

# TECHNEXT EVENTS **20** **23**

10,000+ Registrations | 7,000+ Attendance | 300+ Organisations

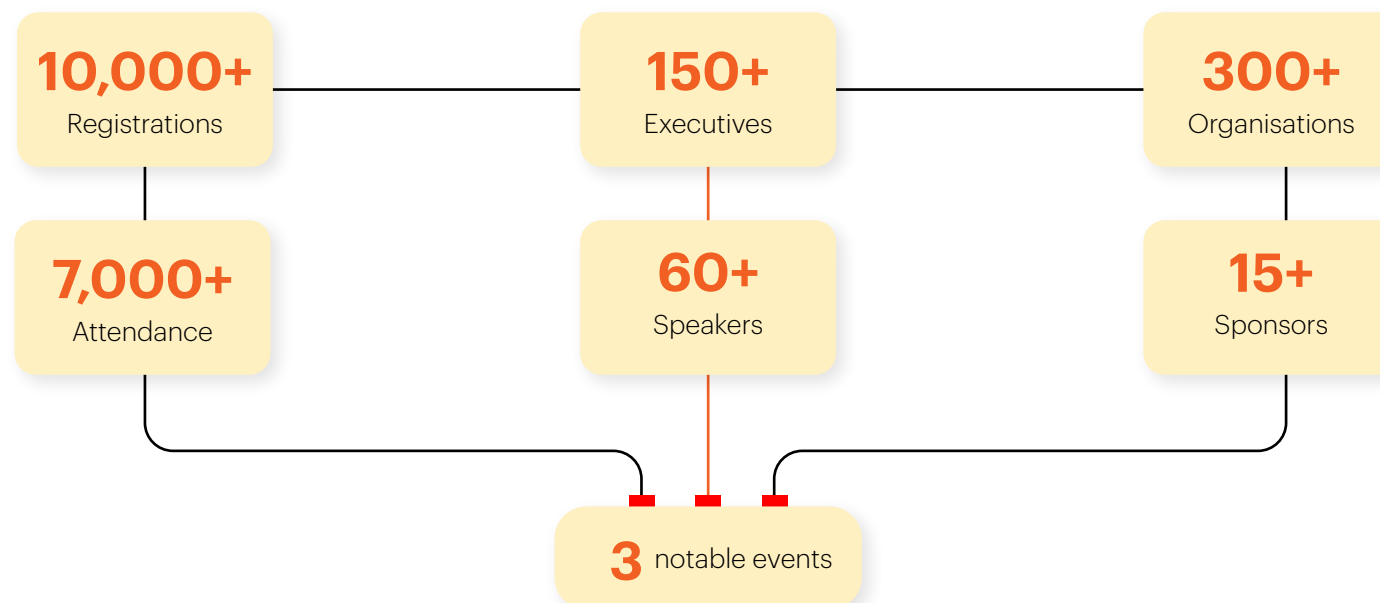
150+ Executives | 60+ Speakers | 15+ Sponsors | 3 notable events

## Why Partner with Technext Events?

Strategically position your products and services to over 10,000 young-upward earning Nigerians with a potential for adoption and profitable sales..

### A bit about the audience at Technext events:

1. Over 80% from the Millennial to GenZ group
2. Top-earning demography
3. Organic, excited and attentive
4. Direct interactions with your brand
5. Post-event engagement across our digital platforms.





# Technext 2023 Events Calendar

Quarter	Event
Q1: March 9, 2023	Technext Convo
Q2: June 1, 2023	Technext Convo
Q3: August 3, 2023	Technext Convo
Q4: October 2, 2023 December 7, 2023	Technext Coinference Technext Convo
Q1: 2024	Technext Tour & Tournament

## Technext Convo:

Technext Convo is an exclusive event designed for key stakeholders in select segments of the ecosystem to meet, greet and share knowledge once every quarter. This will be an invite-only event for select participants.

It will feature expert discussions, and interactive sessions de-

signed to foster collaboration and inspire new ideas.

Technext convo provides an opportunity for your brand to reach out to industry influencers in a closed environment.

