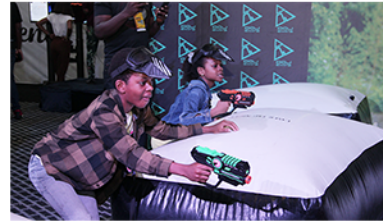




LAGOS COMIC CONVENTION 2023

CONFERENCE & EXHIBITION

23RD SEP 2023 | LANDMARK EVENTS CENTRE, ONIRU,
VICTORIA ISLAND, LAGOS, NIGERIA

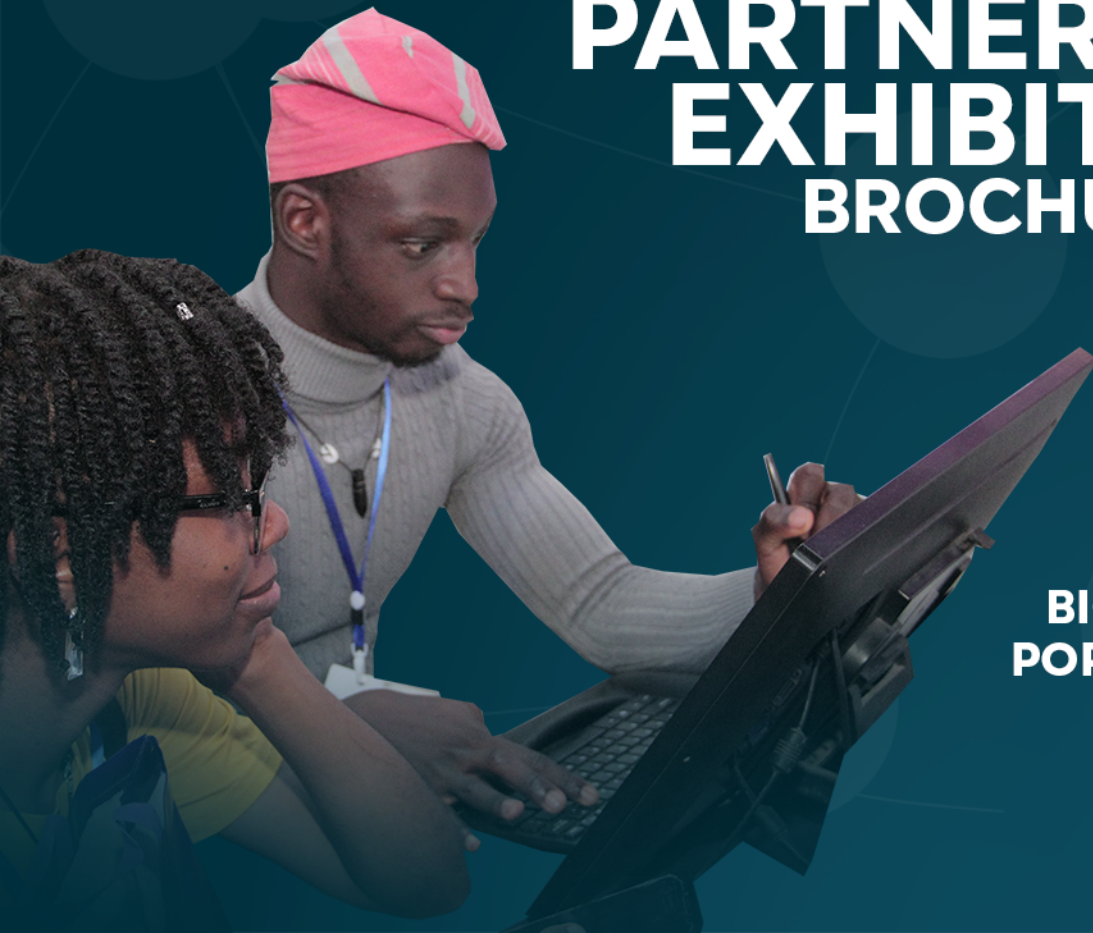


THEME: ARTIFICIAL INTELLIGENCE AND THE FUTURE OF CREATIVITY

PARTNERS AND EXHIBITORS BROCHURE

Be a part of

**AFRICA'S #1
BIGGEST GEEK AND
POP CULTURE MARKET**





BIGGEST GEEK EVENT IN AFRICA

LAGOS COMIC CONVENTION 2023

THEME:
**ARTIFICIAL
INTELLIGENCE
AND THE FUTURE
OF CREATIVITY**

**EXHIBITION
NETWORKING
PANEL DISCUSSIONS
WORKSHOPS
COSPLAY
PITCHES
AWARDS**

SATURDAY
23
SEPTEMBER

**LANDMARK EVENT
CENTER ONIRU,
VI, LAGOS**

Get Tickets at

www.lagoscomiccon.org

THEME:
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ABOUT LAGOS COMIC CON

