

Theme: 'Local To Global' Creative Transformation

Date: 7th - 8th, October, 2025



ABOUT ATINUDA

Atinuda is an exclusive conference for the events and creative industry leaders and professionals in Africa. The event aims to elevate creativity and uniqueness within the event industry, fostering collaborations between local and international participants seeking new trends, techniques and resources to propel their businesses year-round.

The Atinuda Conference is designed to be the show case event of the MICE industry in Africa where professionals and practitioners will learn current trends, techniques and standards, as well as let down their hair and enjoy good quality entertainment, wine and food.



ATINUDA 5.0

Atinuda 2025, the 5th edition of this prestigious events and creative industry conference is aimed at fostering innovation, growth, and collaboration within the sector.

This year's theme, "**Local to Global: Creative Transformation**" aligns perfectly with our vision of transforming the events industry in Africa into a global force to be reckoned with.

The event runs for two days and encompasses plenary sessions, workshops, exhibitions, and networking opportunities. The event is planned to be very glamorous-especially the Gala Dinner which will be an Africa Glam Affair.





HOST CITY

LAGOS, NIGERIA

Lagos (pronounced / la-gos/ or /lay-gos/), Nigeria's most populous city, is the largest urban center in Africa and one of the fastest-growing cities globally, with an estimated population of over 21 million residents.

Originally established as a port city on islands along the Lagos Lagoon, it has evolved into a sprawling metropolis encompassing key districts such as Ikeja (the state capital), Agege, Ikorodu, Epe, and Badagry. Victoria Island serves as the financial and cultural heartbeat of the city, renowned for its upscale beach resorts, shopping boutiques, and vibrant nightlife.

Lagos Island is home to historic landmarks like the National Museum and Freedom Park, a dynamic venue for concerts, art exhibitions, and community events.

With 57 local government areas and a rapidly expanding infrastructure, Lagos stands as a powerful economic, cultural, and entertainment hub, not just in Nigeria, but across the African continent.



ACTIVITIES



Welcome Cocktails



Opening Ceremony



Keynote Address



Tranquility Zone



Masterclasses & Interactive Workshops



Innovation Pitch Forums



AV Tech & Production



Plenaries & Panel Sessions



Creators' Corner Exhibition



Scent-Sational Station



Networking Corners



Vendors Exhibition, Engagement
& Activation Hubs



Gala Dinner



The Gift Boutique/ Parlor

PREVIOUS ATINUDA SPEAKERS



DAVID TUTERA
WEDDING PLANNER & TV HOST



SARAH HAYWOOD
LUXURY WEDDING PLANNER



NDIDI NWUNELI
SAHEL CONSULTING AGRICULTURE &
NUTRITION AND THE FOUNDER OF LEAP
AFRICA.



ANITA ERSKINE
COMMUNICATIONS ENTREPRENEUR, BRAND
INFLUENCER.



RON BEN-ISRAEL
EXECUTIVE CHEF AND OWNER OF RON
BEN- ISRAEL CAKES



SAMUEL EGUBE
DEPUTY CHIEF OF STAFF, LAGOS STATE



PRESTON BAILEY
WEDDING PLANNER



OKE MADUEWESI
CEO, ZARON COSMETICS



PREVIOUS ATINUDA SPEAKERS

- SEYI TINUBU
- TED RUBIN
- MARCY BLUM
- SAMKE MHLONGO
- MAI ATAFO
- TY BELLO
- CHUKWUKA MONYE
- MARY AKPOBOME
- JACQUELINE NWOBİ
- DZIGBORDI KWAKU-DOSOO
- IFEOMA WILLIAMS
- UDO OKONJO
- BUKOLA GEORGE
- LORI HUTCHINSON
- DR HARRY BENJAMIN
- ELIE BERCHAN
- ULOMA OGBUEBILE
- PETER REAR
- CHIKE NWOBİ
- KAMIL OLUFOWOBİ
- YEWANDE ZACCHEAUS
- CHRISTINA HOLT
- DIANN VALENTINE
- SEYI OLUSANYA
- ABASIAMA IDARESİT
- ARESE UGWU
- OSAYI ALİLE
- ELIZABETH SOLARU



ATINUDA EVENT SMES EMPOWERMENT PROGRAMME

We are introducing the Event SMEs Empowerment Programme, designed to empower emerging event businesses. This initiative will provide financial support, training, and mentorship, equipping them with the resources needed for growth and sustainability while contributing to the state’s economic development. Our goal is to raise N1 billion through Atinuda to fund this transformative program.

COMPONENT	DESCRIPTION	OUTCOME
SEED FUNDING	N5m- 100m per start-up	Enable start-ups to launch operations and invest in essential resources.
TRAINING	Business planning, event management, marketing, finance	Enable start-ups to launch operations and invest in essential resources.
MENTORSHIP	Guidance from experienced professionals	Provide personalized support and advice.
NETWORKING	Access to industry events and connections	Facilitate valuable partnerships and business opportunities.





PARTICIPATION & REGISTRATION

Atinuda 5.0 is set to welcome approximately 1,000 participants, including professionals, organizations, and agencies from diverse industries.

Delegates from various sectors and subsectors listed are expected to participate, fostering a dynamic exchange of ideas and collaboration.

