



THE **isn**²⁰₂₄ GATHERING

**Synergy to Scale: Building a Collaborative
Ecosystem for Impactful Innovation in Nigeria**

Date: 30th & 31st October 2024

Venue: Akwa-Ibom Icon Hotel and Golf Resort, Uyo, Akwa Ibom

The Problem

As the World Bank and the International Finance Corporation (IFC) repeatedly emphasize, MSMEs play a crucial role in the development of any nations' economy. The role of MSMEs in a nation's development is corroborated by the Nigerian Bureau of Statistics and SMEDAN which both state that Nigerian MSMEs contribute over 48% of GDP and provide over 60 million jobs in Nigeria.

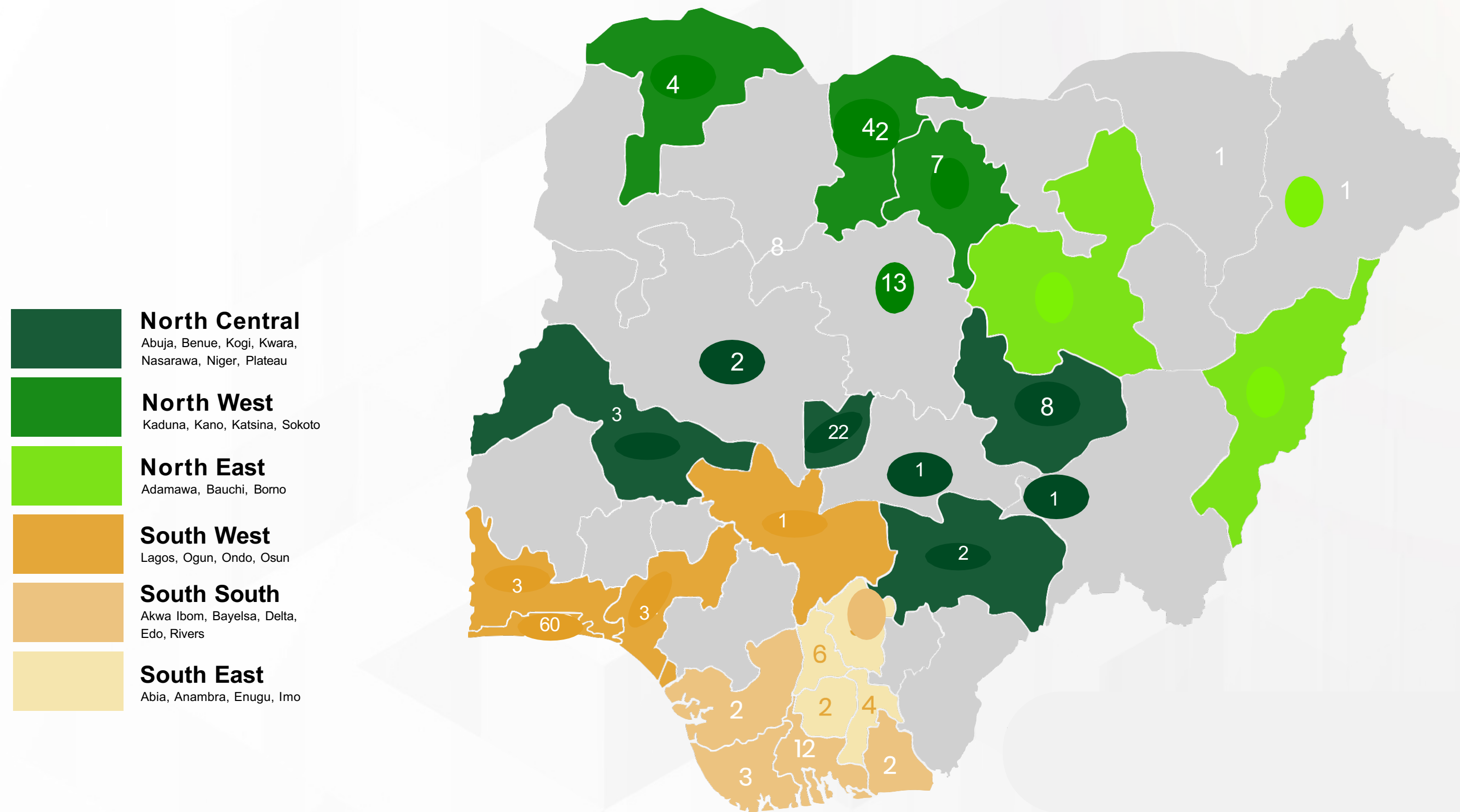
Despite the immense contribution of MSMEs to the Nigerian Economy, the start-up ecosystem is fraught with several challenges, including a lack of access to structured mentoring, the lack of an enabling regulatory environment, lack of skilled talent pipeline, low talent pipeline development, low-cost funding, as well as other commercial issues. These issues collectively make MSMEs less competitive in our fast-paced 21st century, hence the need for a supportive ecosystem structure like the Innovation Support Network (ISN) Hubs.