Launched in 2012, the Lagos edition of the international phenomenon, Comic Con has become Africa's #1 destination for comic book geeks, book readers, avid music listeners, movie lovers, art lovers and fans of every area of the creative industry to gather and meet experts of crafts they love. It has also become the #1 platform used for people in the creative industry to connect with their audiences and sell their products

THE ROLE OF LAGOS COMIC CON

Since its inception the event has created platforms of businesses for players in the Creative Industry (comics, books, animation, gaming, film and virtual reality), celebrate successes of the industry, shape conversations in the industry, encourage broader participation and support the building of knowledge and capacity necessary to strengthen the sector and ultimately create jobs.



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LAGOS COMIC CON 2022 STATS

The 2022 edition of Lagos Comic Con took place on the 17th of September at Land Mark event centre, Victoria Island, Lagos.

Over 23 Sponsors and Partners

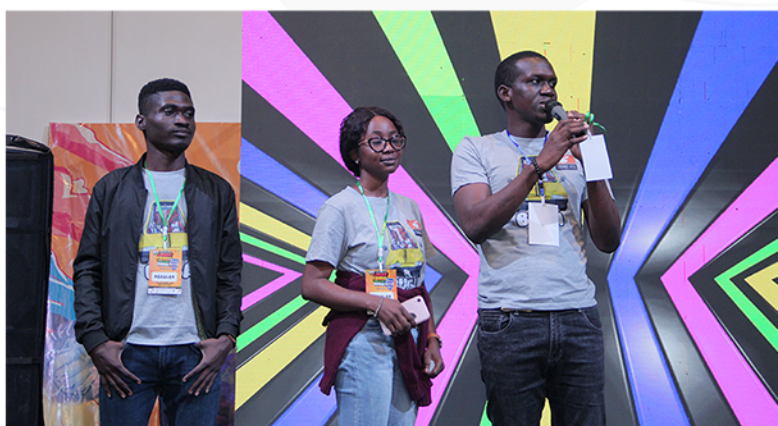
5 Exclusive Never Before seen Movie Screenings

Over 6000 attendees

73 Exhibitors and Sellers

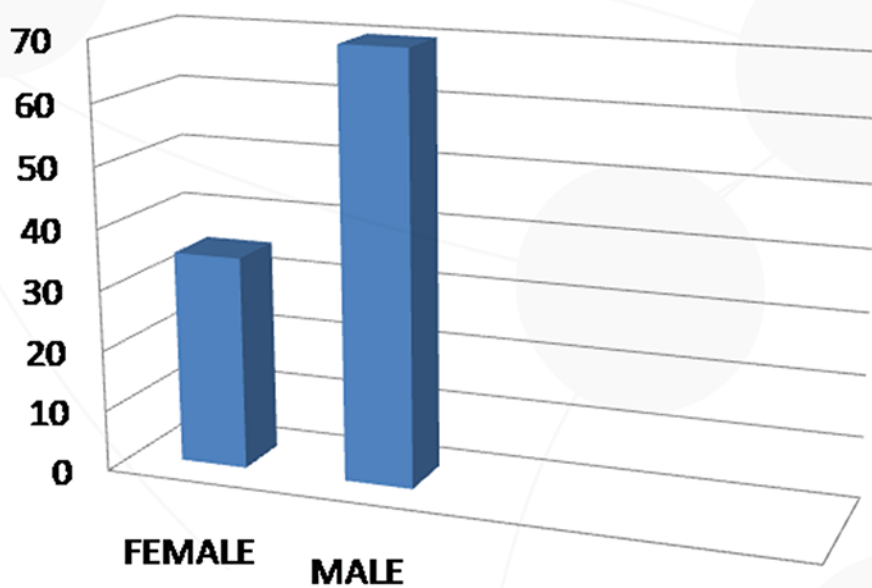
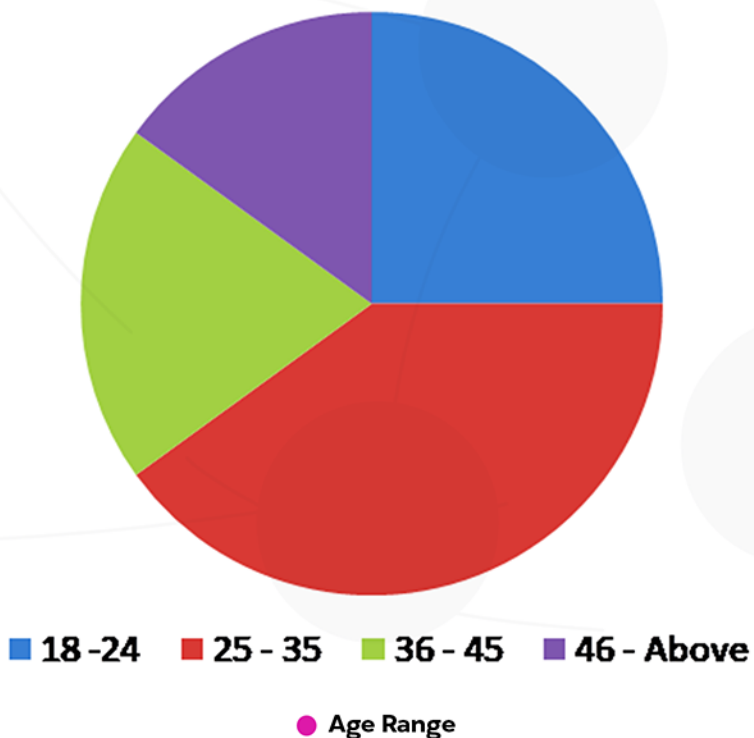
79 Industry Leading Speakers

