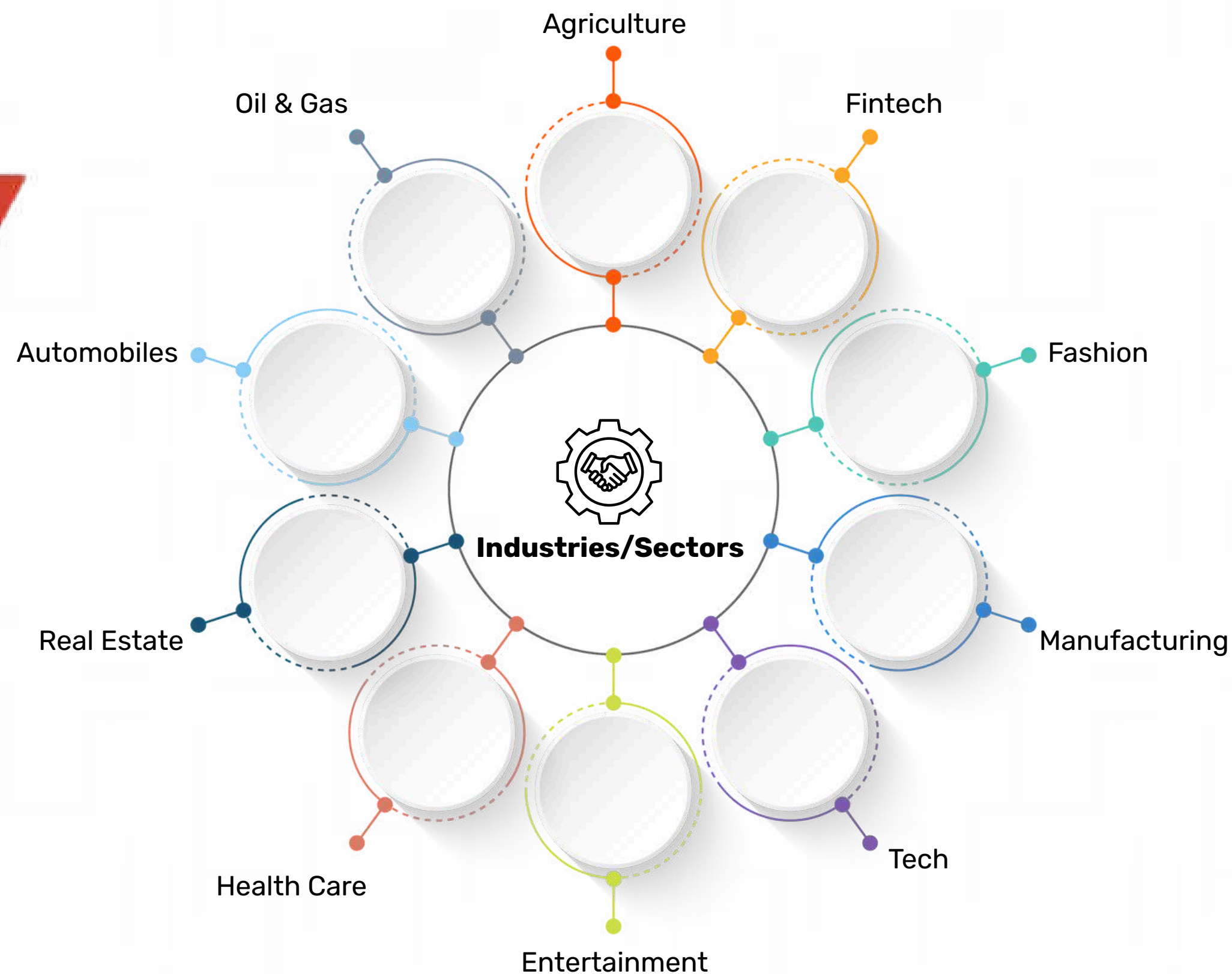
With a curated selection of exhibitors and interactive displays, the Tradefair is designed to inspire curiosity, spark collaboration, and drive real-world impact across sectors.

100% Made in Nigeria Products/Services



200 SME exhibitors

In collaboration with  **SMEDAN**



PURPOSE AND TARGET AUDIENCE

Our Purpose

The core purpose of MINE Fest is to build a thriving ecosystem that empowers Made-in-Nigeria Entrepreneurs (M.I.N.E) to succeed – by providing visibility, access to resources, strategic partnerships, and national recognition. We believe that entrepreneurship is Nigeria's greatest path to economic prosperity, job creation, and global competitiveness.

We are on a bold mission to raise 10 million entrepreneurs by 2035 and position Nigeria as a global hub of business innovation, through the consistent development and export of homegrown products and services.

