



Nigeria Retail & E-Commerce Innovation & Tech Summit 2026

EVENT BROCHURE



THEME

**Accelerating Digital Commerce
Transformation in Nigeria:
Innovation, Inclusion & Growth**



Content:

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Sponsor

Format:
Physical + Live Streaming

Audience:
**400+ Retail, E-Commerce, Fintech &
Marketing Leaders**



Overview:

The Nigeria Retail & E-Commerce Innovation & Tech Summit 2026 is a flagship one-day in-person summit designed to empower Nigerian retailers, DTC (direct-to-consumer) brands, e-commerce operators, fintech innovators, logistics partners and digital marketers with actionable insights, strategies, and technology tools to scale in a rapidly evolving digital economy.

Set against the backdrop of Nigeria's booming young consumer market, widespread mobile adoption, and a rising digital payments ecosystem, the summit will showcase best practices that blend innovation, data-driven decision making, customer experience excellence, and operational efficiency—critical pillars for sustainable growth across the retail and e-commerce sectors.



Objectives:

- **Drive Digital Transformation** – Equip businesses with frameworks to adopt digital technologies that enhance competitiveness and customer value.
- **Elevate Customer Experience** – Share strategies for personalised engagement, loyalty building, and omnichannel optimisation tailored to Nigerian consumers.
- **Unpack Data & Analytics** – Highlight the role of customer data, predictive analytics, and AI in shaping marketing and operational decisions.
- **Address Operational Challenges** – Tackle real operational bottlenecks faced by Nigerian retailers and e-commerce firms (e.g., supply chain, logistics, returns management).
- **Foster Partnerships & Collaboration** – Strengthen the retail and tech ecosystem through curated networking, pitch sessions, and strategic matchmaking.



Expected Outcomes:

- Practical playbooks and frameworks attendees can implement immediately.
- Strengthened partnerships between retailers, tech providers and investors.
- Increased adoption of data-led strategies across Nigerian commerce.
- A vibrant community committed to elevating the retail and e-commerce landscape in Nigeria.

Target Audience:

- CEOs, Founders, Heads of E-Commerce & Retail
- Digital Marketing & Customer Experience Leaders
- Fintech and Payments Innovators
- Supply Chain & Logistics Decision-Makers
- Tech Startups & Solution Providers
- Investors and Industry Analysts

Why Sponsor:

Access Nigeria's Most Influential Commerce Decision-Makers

Sponsoring this summit positions your brand directly in front of senior executives shaping Nigeria's retail and digital commerce landscape. The audience is composed primarily of founders, C-suite leaders, directors, and senior managers across retail, fintech, logistics, and marketing technology.

This is not a mass-market exhibition — it is a curated executive gathering.

Generate High-Quality, Qualified Leads

Unlike general trade shows, this summit is structured to facilitate commercial engagement. Through curated networking sessions, exhibition demos, and structured introductions, sponsors connect with pre-qualified prospects actively seeking technology, partnerships, and solutions.

Position Your Brand as a Thought Lead

Today's commerce ecosystem rewards authority. Sponsorship offers opportunities to take the stage through keynote presentations, panel discussions, fireside chats, and sponsored roundtables. This positions your company as a trusted industry voice rather than just a vendor.

Strengthen Brand Visibility at the Executive Level

Your brand will be integrated into high-visibility touch points throughout the event, including stage backdrops, digital promotions, website placements, delegate materials, and networking zones.

SPONSORSHIP PACKAGES:

PLATINIUM SPONSOR Premium



Benefits:

- Keynote fireside chat
- Customized pavilion (72 Meters)
- A syndicate session with speaking slot, product launch or pitch slot
- Business matchmaking
- Full page advert in event brochure (Front or Center page)
- 5 passes to the special networking side event
- Reserved table at the event hall
- Co-branding of main conference venue, materials and report
- Naming of a regional and branding of a viewing center outside Lagos after the organization
- Media inclusion and interview
- Virtual Booth
- Branding of 30 event t-shirts for the company, extra copies attract additional charges

GOLD SPONSOR High



Benefits:

- Keynote address
- Customized Pavilion (36 meters)
- Speaking slot
- Product launch or Pitch slot
- Business Matchmaking
- Advert in event brochure (full page) back page
- 4 passes to the special networking side event
- Co-branding of event venues, materials, and reports
- Dedicated stage screen branding on Day 1
- Media inclusion and interview
- Branding of 20 event t-shirts for the company, extra copies attract additional charges
- Virtual Booth

SPONSORSHIP PACKAGES:

SILVER SPONSOR

Medium

Benefits:

- Keynote address
- 22 meters Product Exhibition booth
- Product Launch
- Advert in event brochure (full page)
- 3 passes to the special networking side event
- Co-branding of event venues, materials, and reports
- Branding of 10 event t-shirts for the company, extra copies attract additional charges
- Media inclusion



BRONZE SPONSOR

Small

Benefits:

- 15 meters Product Exhibition booth
- Speaking slot
- Product launch or pitch slot
- Advert in event brochure (full page)
- 1 pass to the special networking side event
- Co-branding of event venues, materials, and reports
- Media inclusion



SUPPORTING PARTNER

Entry Level

Benefits:

- Brand listing as Supporting Partner
- Logo placement on website and select materials
- Networking access to industry leaders
- Inclusion in post-event appreciation communications



Thank You