61 Cosplay Participants



2022 VISTOR'S DEMOGRAPHY

TARGET AUDIENCE



● Demography cuts across professionals in the Creative Industry

GLOBAL FOLLOWERSHIP OF LAGOS COMIC CON 2022 ON IT'S WEBSITE BASED ON GOOGLE ANALYCS.

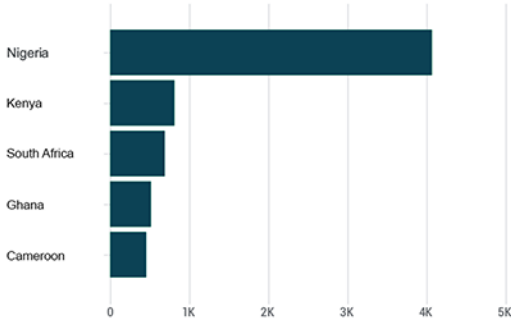
 Analytics

Demographic details: Country

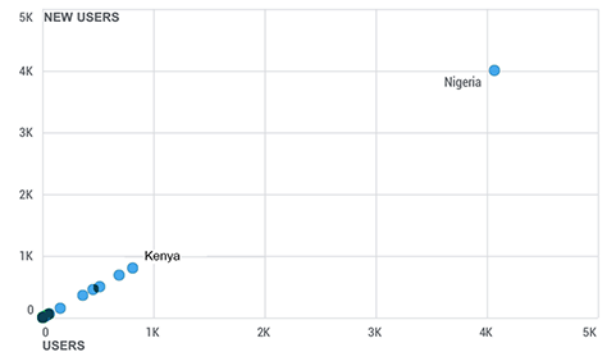
4 JULY 2022 - 28 SEP 2022

A All Users

Users by Country



Users and New users by Country



Search...

Rows per page: 10 Go to: 1 1-10 of 77

Country	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event coun
							All events
Totals	7,505 100% of total	7,390 100% of total	4,755 100% of total	46.4% Avg 0%	0.63 Avg 0%	1m 34s Avg 0%	48,75 100% of tota
1 Nigeria	4,068	4,006	3,825	58.48%	0.94	2m 34s	34,71
2 Kenya	813	804	105	12.88%	0.13	0m 04s	2,56
3 South Africa	691	689	61	8.82%	0.09	0m 03s	2,16
4 Ghana	516	502	255	42.01%	0.49	0m 43s	2,69
5 Cameroon	456	456	37	8.13%	0.08	0m 01s	1,41
6 France	364	362	49	13.42%	0.13	0m 06s	1,21
7 United Kingdom	161	153	125	60.1%	0.78	1m 45s	1,07
8 United States	63	63	65	63.11%	1.03	2m 14s	68
9 Finland	51	51	40	66.67%	0.78	2m 08s	28
10 United Arab Emirates	38	38	10	25.64%	0.26	0m 49s	18

WHO SHOULD PARTNER AND EXHIBIT?

Partnership and exhibition is open to brands and organization who are ready for more visibility and partnership with organization interested in them.

Getting involved with other brands and organization will encourage better networking opportunities.