Target Audience

MINE Fest 2025 is designed for a wide range of stakeholders including:

- SME and startup founders seeking exposure, funding, and market expansion
- Corporate executives exploring innovation partnerships and vendor opportunities
- Investors and VCs looking for the next big idea or scalable venture
- Government and policymakers committed to economic development and enterprise reform
- Development agencies and NGOs supporting job creation and youth empowerment
- Media and influencers spotlighting Nigeria's entrepreneurial excellence



About MINE Fest

What Makes MINE Fest Different

MINE Fest stands out from other business events in Nigeria because it is:

A 360° Ecosystem Platform

MINE Fest connects every stakeholder in the entrepreneurial ecosystem — founders, funders, enablers, regulators, and media — creating a holistic environment where real progress can be made.

Nationwide Reach with Global Vision

Though based in Lagos, MINE Fest welcomes participation from entrepreneurs across all six geopolitical zones of Nigeria. Through online broadcasts and digital coverage, our message of Made-in-Nigeria excellence reaches audiences globally.

Focused on Entrepreneurs First

While many events focus on policy or industry trends, MINE Fest puts the spotlight squarely on the entrepreneur — the dreamer, the builder, the risk-taker. We celebrate those who create value through products and services made in Nigeria.

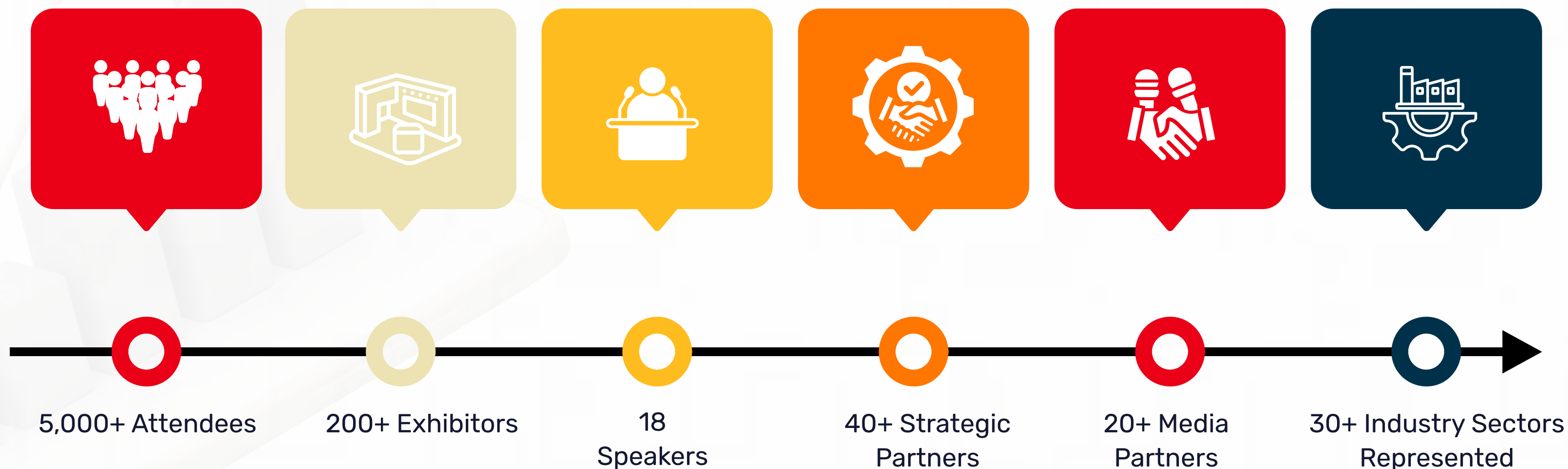
Built for SMEs, Not Just Startups

We recognize that Nigeria's economic backbone is its small and growing businesses — not just venture-backed startups. MINE Fest is uniquely designed to support the growth and visibility of SMEs across all sectors — fashion, food, manufacturing, tech, agriculture, wellness, and more.

Driven by Real Impact, Not Just Talk

Every session, exhibit, and partnership opportunity is curated to deliver actionable value — whether it's in the form of investor introductions, media exposure, business tools, or direct sales from exhibiting.

MINE Fest 2025: The Numbers



HIGH PROFILE SPEAKERS FOR MINE FEST 2025



**DOTUN
SULEIMAN**
*Chairman,
Cadbury PLC*



**PAUL
ONWUANIBE**
CEO, Landmark



**CHARLES
ODII**
CEO, SMEDAN



**IYIN
ABOYEJI**
*Founder, Future
Africa*



**GARETH
SHEPPERSON**
*CEO, Shepperson
Consulting*



**HON. SHINA
PELLER**
Entrepreneur



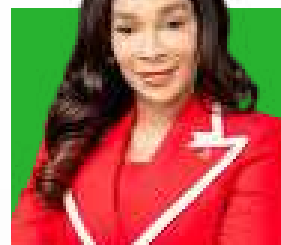
**OMOTUNDE
ADEBOWALE-
DAVID**
Media Personality