ISN provides Technology and Innovation management support to hubs and their startups/innovators across Nigeria. We focus on ensuring the capacity and sustainability of the innovation hubs as enterprise ventures themselves by providing access to resources for growth and scale including capacity building and funding access

Innovation Support Network (ISN) Hubs, Nigeria's premier national network of innovation hubs comprise of about 200 entrepreneurship, impact, innovation, and technology hubs across Nigeria's six geopolitical zones and 29 states. We boast of a vibrant community of over 400 expert business development service providers and an extended network of over 5000 entrepreneurs, MSMEs, startups, and innovators.

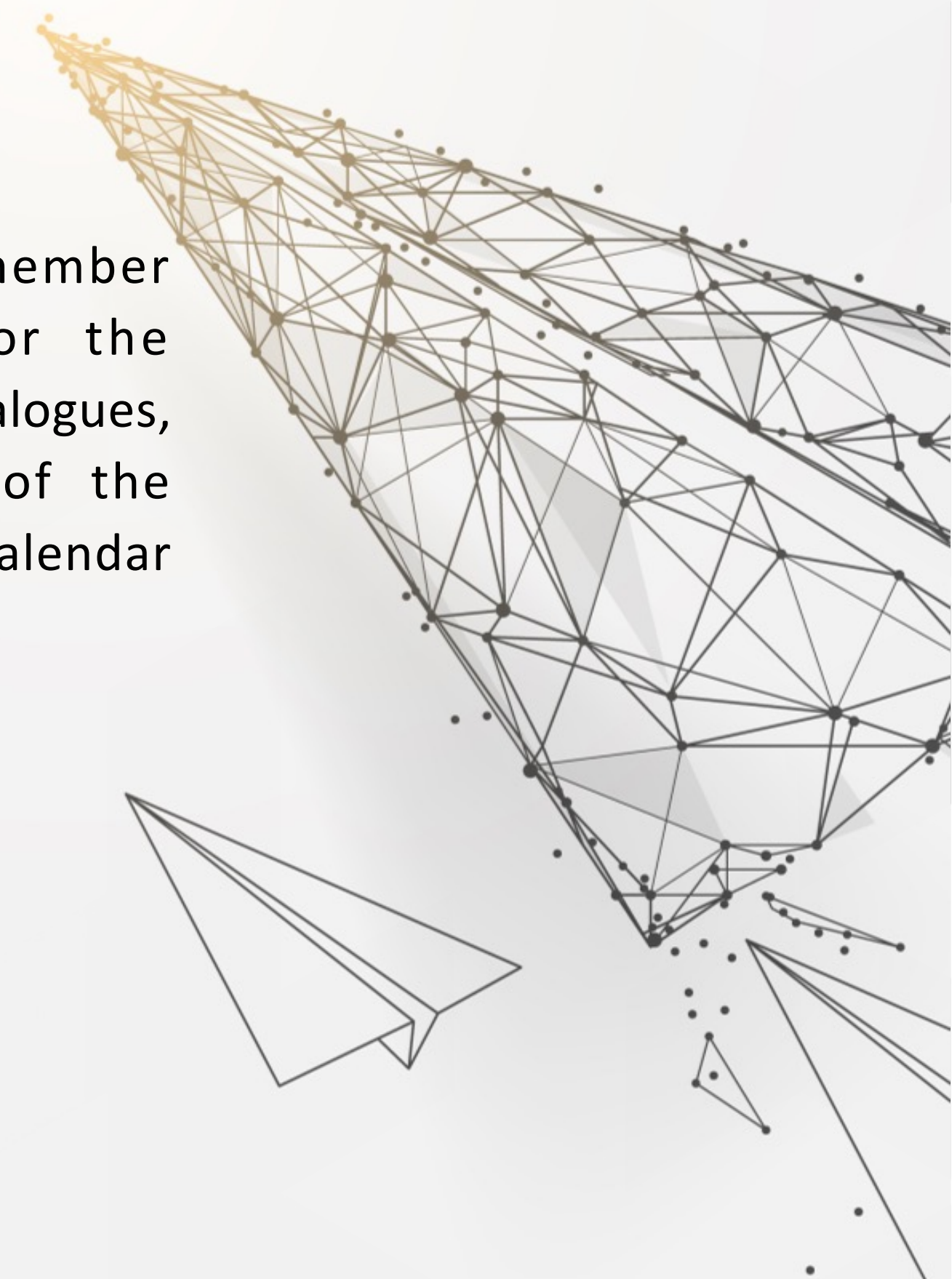


ISN Member Hubs Across Nigeria





The Annual Gathering, which brings together member Hubs and other key ecosystem stakeholders for the purpose of learning, knowledge sharing, policy dialogues, capacity development, and networking, is one of the hallmarks consistently featured in ISN's annual calendar with a **projected number of 500-700 attendees**



Over 500 attendees comprising of;

- Hub Founders/Managers Venture
- Capitalists and Investors
- Entrepreneurs/Startups/Innovators
- International Development Agencies
- Government representatives & policymakers
- Corporate Organizations
- Academia
- Press/Media

Key Activities

- Plenary Sessions
- Networking Opportunities
- Innovation Showcase
- Deal Room
- Exhibitions
- Social & Cultural Activities



Why Sponsor?

Your organization can:

- Leverage on the quality of stakeholders who will be in attendance
- Partake in the various conversations with key players in the innovation ecosystem
- Network and promote your innovative solutions/products etc
- By sponsoring ISN's Annual Gathering, you will be contributing and supporting the further development of the innovation ecosystem in Nigeria