EVENT HIGHLIGHT

Lagos Comic Con is a conference and exhibition type event usually fully packed with attendees having a lot to get engaged with from the conference to the panel session, competition, artist alley and lots more.

BENEFITS OF ATTENDEES

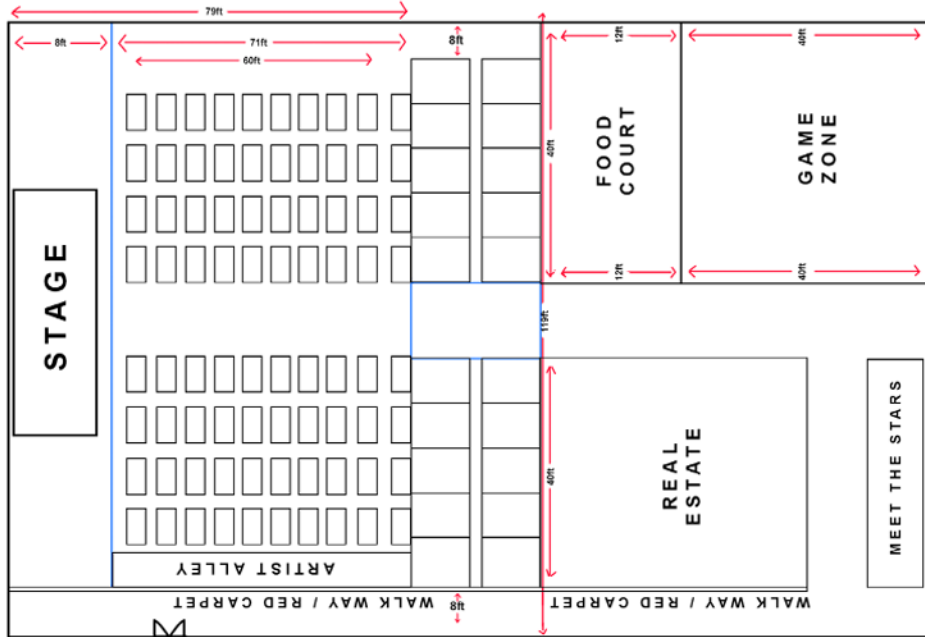
- Break Out Business Session
- Networking
- Knowledge sharing
- Books, Comics and Animation launches.
- Panel session
- Exhibition
- Creative Pitch session
- Investment opportunities

WHO SHOULD ATTEND

- Creative Entrepreneurs: Animators, Illustrators, Advert Agencies
- Business organization leaders
- Investors and Venture Capitalists
- Film Makers
- Young creatives

FLOOR PLAN

Allocation will be on a first come first pay basis



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EVENT PROJECTION

There will be 100+ exhibitors in 2023 and over 15,000 attendees. This will make it the largest single day crowd Comic Con Africa has ever seen.



**Arts/Crafts
Culture**



Gaming



**Merchandise &
Product Sales**



**Networking
and learning.**



**Film
Screenings**



**Spoken
Word**



**Music &
Entertainment**

SIDE EVENT / ATTRACTION

Asides coming to learn, there are other fun activities at the Lagos Comic Con that helps the participants relax and mingle with other creative minds.

- Film screening
- Stage performance
- Game battle and contest
- Artist alley
- Costume competition
- Raffle Draws



SPONSOR ASSETS AND VALUES-A SNAPSHOT

PARTNERSHIP CATEGORIES	TITLE PARTNER	GOLD PARTNER	SILVER PARTNER	BRONZE PARTNER	INDUSTRY PARTNER
VALUE					
PARTNERSHIP CATEGORIES	1	2	3	5	10
On-Site					
Most prominent Logo Placement on main stage and event location signage, screens, flyers, access tags., website, etc.	✓	✓	✓	✓	X
Square space within the exhibition area for brand activations and audience engagements.	20ft x 20ft	16ft x 16ft	13ft x13ft	10ft x 10ft	6ft x 6th
Recognition Award Plaque	✓	✓	X	X	X
Opportunity to distribute incentives to event participants	✓	✓	X	X	X
Placement of the sponsor's feather flags and other branding materials around the event venue for the duration.	50 (including main stage)	20	15	10	5
Stage time on main stage	1hour	30min	20min	10min	5min
Advertising					
Roof hanging banner	20	10	5	4	2
Roll up banner on the stage	✓	✓	X	X	X
Advert on our annual magazine placement	Back Cover + center spread page	Inner front cover + Full page inside	Inner back cover + Full page inside	2 Full page inside (choice)	Full page inside
Social Media					
Social Media Mentions. Facebook, Instagram, twitter	✓	✓	✓	✓	✓
Mention in all publicity and acknowledged as a sponsor.	✓	✓	✓	✓	✓
Webpage					
Logo listing on the website with a hyperlink for 6 month(3 month before and post)	✓	✓	✓	✓	✓
Website logo slider ad	✓	✓	✓	✓	✓
Access To Event					
Free access to the event for organization or brand representatives	20	15	10	5	3

