


DIGITAL ECONOMY

EMERGING PAYMENTS IN EMERGING MARKETS



SCAN TO
REGISTER

 **9th - 10th JUNE 2020**

 **Eko Hotel & Suites,
Victoria Island, Lagos**

Star Speaker

Greg Verdino

**THE MAN THAT KNOWS
TOMORROW
TAKES NIGERIA**

Media Partners



The road to Africa's digital economy is paved with electronic payment.

Join us to build the next payment frontier.



Introduction

Intermarc Consulting is glad to announce the 20th anniversary edition of the annual Digital PayExpo Conference and Exhibition.

The release of the National Digital Economy Policy and Strategic plan in November 2019 sparked a lot interest in the private sector, with stakeholders trying to align with the policy framework.

After several deliberations with key stakeholders in the Fintech and Payment Sector, we have reached the conclusion that this special edition of the Digital PayExpo will focus on Digital Economy with particular emphasis on how emerging payments will drive the digital economy in emerging markets hence the theme **“Digital Economy: Emerging Payments in Emerging Markets”**.

The conference will look at the demand and supply side of emerging markets and how the eminent digital transformation, post 2020 will impact developments. Consequently, at this conference, the objective will be to link current and future trends and developments in the Nigeria digital space, to a predictive digital economy outlook into 2030.

The dynamic nature of emerging markets create challenges that have never confronted the developed world but also opens up opportunities for innovation and growth. According to PwC, payment is an area where this dynamism is already well-established. Over the next ten years (and beyond) we are set to see even faster changes in the payments landscape building on the accelerating growth in electronic payments and the advent of new and disruptive market players and the emerging markets will be at the forefront of this payments transformation using digital means in a digital economy.

Having said that, the emerging markets constantly demands innovation in the field of payments: from using low cost mobile money for remittances to enabling differentiated fintech products and services for financial inclusion.

As it is the 20th anniversary edition of the event. We have therefore designed and developed it as a special two-day event.

One of the major highlights of this event will be the presentation by the Honourable Minister of Communication and Digital Economy, Dr. Ibrahim Ali Isa Pantami scheduled to be the Special Guest of Honour. He will be supported by Mr. Kashifu Inuwa Abdullahi, Director General of the National Information Technology Development Agency (NITDA). Also confirmed to speak on digital infrastructure is the Honorable Minister for (State) Science and Technology Mr. Mohammad Abdullahi.

Another major highlight is the keynote presentation by “The Man That Knows Tomorrow” Greg Verdino who is a globally acclaimed futurist and often referred to as “The Man That Knows Tomorrow”.

Another highlight of the anniversary edition is the scheduled keynote presentation by Pricewater Cooper (PwC) who has done extensive study in the area of emerging technologies and emerging payments with special focus on digital economy. In 2017, PwC wrote a paper on “Emerging Markets: Driving the payment Transformation”. PwC will be sharing insights from their study with some of the keys on demystifying innovation and the future potential of emerging markets.

Notable among other dignitaries scheduled to speak are: Dr. Andrew Nevin (Advisory Partner and chief economist, PwC Nigeria), Mr. Pedro Guerreiro (Managing Director, SAP Central Africa), Mr. Adesola Adeduntan (General Managing Director, First Bank Nigeria Plc), Mr. Ibrahima Ba (Lead for Emerging Markets, Facebook), Mr. Shubham Chaudhuri (Country Director for Nigeria/Africa Region, The World Bank); etc.

Yet another highlight is the special 20th anniversary VIP dinner and awards to be hosted which will recognize personalities and organizations that have been part of the success story and create a networking PAYEXPO experience.



THE MAN **THAT KNOWS** TOMORROW

Greg Verdino
Star Speaker

The Digital PayExpo Conference is a premier event in the digital payments space in Africa. Every year, hundreds of C-Suite Executives - Bankers, Mobile Network Operators, Fintechs, Policy-Makers, and Donor Agencies convene in Lagos to discuss and explore ways to promote Financial Inclusion in Nigeria and beyond.

Greg Verdino is a highly regarded authority on “the digital now”, as well as his projective ability for the future of digital. He is known for his uncanny ability to get ahead of trends, spot the difference between fads and the future, and apply his understanding of the rapidly changing global landscape to solve pressing business challenges.