**Technext Convo is only open for Exclusive Sponsorship, reach out for details.**

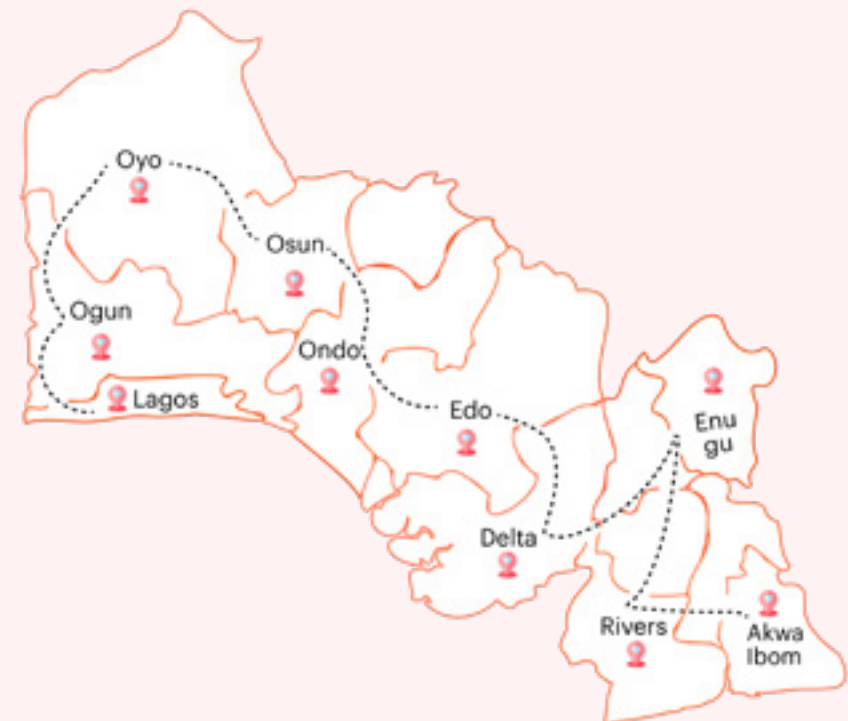
## Technext Tour & Tournament

Technext Tour & Tournament (TnT) is a one-of-a-kind series of activities that commences with a tour across major tech hubs and culminates in a tournament/hackathon.

Our goal is to cover under-reported innovation and showcase indigenous creativity in these hubs. The tour will feature visits to top tech companies, hubs, media houses, and universities across Nigeria.

The tour will be followed by a hackathon that will showcase innovative solutions by University students across the country in Lagos.. Successful applicants will have the opportunity to demonstrate talents, win prizes, mentorship opportunities with the possibility of growing into full fleshed startups.

Let's take your brand on tour across 10 tech cities and expose your brand to the 2,000+ youthful audience at our tournament.



# Technext Tour and Tournament (TnT) 2024 Sponsorship Plans

Below are sponsorship benefits and how you can leverage the forthcoming event:

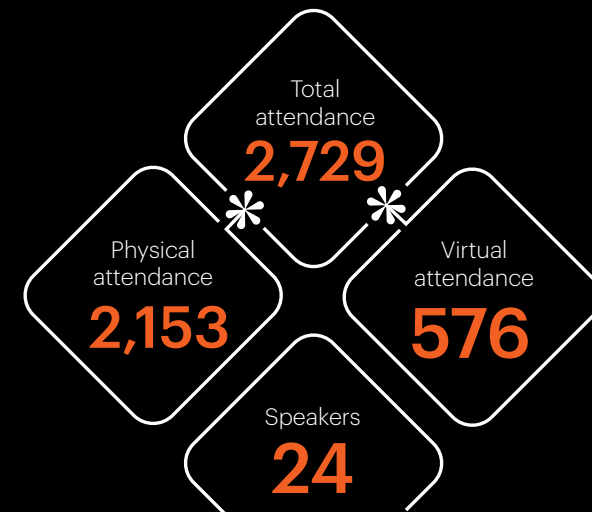
		Frontline	Associate	Diamond	Gold	Silver
	Dollar (\$)	<b>30,500</b>	<b>15,250</b>	<b>11,435</b>	<b>6,100</b>	<b>2,290</b>
<b>1</b>	Headline Partner	Yes	No	No	No	No
<b>2</b>	Media Feature	Yes	Yes	Yes	No	No
<b>3</b>	Logo placement on all communications	Yes	Yes	Yes	Yes	No
<b>4</b>	Hackathon Branding	Yes	Yes	No	No	No
<b>5</b>	speaking slot	Yes	No	No	No	No
<b>6</b>	Access to all speakers	Yes	Yes	No	No	No
<b>7</b>	Access to attendance database	Yes	Yes	Yes	Yes	Yes
<b>8</b>	Exhibition stand	Yes	Yes	Yes	Yes	Yes