LCC 2023 PARTNERSHIP BENEFIT

1. TITLE SPONSORSHIP

- Most prominent Logo Placement on main stage and event location signage, screens, flyers, access tags., website, etc.
- 20ft x 20ft Square space within the exhibition area for brand activations and audience engagements.
- One hour stage time on the main stage.
- Centre-spread and back page Advert on our annual magazine placement.
- Special Mention, adverts, logo & Comments on Social Media Platforms.
- Mention in all publicity and acknowledged as a Title Sponsor
- Recognition Award Plaque•
- Opportunity to distribute incentives to event participants
- Placement of the sponsor's feather flags and other branding materials around the event venue for the duration.
- 20 access to the event
- Organization hyperlink on event webpage for at least six months
- Placement of the sponsor's feather flags (50)and other branding materials around the event venue for the duration.20 Roof hanging banner, 20 Roll up banner on the stage .
- Advert on our annual magazine placement. Back Cover+ center spread page



LCC 2023 PARTNERSHIP BENEFIT

2. GOLD SPONSOR

- Prominent Logo Placement on mainstage and event location signage, screens, flyers, access tags.
- 16ft x 16ft Square space within the exhibition area for brand activations and audience engagements.
- 30minutes stage time on the main stage.
- Full Page Advert on our annual magazine placement •Logo on all official t-shirts at the event.
- Special Mention, adverts, logo & Comments on Social Media Platforms.
- Mention in all publicity and acknowledged as a Gold sponsor.
- Recognition Award Plaque
- Opportunity to distribute incentives to event participants
- Placement of the sponsor's feather flags and other branding materials around the event venue for the duration
- 15 free access to event
- Organization webpage link on the event website for at least six month
- Placement of the sponsor's feather flags (30)and other branding materials around the event venue for the duration.
- Advert on our annual magazine placement inner front cover plus full page inside
- 10 Roof hanging banner



LCC 2023 PARTNERSHIP BENEFIT

3. SILVER SPONSOR

- Prominent Logo Placement on main stage and event location signage, screens, flyers, access tags.
- 13ft x 13ft Square space within the exhibition area for brand activations and audience engagements.
- 20 minutes stage time on the main stage.
- Full Page Advert on our annual magazine placement
- Special Mention, adverts, logo & Comments on Social Media Platforms.
- Mention in all publicity and acknowledged as a Silver sponsor.
- Recognition Award Plaque
- Opportunity to distribute incentives to event participants
- Placement of the sponsor's feather flags and other branding materials around the event venue for the duration.
- 20 Roof hanging banner



ADVERTISING OPPORTUNITIES

OPPORTUNITIES	FEE
ROOF HANGING BANNER. We have banners hanging from the roof and dropping down so that they can be seen from everywhere in the hall. (2ft 6ft)	N60,000 PER BANNER (YOU DESIGN AND PRINT)
ROLL-UP BANNER SPACE (NON-STAGE) Place a roll up banner of your business advert in strategic spots of the event for the thousands of attendees to notice	N30,000 per banner off stage (you design and print)

SPACE ALLOCATIONS

EXHIBITION	EXHIBITION FEE
ARTIST ALLEY: A designed space for artist on a roll. You have just a table and a chair beside others in a long table line. Appropriate for freelancer and solo preneur	N20,000 (N10,000)
REGULAR VENDOR SPACE You have just a table and 2chair and 4x4 space. Gives you a sense of	N80,000 (N50,000)
KIOSK 4ft x 4ft dimension kiosk. This is a fully built kiosk with walls on all sides. It comes with two chairs one table and a power source.	N150,000 (N100,000) (Supplementary spaces at N80,000 add on 13ft x13ft)
REAL ESTATE Buy as much space as yu need and build anything/structure of your choice following the event guidelines.	Up to 20ft x 20ft space available. (Please contact event management for enquires and space allocations)

DISCOUNTED PRICE LAST TILL 1ST OF JULY.



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GALLERY



**For further information about
Sponsorship or Exhibition Call**

+2348039657506

Or Email

info@lagoscomiccon.org

Visit

www.lagoscomiccon.org



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P R E V I O U S S P O N S O R S



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