Platinum Package ————— N100,000,000

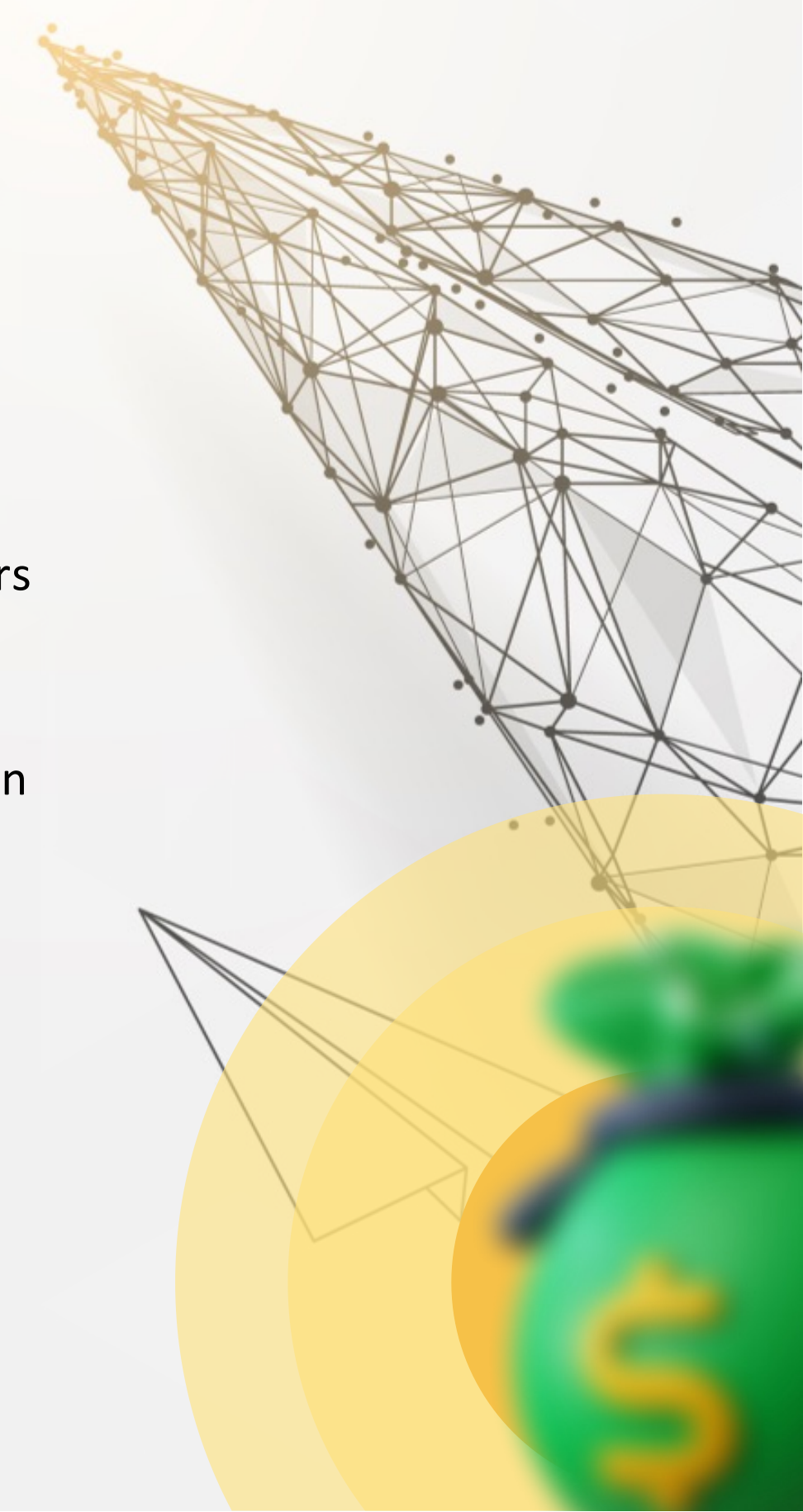


Title Sponsor *(Exclusive - Only 1 Slot Available)*

- Opportunity to own a panel session
- Keynote address slot and an exclusive workshop slot
- Invitation to welcome VIP reception or any other side event
- Branding of the event venue including post-event dinner
- On-site exhibition opportunity (Exhibition booth)
- Right to distribute printed corporate literature/gift packs at the event
- Acknowledgement of sponsorship during the ISN AG 2024 opening and closing ceremonies
- Invitation to post-conference activities such as ecosystem tours
- Acknowledgment of partnership via social media campaign and press release
- Media exposure in Tech Cabal and other associated PR and media coverage pre, during and post the event.
- Recognition in conference materials (Agenda, Lanyards, Gift bags, Backdrop, Roll-up banner) and communication channels (Newsletter, Press release, Social media, website)
- Sponsor will also be listed on the ISN AG 2024 website as Main 'Platinum' Sponsor
- Opportunities to engage start-ups, innovators, angel investors, hubs, corporates as well as policy makers directly showcasing your support to the network that supports the development of the Nigerian Innovation and Entrepreneurship Ecosystem.
- Unlimited access to the VIP lounge for private meetings and networking
- Signed Appreciation for supporting innovation and digital transformation in Nigeria

