

AgDFS EXPO

AGRICULTURAL DIGITAL FINANCIAL SERVICES

SPONSORSHIP OPPORTUNITIES

"Position your brand at the centre of Nigeria's agricultural finance transformation."

17-19 NOVEMBER 2026

2026

Abuja Trade and Conference Centre
KM 8 Umaru Musa Yar'Adua Road,
Lugbe, FCT

EVENT

AgDFS Expo 2026 — Agricultural Digital Financial Services Exhibition

1,000+

TARGETED DELEGATES

500+

FARMERS & AGRIPRENEURS

4

DETAILED SPONSORSHIP TIERS

36M

NIGERIAN FARMING HOUSEHOLDS

Why Sponsor AgDFS Expo 2026?

The Agricultural Digital Financial Services Expo (AgDFS Expo) 2026 is Nigeria's first dedicated exhibition connecting the agricultural sector with financial services to address the persistent gap in access to affordable and accessible finance for farmers and agribusinesses. With over 36 million farming households contributing approximately 24% of Nigeria's GDP, agriculture is vital to the nation's economy. Yet many farmers still lack access to credit, insurance, savings, pensions, digital payments, and investment opportunities needed to grow sustainably. AgDFS Expo brings together farmers, agribusinesses, financial institutions, fintechs, insurance and pension providers, investors, government, development organisations, and donors to drive practical solutions. Sponsoring AgDFS Expo gives your organisation the opportunity to strengthen brand visibility, connect with key decision-makers, showcase your solutions, create new business opportunities, and position your brand as a leader in agricultural finance and financial inclusion.

Your brand reaches bank MDs, insurance CEOs, Pension Funds Administrator/Accredited Pension Agents execs, fintech founders, government officials, development organisation country directors, and investor principals — in one room.

SPONSORSHIP BENEFITS

What Your Sponsorship Delivers

01

Brand leadership in agri-finance

Position your organisation as a leader in agricultural financial services in Nigeria — the fastest-growing intersection in Nigerian financial services.

02

1,000+ targeted decision-makers

Your brand reaches bank MDs, insurance CEOs, Pension Funds Administrator/Accredited Pension Agents execs, fintech founders, government officials, development organisation country directors, and investor principals — in one room.

03

National media coverage

AgDFS Expo generates coverage agricultural media — extending your brand beyond delegates to a national audience.

04

Farmer audience — direct engagement

500+ farmers and agripreneur delegates engage directly with your brand — your actual and potential end-customers.

05

Alignment with national development agenda

AgDFS Expo aligns with CBN financial inclusion targets, FMARD agricultural policy, PENCOM Personal Pension Plan and the UN SDGs — positioning your sponsorship as a demonstrable ESG and development commitment.

06

B2B deal facilitation

Sponsorship tiers include B2B matchmaking slots — direct access to the partnerships your organisation is seeking.

07

Content authority

Conference speaking slots (included in headline tiers) position your team as thought leaders on agricultural finance in front of a high-quality, peer audience.

08

Competitive differentiation

Category-exclusive sponsorship (available in headline tiers) prevents direct competitors from achieving the same level of visibility at the event.

Sponsorship Packages — Find Your Level of Visibility

AgDFS Expo 2026 offers five sponsorship tiers — from the naming-rights Title Sponsorship to targeted single-element packages. Category exclusivity is available at Platinum and Gold tier, ensuring your brand is the only financial institution in your sector with headline event visibility.

● PLATINUM SPONSORSHIP #10M Maximum availability not stated – Strategic designation / Strategic Partner – 54 sqm premium stand – High-level panel opportunity – Category exclusivity – 6 dedicated social posts	● GOLD SPONSORSHIP #7.5M Maximum Gold sponsors – Official Gold Sponsor / Presenting Partner – 36 sqm well-located stand – 1 × 30-minute speaking slot – Priority booth selection – 4 dedicated social posts	● SILVER SPONSORSHIP #5M Maximum 6 Silver sponsors – Formal Silver Sponsor recognition – 27 sqm shell-scheme stand – 1 × 20-minute speaking/panel contribution – Key collateral logo placement – 4 dedicated social posts	● BRONZE SPONSORSHIP #4M Listed as Bronze in source pack – Formal sponsor recognition – 27 sqm shell-scheme stand – 1 × 20-minute speaking/panel contribution – Standard website logo – 2 dedicated social posts
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Targeted single-element packages are also available for organisations seeking focused visibility on specific, high-value event touchpoints.

Headline Tiers — Investment & Core Benefits

Platinum Sponsorship

₦10,000,000

Strategic designation	Strategic designation as Platinum Sponsor / Strategic Partner across all event materials (press releases, media campaigns, website banners, newsletters, official programme).
Event naming & branding	Prominent logo placement on event signage, stage walls and media backdrops during keynote sessions, press briefings and conferences.
Premium exhibition stand	Complimentary 54 sqm premium stand. Shell scheme with full fit-out.
High-level panel opportunity	Opportunity to deliver a presentation or join a high-level panel (Agriculture Innovation Forum, Agribusiness Investment Dialogue or Food Security Conference).
Category exclusivity	No direct sector competitor receives Gold or above sponsorship.
Brand mentions	Brand mentions in official press releases, partner media outlets and AgDFSEXPO's digital campaigns.
Social media — 6 dedicated posts	Dedicated pre, during, and post-event posts.
Email campaigns — 2 mentions	2 mentions in AgDFS Expo email broadcasts.