- Events Industry Leaders & Professionals
- Existing Event Companies
- MICE Industry Practitioners
- Destination Managers/ Companies
- Intending Event Managers/Companies
- Event Management Companies
- Corporate Affairs Managers
- Protocol Officers
- Software Developers
- Hotel Event & Facility Managers
- Decorators & Rental Companies
- Caterers & Suppliers
- Audio Visual & Technical Suppliers
- Events Venue & Facility Managers
- Creative Directors
- Movie Producers
- Professional Association Officers Responsible for Events
- Sponsorship Marketers
- Vehicle Hire Companies
- Events Venue & Facility Managers

PARTNERSHIP CATEGORIES

DIAMOND

N200,000,000

GOLD

N150,000,000

SILVER

N100,000,000

BRONZE

N50,000,000

DIAMOND PARTNER

N200,000,000

- Recognition as a Diamond Partner of Atinuda 2025.
- Logo and name featured on the conference website, all pre-conference advertising, flyers, posters, and social media pages
- Logo placement on main stage backdrop
- Free registration for up to 5 delegates
- Opportunity to provide four types of branded corporate promotional materials in the event swag bag.
- Opportunity to include advertising material in the event swag bag.
- Complimentary CEO speaking slot during a plenary session
- A 2-minute video advert during plenary session
- Free full-page advert in the Atinuda 2025 brochure and programme of events.
- 3 roll up banners within the conference hall.
- 3 butterfly banners at the entrance of the conference hall.
- Recognition on Atinuda 2025 website and social media platforms as a Diamond sponsor.
- Banded recognition plaque



GOLD PARTNER

N150,000,000

- Recognition as a Gold Partner of Atinuda 2025.
- Logo and name featured on the conference website, all pre-conference advertising, flyers, posters, and social media pages
- Logo placement on main stage backdrop
- Free registration for up to 4 delegates
- Opportunity to provide three types of promotional materials in the event swag bag.
- Complimentary CEO speaking slot during a plenary session
- A 1-minute video advert during plenary session
- Free half-page advert in the Atinuda 2025 brochure and programme of events.
- 2 butterfly banners at the entrance of the conference hall.
- Recognition on Atinuda 2025 website and social media platforms as a Gold sponsor.
- Banded recognition plaque



SILVER PARTNER

N100,000,000

- Recognition as a Silver Partner of Atinuda 2025.
- Logo and name featured on the conference website, all pre-conference advertising, flyers, posters, and social media pages
- Logo placement on main stage backdrop
- Free registration for up to 3 delegates
- Opportunity to provide two types of promotional materials in the event swag bag.
- Free strip advert in the Atinuda 2025 brochure and programme of events.
- Recognition on Atinuda 2025 website and social media platforms as a Silver sponsor.
- Banded recognition plaque



BRONZE PARTNER

N50,000,000

- Recognition as a Bronze Partner of Atinuda 2025.
- Logo and name featured on the conference website, all pre-conference advertising, flyers, posters, and social media pages
- Free registration for up to 2 delegates
- Opportunity to provide one type of promotional material in the event swag bag.
- Free strip advert in the Atinuda 2025 brochure and programme of events.
- Recognition on Atinuda 2025 website and social media platforms as a Bronze sponsor.
- Banded recognition plaque



SUPPORT PARTNER

N25,000,000 & BELOW

- Recognition as a Support Partner of Atinuda 2025.
- Free registration for 1 delegate
- Opportunity to provide one type of promotional material in the event swag bag.
- Recognition on Atinuda 2025 website and social media platforms as a Support sponsor.
- Banded recognition plaque



SUMMARY

PARTNERS' BENEFITS	DIAMOND	GOLD	SILVER	BRONZE	SUPPORT
BRAND RECOGNITION AS MAJOR PARTNER	✓	✓	✓	✓	✓
LOGO AND NAME ON WEBSITE, TRADITIONAL MEDIA AND SOCIAL MEDIA PLATFORMS	✓	✓	✓	✓	✓
LOGO ON RED CARPET, STAGE & OTHER DEDICATED AREAS AT THE EVENT	✓	✓	✓		
LOGO ON PROMOTIONAL MARKETING COLLATERALS	✓	✓	✓		
PROMOTIONAL ITEMS IN SWAG BAG	4	3	2	1	1
FREE ATTENDANCE SLOT	5	4	2	1	1
CEO SPEAKING SLOT AT THE PLENARIES	✓	✓			
PROGRAMME OF EVENT ADVERT	FULL PAGE	HALF PAGE	STRIP PAGE	STRIP PAGE	
ROLL UP + BUTTERFLY BANNER BRANDING	3 + 3	2	1		
VIDEO ADVERT ON EVENT MAIN SCREENS	2 MINUTES	1 MINUTES			
RECOGNITION PLAQUE	✓	✓	✓	✓	✓





ADVERTS IN

THE ATINUDA 5.0 BROCHURE &
PROGRAMME OF EVENT

N1,000,000

INSIDE FRONT
COVER

N750,000

FULL PAGE
ADVERT

N1,000,000

INSIDE BACK
COVER

N500,000

HALF PAGE
ADVERT

N1,200,000

BACK COVER

TESTIMONIALS

"Atinuda is more than just a conference; it's a movement! Being a speaker here allowed me to share my expertise with a dynamic, forward-thinking audience.

The level of engagement and curiosity was truly inspiring!"

~SPEAKER~

"Attending Atinuda was the best decision I made in my career path! The innovation and depth of knowledge shared were beyond expectations. I walked away with actionable strategies, powerful collaborations, and a renewed passion for my craft

~TAIWO~

"An absolutely mind- blowing experience! The speakers, workshops, and connections made at this conference have given me a fresh perspective and the tools to elevate my brand. This wasn't just an event; it was a game-changer!

~CINDY~

*THANK
YOU*



www.atinuda.africa



info@atinuda.africa



+234 904 000 0080