Gold Package ————— N25,000,000

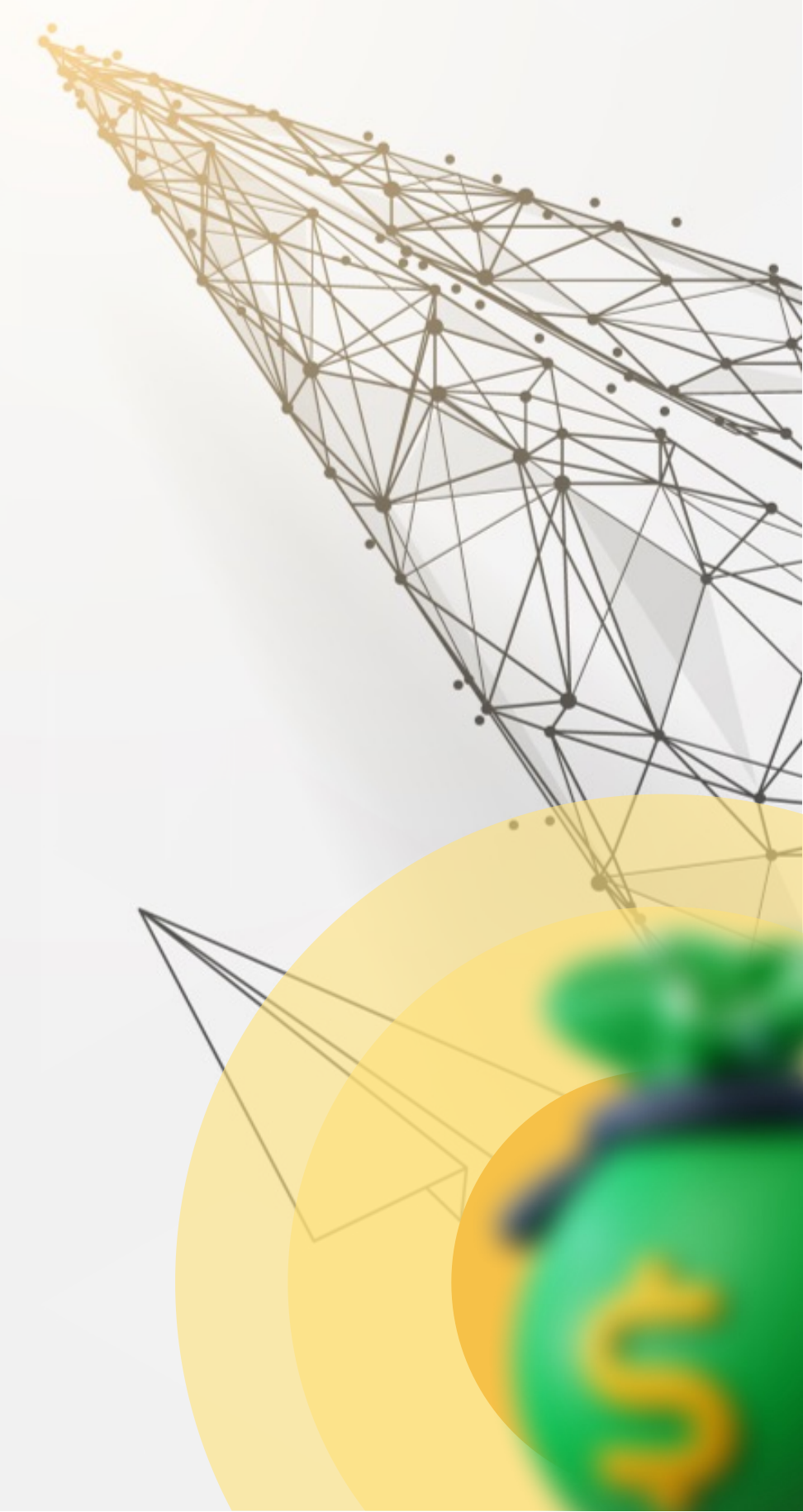
- Opportunity to give 10 minutes presentation 1 workshop slot
- On-site exhibition and branding opportunity
- Invitation to welcome VIP reception or any other side event
- Unlimited access to the VIP Lounge for private meetings and networking
- VIP reserved seats at the ISN AG 2024 Opening Ceremony
- Opportunities to engage start-ups, innovators, angel investors and high-networth individuals as well as policy makers
- Acknowledgment of partnership via social media campaign and press release
- Media exposure in associated PR and media coverage pre, during and post events
- Recognition in conference materials (Agenda, Lanyards, Gift bags, Backdrop, Roll up banner) and communication channels (Newsletter, Press release, Social media, website)
- Sponsor will also be listed on the event website as Gold Sponsor