Greg’s perspectives have been shaped by more than 25 years spent working at the forefront of change, during which time he has advised hundreds of organizations including more than 50 of the Fortune 500; has served in senior leadership positions at a half-dozen technology start-ups; and has launched innovative products, lines of business, and divisions from within traditional companies. Through his work speaking, writing and consulting on digital strategy, transformation and innovation, he helps business leaders build thriving 21st century companies.

As “The Man that Knows Tomorrow”, Greg Verdino is an authority on futurism and digital transformation. He helps enterprises thrive in the face of disruption. Previously he was digital strategist and head of emerging channels for Digitas. He is also known for his ability to forecast trends, spot the difference between fads and the future, and apply his understanding of exponential change to help enterprises thrive in the face of disruption.

He was Executive Vice President at social business firm Dachis Group, where he worked with clients including BIC, Citibank, Fidelity, GE, Michaels Stores, Nestle and others to formulate and execute best-in-class digital strategies. He joined Dachis Group (now Sprinklr) through its acquisition of crayon, the social media consultancy at which he

served as Chief Strategy Officer and in which he was the second largest shareholder.

Greg Verdino’s role at the Digital Pay Expo 2020 is to make the audience:

- Understand the top technology trends shaping the future of business, society and the world.
- See powerful examples of the ways in which exponential changes in technology are changing what it means to be human, and consider why.
- Learn how and why digital has become a board-level business imperative.
- See how companies in a wide range of industries are turning to digital to transform the way they work, how they create and capture new value and the relationships they have with their customers. • Gain insight into how you can apply these lessons to transform your own business to thrive for the future.

SPONSORSHIP OPPORTUNITIES

Sponsorship is available in the following categories:

PLATINUM SPONSORSHIP N6,000,000

Business Development (1):

- One-hour strategy session with star speaker
- One-on-one with Minister of Communications and Digital Economy

Business Development (2):

- 3x6m² exhibition space in a prime position
- Electronic advert of sponsors on screen
- 10 complimentary VIP conference passes to attend the conference
- Pre event interviews on selected TV stations
- 10 access to the eBusiness Awards & Dinner
- TV coverage and interview at sponsors booth
- Corporate profile on event brochure

Positioning of logo on:

- Conference brochure
- Visitor badge
- Logo on our website – linked to sponsors website
- All email marketing – internal and 3rd party campaign
- A full advert on the event brochure
- Logo on Newspaper Advert

Prime position on website:

- Confirmed event highlight of sponsors
- How it works: (This can be done twice before the event)
- You provide us with great content: white papers, case studies, research reports. Then we will work with you to generate some unique content
 - We will then distribute this content through our email and social media channels
 - Also included; Upon confirmation, participation announcement email will be sent out to our database

Emails:

- A digital inbound marketing program that is designed to generate leads for your team

Live Event Exposure:

- Live feed videos
- Live feed advert on social media

Social Media:

- Through Facebook, Twitter, LinkedIn, and Instagram: Content on behalf of your company, i.e videos/ reports/ announcements as well as confirmed speakers that will be speaking at the conference
- Any paid advertising done through social media will include your logo

Post-event:

- Access to the full conference delegates list (post event)
- Comprehensive post event report

GOLD SPONSORSHIP N4,000,000

Business Development:

- 3x4m² exhibition booth in a prime position
- 5 complimentary VIP conference passes to attend the conference
- 5 access to the eBusiness Awards & Dinner
- Corporate Profile of sponsors on the event brochure

Positioning of logo on:

- Conference brochure
- Logo on our website – linked to sponsors website
- All email marketing – internal and 3rd party campaign
- 1/2 advert on the event brochure
- Logo on Newspaper Advert

Emails:

- A digital inbound marketing program that is designed to generate leads for your team

Live Event Exposure:

- Live feed videos
- Live feed advert on social media

Social Media:

- Through Facebook, Twitter, LinkedIn, and Instagram: Content on behalf of your company, i.e videos/ reports/ announcements as well as confirmed speakers that will be speaking at the conference
- Any paid advertising done through social media will include your logo

Post-event:

- Access to the full conference delegates list (post event)
- Comprehensive post event report



SPONSORSHIP OPPORTUNITIES

Sponsorship is available in the following categories:

INDUSTRY SUPPORT N2,000,000

Business Development:

- 3x3m2 exhibition space in a prime position
- 3 complimentary VIP conference passes to attend the conference
- 3 access to the eBusiness Awards & Dinner
- Corporate profile on event brochure

Positioning of logo on:

- Conference brochure
- Logo on our website – linked to sponsors website
- All email marketing – internal and 3rd party campaign
- Logo on Newspaper Advert