**CHUDI
KALU**
Chairman, Arkbridge



**JUMOKE
ODUWOLE**
*Minister of Trade**
and Investment*



**ADAORA
UMEOJI**
*CEO,
Zenith Bank***



**IBUKUN
AWOSIKA**
*Founder,
The Chair Centre
Group***



**ALLEN
ONYEMA**
*CEO,
Air Peace***



**MO
ABUDU**
*CEO,
EbonyLife Group***




**NNAMDI
EZEIGBO**
*CEO, Slot***



**ATUNYOTA
AKPOBOME**
*Ali Baba***



**ANIL
ATMARAMANI**
Antler Africa

 ** - Not yet confirmed

In collaboration with  **SMEDAN**



BOOTH PACKAGES & SPECIFICATIONS

Here's a breakdown of all available booth sizes, their intended purpose, what's included, and pricing options:

BASIC BOOTHS (2m x 2m)

For Micro SMEs & early-stage brands

Compact visibility for emerging ventures

- Fascia Lettering (Company Name)
- 1 x Round Table
- 2 x Chairs
- 1 x Spotlight
- 1 x Waste Bin
- 1 x Socket

PRICING

UNBRANDED:	₦200,000
HALF BRANDING:	₦350,000
FULLY BRANDED:	₦500,000



BOOTH PACKAGES & SPECIFICATIONS



MEDIUM BOOTHS (3m x 2m)

For growing SMEs

Ideal for small product displays or service consultations

- Fascia Lettering
- 1 x Round Table
- 2 x Chairs
- 2 x Spotlights
- 1 x Waste Bin
- 1 x Socket

PRICING

UNBRANDED:	₦250,000
HALF BRANDING:	₦425,000
FULLY BRANDED:	₦600,000

BOOTH PACKAGES & SPECIFICATIONS

STANDARD BOOTHS (3m x 3m)

For established SMEs & national brands

Perfect for fully stocked product stands

- Fascia Lettering
- 1 x Round Table
- 2 x Chairs
- 2 x Spotlights
- 1 x Waste Bin
- 1 x Socket

PRICING

UNBRANDED: #300,000

HALF BRANDING: #550,000

FULLY BRANDED: #750,000



BOOTH PACKAGES & SPECIFICATIONS



ENTERPRISE BOOTHS (4m x 3m)

For scaling businesses needing engagement space

Room for demos or interactive displays

- Fascia Lettering
- 1 x Round Table
- 3 x Chairs
- 2 x Spotlights
- 1 x Waste Bin
- 1 x Socket

PRICING

UNBRANDED:	₦400,000
HALF BRANDING:	₦650,000
FULLY BRANDED:	₦900,000

BOOTH PACKAGES & SPECIFICATIONS

CORPORATE BOOTHS (5m x 3m)

For large firms or sponsors seeking visibility + meeting room space

Ideal for: Large Firms

- Fascia Lettering
- 1 x Round Table
- 3 x Chairs
- 3 x Spotlights
- 1 x Waste Bin
- 1 x Socket

PRICING

UNBRANDED: #500,000

HALF BRANDING: #750,000

FULLY BRANDED: #1,050,000



BOOTH PACKAGES & SPECIFICATIONS



CONGLOMERATE BOOTHS (6m x 3m)

For flagship partners, sponsors, and multi-brand setups

Maximum visibility and flexibility

- Fascia Lettering
- 2 x Round Tables
- 6 x Chairs
- 4 x Spotlights
- 2 x Waste Bins
- 2 x Sockets

PRICING

UNBRANDED:	₦600,000
HALF BRANDING:	₦900,000
FULLY BRANDED:	₦1,200,000

SETUP & BREAKDOWN

Setup Day

- October 15, 2025 | 9:00 AM – 6:00 PM
 - All booths must be fully ready by 7:00 PM
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Exhibition Day

- October 16, 2025 | Doors open at 9:00 AM
 - No early teardown allowed; closing time is 7:00 PM
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Breakdown

- 7:00 PM – 11:00 PM (October 16, 2025)

VENUE INFORMATION

Landmark Event Centre

Plot 2 & 3, Water Corporation Drive, Victoria Island, Lagos

- Exhibitor parking and access via service entrance
- Security and event staff will guide booth locations



PAYMENT & CONFIRMATION

PLEASE NOTE:

- Registration alone does NOT guarantee your booth
- Payment must be completed within 7 days of your booking
- Booths are confirmed on a first-paid, first-served basis

BANK DETAILS FOR PAYMENT:

Account Name: **MINE Media Ltd.**

Account Number: **1820112633**

Bank: **Ecobank**

VAT (7.5%) is applicable to all payments

- A payment receipt and confirmation pack will be sent upon payment

GET THE MOST OUT OF YOUR BOOTH

- Bring branded materials: roll-up banners, flyers, POS terminals
- Engage attendees with demos or samples
- Promote ahead of the event: tag us **@minefestng** and use **#MINEFest2025**
- Collect leads: have a sign-up form, QR code, or business card bowl
- Dress professionally and be present at your booth all day



CONTACT...

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www.minefest.ng

OUR SOCIALS



@minefestng