Silver Package

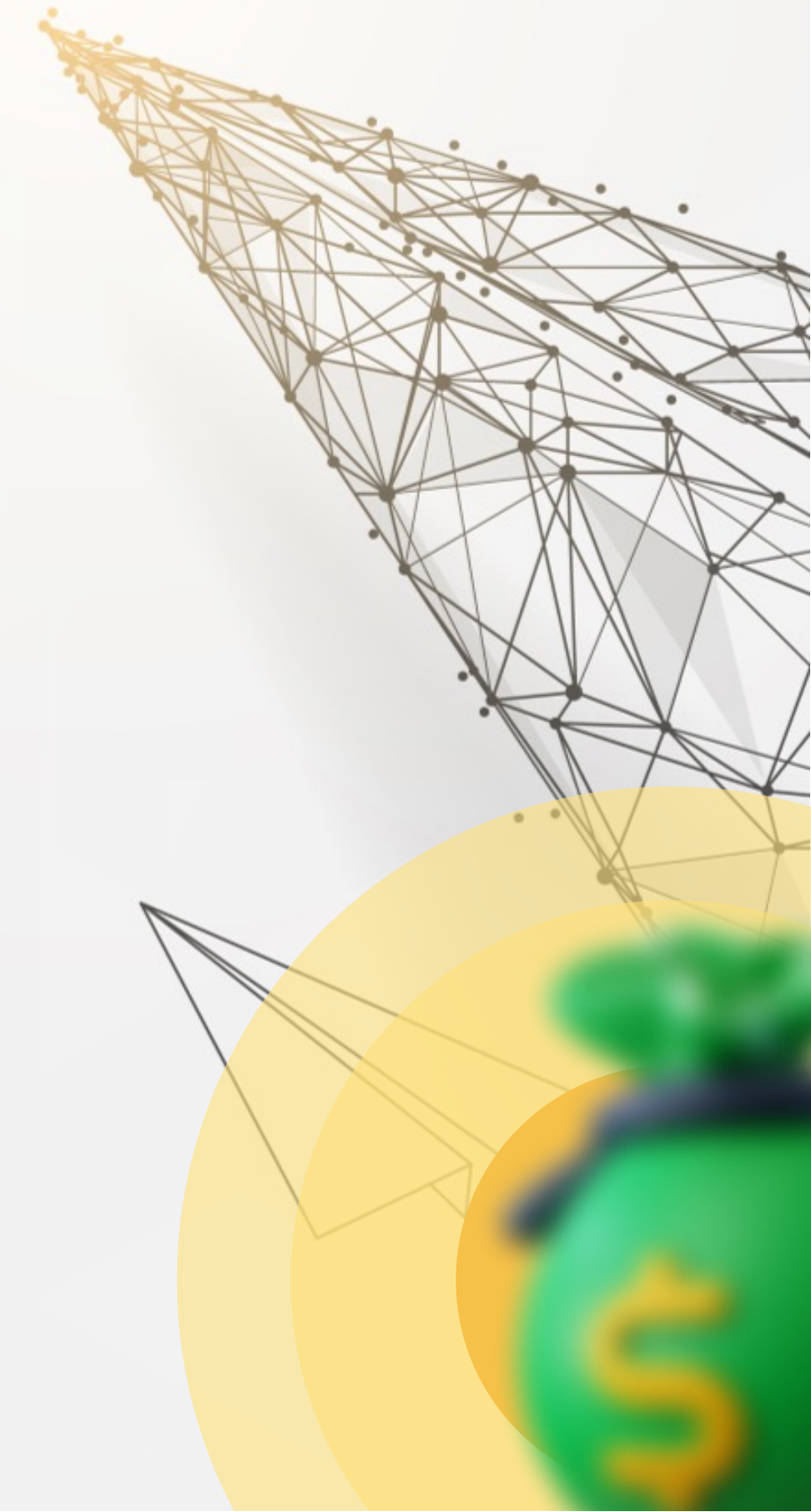
N20,000,000

- Opportunity to speak on or moderate a panel Branding opportunity (Roll up/flex banners, fliers etc)
- Opportunities to engage start-ups, innovators, angel investors and high-net worth individuals as well as policy makers directly showcasing your support to the network that supports the development of the Nigerian innovation and entrepreneurship Ecosystem
- Acknowledgment of partnership via social media campaign and press release.
- Media exposure in associated PR and media coverage pre, during and post events
- Recognition in conference materials (Agenda, Gift bags, Backdrop, Roll up banner)
- Sponsor will also be listed on the ISN AG 2024 website as Silver Sponsor



Exhibition Package ————— N250,000

- 3 by 3 Branded Exhibition Booth
- 9 sqm (Standard Shell Scheme Booth)
- Booth features:
 - ✓ 1 Table
 - ✓ 2 Chairs
 - ✓ 1 Waste Bin
 - ✓ 1 Socket
 - ✓ 2 Spotlights and;
 - ✓ Exhibition Business Name
- Media exposure in associated PR and media coverage pre, during and post events