Emails:

- A digital inbound marketing program that is designed to generate leads for your team

Social Media:

- Through Facebook, Twitter, Linkdin, and Instagram: Content on behalf of your company, i.e videos/ reports/ announcements as well as confirmed speakers that will be speaking at the conference
- Any paid advertising done through social media will include your logo

Post-event:

- Access to the full conference delegates list (post event)
- Comprehensive post event report



EXHIBITION N800,000

Business Development:

- 3x3m2 exhibition space in a prime position
- 5 complimentary VIP conference passes to attend the conference
- 2 access to the eBusiness Awards & Dinner
- Corporate profile on event brochure

Positioning of logo on:

- Conference brochure
- Logo on our website – linked to sponsors website
- All email marketing – internal and 3rd party campaign

Emails:

- Also included: Upon confirmation, participation announcement email will be sent out to our database

Social Media:

- Through Facebook, Twitter, Linkdin, and Instagram: Content on behalf of your company, i.e videos/ reports/ announcements as well as confirmed speakers that will be speaking at the conference
- Any paid advertising done through social media will include your logo

Post-event:

- Access to the full conference delegates list (post event)
- Comprehensive post event report



why you need to be there

GET THE NETWORKS

This conference is planned to be an annual event to host senior executives from the Financial Services industry and the relevant regulators in the different sectors. We will be having industry VIPs and relevant stakeholders in attendance.

ENGAGE THE WHO IS WHO IN THE INDUSTRY

Where else can you sit down with the boundary breakers of the commerce industry? These interactive sessions are designed to introduce new techniques and technologies being implemented to build innovation.

BAG THE INNOVATION IDEAS

The Nigerian financial inclusion landscape is bursting with enterprise and innovation. The energy has also inspired creative ideas across the market

BE A SPONSOR

This conference is open for sponsorship by stakeholders that are serious about expanding the frontiers of payment in Nigeria. Sponsorship packages are tailored to meet your specific marketing goal, but typically include high visibility speaking slots, moderations role, large prominent stands and facilities meetings.

MEDIA AND PUBLICITY



Digital PayExpo gets
you there - where you want to
be!



RADIO

Scheduled radio interviews on primetime commercial spots across the country. Get the opportunity to be interviewed and exposed to a national audience



TELEVISION

Lined-up television appearances for major sponsors and partners allowing sponsors a magnified audience for their sponsorship fee on NTA, Channels, Galaxy TV, LTV, STV, AIT.



PRINT MEDIA

Printed promotional materials such as posters, flyers/insertions and advertisement placement will be distributed well in advance of the event for best exposure. All sponsors' logos will be prominently displayed on all print media.



CONTENT MARKETING

Our bi-weekly newsletter and updates gets to over 50,000 industry egg-heads across the globe. We will brand each out-going message with supporting brand visuals and imprints.



SOCIAL MEDIA

Our value proposition for sponsorship exceeds expectations. We stretch the limits in delivering real value for partners. There is a massive social media campaign planned. An engaging marketing loop campaign designed, that will have more than 1,000,000 millennials sharing, engaging and following #DigitalPayExpo.



THOUGHT LEADERSHIP

Their messages will not only be delivered across media but influencers' amplification is guaranteed.

To Register, visit: www.digitalpayexpo.com/register



DINNER & AWARDS

10TH JUNE, 2020
6PM ARRIVAL TIME | 7PM DINNER & AWARD
EKO HOTEL & SUITES, VICTORIA ISLAND, LAGOS

Special Guest Of Honor:

Mrs. Zainab Shamsuna Ahmed
Honorable Minister of Finance, Federal
Republic of Nigeria



THE FLOOR PLAN



FLOOR-PLAN KEY

- 3 X 6 Platinum Sponsor
- 3 X 5 Gold Sponsor
- 3 X 4 Silver Sponsor
- 3 X 3 Exhibition



PAYEXPO AWARDS 2020

PayExpo Dinner and Awards (PEDA 2020)





PayExpo Dinner and Awards Night is the highpoint of the two days event and an opportunity to come together to celebrate the payments industry in Africa, a superb entertainment, exquisite food and the company of some of the brightest minds in the payment and financial services industry guarantees you a night packed with fun and networking at the highest level.

PEDA 2020 is a grand event to celebrate the industry greats, in product development and personal contribution to the growth of the industry.

FOR FURTHER DETAILS, CONTACT:

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