Gold Sponsorship

₦7,500,000

Designation	Designation as Official Gold Sponsor / Presenting Partner across all AgDFS EXPO branding and promotional materials.
Exhibition stand	36 sqm well-located stand.
Conference speaking	1 × 30-minute speaking slot in conference programme.
Logo placement	Prominent logo placement on entrance arches, registration pavilions, conference backdrops, official programme covers and digital platforms.
Priority booth selection	Priority booth selection.
Social media — 4 dedicated posts	Dedicated posts across AgDFS Expo social platforms.
Email campaigns — 1 mention	1 mention in AgDFS Expo email broadcast.

Silver & Bronze Sponsorship — What's Included

Silver Sponsorship

#5,000,000 · Max 6

Official designation	Formal recognition as Silver Sponsor on relevant event materials.
Exhibition stand	27 sqm stand — shell scheme.
Conference speaking	1 × 20-minute speaking or panel contribution.
Logo placement	Key collaterals — banners, website sponsor section, programmes, newsletters.
Social media	4 dedicated posts across AgDFS Expo social platforms.
Email campaigns	1 mention in AgDFS Expo email broadcast.
Event announcements & visuals	Acknowledgment in event announcements and on-screen visuals.

Bronze Sponsorship

#4,000,000

Official designation	Formal recognition as Silver Sponsor on relevant event materials.
Exhibition stand	27 sqm stand — shell scheme.
Conference speaking	1 × 20-minute speaking or panel contribution.
Logo on event website	Standard logo placement.
Social media — 2 dedicated posts	Dedicated posts before the event.
Email campaigns	1 mention in AgDFS Expo email broadcast.
Event announcements & visuals	Acknowledgment in event announcements and on-screen visuals.

Four Single-Element Packages

Beyond the headline tiers, AgDFS Expo offers targeted sponsorship opportunities that provide category leadership and audience engagement at specific, high-value event touchpoints. These are available to both headline tier sponsors (as add-ons) and standalone sponsors.

Lanyard & Delegate Badge Sponsor

£3,000,000

Every delegate wears your branded lanyard for 2 days. Your name on every badge. The highest-visibility item in the entire event — every photograph includes your brand.

Farmer Zone Sponsor

£1,500,000

Your brand exclusively sponsors the Farmer Zone — the area where farmers engage directly with financial products. Signage, branding, and a brief welcome from your team at each Financial Literacy Workshop session.

Conference Track Sponsor (per track)

£2,000,000

Naming rights for one of 3 conference tracks: '[Your Organisation] Track A — Policy & Regulation'. Your brand opens every session in that track. Branded water and notepads in the track room.

Wi-Fi Sponsor

£500,000

Every delegate who connects to event Wi-Fi sees your name: 'AgDFS2026_[YourBrand]'. Subtle but persistent brand presence across every digital touchpoint at the event.

Securing Your Sponsorship — 8 Simple Steps

Securing your sponsorship at AgDFS Expo 2026 is a straightforward process. We recommend early engagement — headline sponsorship tiers are offered on a first-come, first-served basis, and category exclusivity means availability is strictly limited.

- 1 Contact our sponsorship team** to discuss your objectives and identify the most suitable package — contact us to begin.
- 2 Receive a tailored sponsorship proposal and proforma invoice** — within 24 hours of initial discussion.
- 3 Confirm sponsorship intent in writing** — email or signed letter of intent, within agreed timeline.
- 4 Pay to secure your tier and category exclusivity** — within 5 business days of proforma.
- 5 Begin creative and logistics onboarding** 4-6 weeks before event — brand assets, speaking topics, matchmaking preferences.
- 6 Final balance payment** — 6 weeks before event.
- 7 Attend and activate** your sponsorship at AgDFS Expo 2026 — event day.
- 8 Receive post-event impact report** — media coverage compilation, delegate contacts (opt-in), and photo/video content within 2 weeks of event.

Let's Build the Right Sponsorship Around Your Objectives

We work with each sponsor to ensure your investment delivers maximum return — aligning your brand, your messaging, and your business development objectives with the right touchpoints at AgDFS Expo 2026.

Sponsorship Team

SPONSORSHIP DIRECTOR

Anthony Emeodi

EMAIL

sponsors@agdfsexpo.com

PHONE / WHATSAPP

0907-040-2015

WEBSITE

www.agdfsexpo.com/sponsor

RESPONSE TIME

Sponsorship enquiries within 24 hours · Proposals within 48 hours

“AgDFS Expo 2026 is not simply an event. It is a commitment — by Nigeria's financial services industry, its agricultural sector, and its development partners — to ensure that no Nigerian farmer is excluded from the formal financial system because of a lack of access to appropriate, affordable, and trusted financial products. Your sponsorship makes that commitment visible. It signals to the industry, to government, and to the 36 million Nigerian farming households that your organisation is serious about this mission. We would be honoured to have you alongside us.”

— The AgDFS Expo 2026 Organising Committee