# Technext Coinference

Technext Coinference has been recognised as the largest blockchain gathering in Africa. The event provides a platform for key players in the blockchain tech ecosystem in Africa to discuss policies and prospects of the space.

The 2022 edition provided a platform for key players in the blockchain tech ecosystem, in Africa, to discuss the possibilities of Blockchain, Crypto, Web3 and the DeFi for Africa and how

attendees can leverage opportunities in the ecosystem for personal growth and wealth creation. We also had a guest celebrity by Akah Nnani appearance to share his crypto experience.



**Link to video recap:** <https://youtu.be/jONakukylw4>

# Technext Coinference 2023 Sponsorship Plans

Below are sponsorship benefits and how you can participate in the forthcoming event:

		Headline	Associate	Diamond	Gold	Silver
	<b>Dollar (\$)</b>	<b>45,750</b>	<b>18,300</b>	<b>12,200</b>	<b>6,100</b>	<b>2,290</b>
1	<b>Media Feature</b>	Yes	Yes	Yes	No	No
2	<b>Logo placement on all communications</b>	Yes	Yes	Yes	Yes	No
3	<b>Event Branding</b>	Yes	Yes	No	No	No
4	<b>Media wall logo placement</b>	Yes	Yes	Yes	Yes	No
5	<b>Sponsors speaking slot</b>	Yes	No	No	No	No
6	<b>Sponsors video ad slot</b>	Yes	Yes	Yes	Yes	Yes
7	<b>Access to all speakers</b>	Yes	Yes	No	No	No
8	<b>Access to attendance database</b>	Yes	Yes	Yes	Yes	Yes
9	<b>Exhibition</b>	Yes	Yes	Yes	Yes	Yes
10	<b>1 month header banner ad</b>	Yes	No	No	No	No
11	<b>3 months newsletters partnership</b>	Yes	Yes	No	No	No
12	<b>3 months side banner ad</b>	Yes	Yes	Yes	No	No
13	<b>1 month podcast partnership</b>	Yes	No	Yes	No	No
14	<b>1 month explainer partnership</b>	Yes	Yes	Yes	Yes	Yes





# Sponsorship Spotlight



## Media Feature

As part of our publicity strategy for our events is to have story placement on at least 5 major platforms



## Event Physical Branding

With over 2,000 spectators at the venue of our events, it's part of our publicity strategy to display significant branding on the event premises—a media wall, feather banners, a stage, etc.



## Outdoor Advertising

Our sponsors enjoy a variety of outdoor advertising—lamppost ads, BRT branding, roadside merchandising, flyers etc.



## Digital Advertising

We go heavy with digital ads placement on YouTube and Google ads, as a sponsor, your brand gets promoted alongside the event.



## Email Marketing

We promote our events to our growing active Newsletter fanbase of over 86,000+ subscribers.



## Social Media Advertising

Our digital marketing also covers the major social media channels—Facebook, Instagram, Twitter etc.

# SPONSORS & PARTNERS

Some of our past sponsors and partners



# About Technext

Technext is the go-to media platform for young Nigerians living across the globe who seek to understand the world of tech and make the most of their lives.

We create technology content in a language that **anyone can understand.**

Our purpose is to provide tech-focused stories about issues, people and events that are shaping the lives of Africans and influencing policies in Sub-Saharan Africa.







For more enquiries contact:

[Anderson@technext24.com](mailto:Anderson@technext24.com)

+234 813 489 9932

[Business@technext24.com](mailto:Business@technext24.com)

+234 806 286 9343

**Visit:**

<https://events.technext24.com/>