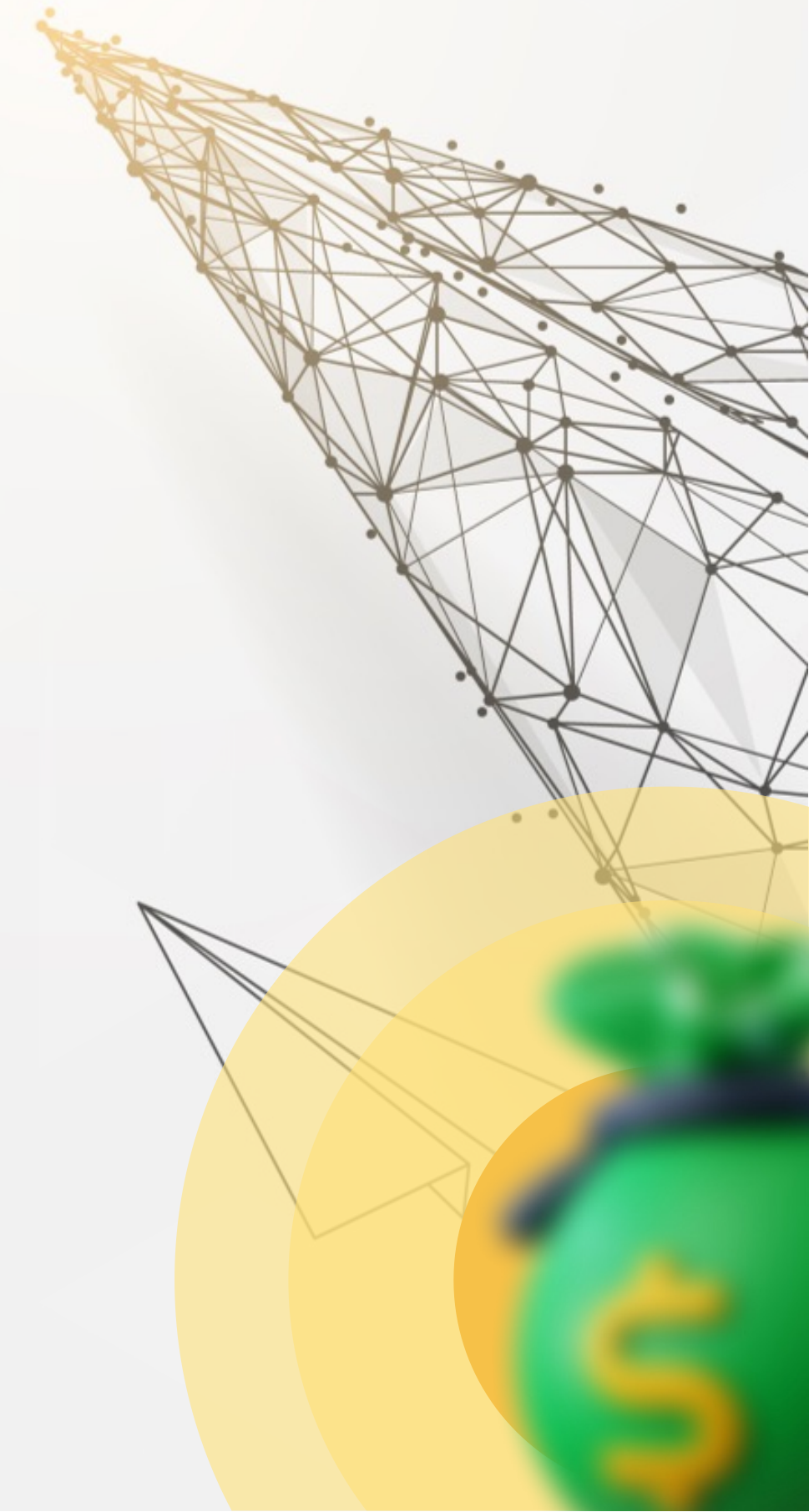


In Kind Sponsorship

The equivalent of cash sponsorship can be provided In Kind. This includes (but is not limited to): Food, Internet services, Gift bags, Transportation, Accommodation (Hotel), Flights etc

- Brand visibility on ISN AG 2024 conference materials
- Logo placement on the ISN AG 2024 website
- Logo placement on printed materials
- Acknowledgment of partnership via social media campaign and press release
- Media exposure in associated PR and media coverage pre, during and post events.
- Invitation to welcome reception
- Recognition in conference materials (Agenda, Gift bags, Backdrop, Roll up banner) and communication channels (Newsletter, Press release, Social media, website)

N:B Please note that in addition to the above benefits, if the value of the In-kind sponsorship falls into any of the other above stated packages, the benefits of that package will apply.





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