



**Thinkmint Nigeria**

A member of the  
TM Group

# REDA

**Real Estate Discussions & Awards**

**August, 30th - 31st 2022**

The Balmoral Convention Centre, Federal Palace Hotel,  
Victoria Island, Lagos.

## ORGANIZATIONS



## ORGANIZED BY



**Thinkmint Nigeria**  
A member of the  
TM Group

## SPONSORS



URBAN SHELTER  
PROPERTIES



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## MEDIA PARTNERS



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Karamah City by



Reserville Estate  
by Courtleigh  
INVESTMENTS



## ABOUT REDA

The Real Estate Discussions and Awards (REDA ) is a two day conference , exhibition and award ceremony organized by Thinkmint Nigeria.

The event has proven to be the region's flagship real estate event gathering the most senior investors, developers, operators and professionals, providing the perfect platform to transact across the region, as well as celebrate excellence amongst real estate practitioners , with the maiden conference held virtually last year.

This year's event themed Real estate market signals in Africa - Trends and Opportunities will be centered on discussions, bespoke networking opportunities and learnings to further improve real estate trends and transactions in the region across the global real estate market.

It seeks to do this through:

- Highlighting the parts and bits of the industries (the governments of the countries, the policies and laws guiding the industries, public and private investors, the increasing populace etc.), evaluating the growth attained through their impact and seeking out areas in these parts which require invigoration.
- Exploring methods of harnessing technological processes for demand and supply awareness, investments as well as economic growth.
- Evaluating the current state of the general real estate market and sharing views that may strengthen and increase its levels.

We expect to host 50 industry leading speakers. Over 1,000 onsite attendees and 10,000 online audience , consisting of local and international stakeholders including real estate developers, Investors, Government authorities, media personnel.

# WHY YOU SHOULD BE A SPONSOR

Real Estate Discussions & Awards positions your product & services to high profiled delegates and attendees from the Nigerian, African and International Real Estate Industry.

## BENEFITS

- Massive lead generation
- Associate your brand with industry leading brands



CEOs, Directors, CFOs, Business Heads from top Real estate & Property Development, Facility management & Brokerage, technology, Engineering, Architectural & designs and Power Generation companies



Infrastructure owners and Building equipment manufacturers



Housing regulators and Advisers from Government Authorities

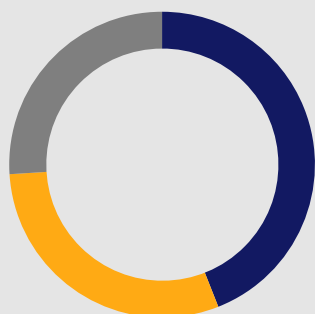


National, Regional and Sector Heads from Mortgage Banks, Investment banks, Private Equity



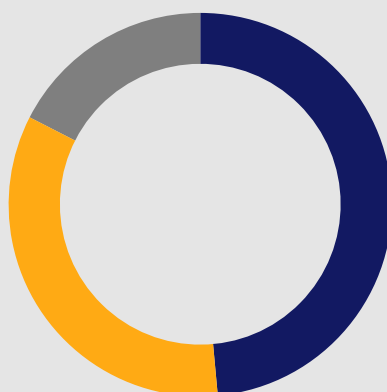
Institutional Investors, Financiers, Survey and Legal Advisers.

## ATTENDEES PROFILE



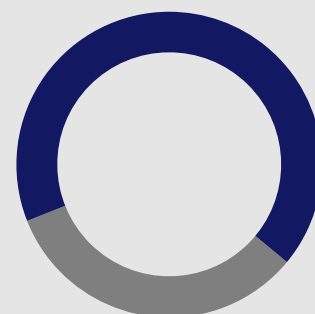
### Stakeholders

- 44% Industry
- 30% Finance and Private Equity
- 26% Advisory



### Geography

- 50% Nigeria
- 34% Africa
- 16% International (UAE, UK, Europe)



### Job Titles

- 66% CEO/Partner/Director/General Counsel/VP
- 34% Managing Director/Business Unit Head

## Sponsorship Package



Headline  
Sponsor

₦15,000,000  
£36,105



Diamond  
Sponsor

₦12,500,000  
£30,105



Platinum  
Sponsor

₦10,000,000  
£24,069



Gold  
Sponsor

₦5,000,000  
£12,035

Exhibition booth	18sqm	9sqm	9sqm	9sqm
Branding of stage & online platform	✓			
Logo on all media platforms & event marketing collateral	✓	✓	✓	✓
Access to database of HNIs/VIPs.	✓	✓	✓	
Dedicated invitation card to exhibition stand	50	20	15	10
Advert on the event website/event brochure	✓	✓	✓	✓
Brand Profile on social media.	✓	✓	✓	
Advert on Real Life Magazine.	✓	✓	✓	
Logo on pre-event emails with a link to your website.	✓	✓	✓	✓
Interview on print media.	✓			
Display of ad during the session.	✓	✓	✓	✓
Feature on Grow Your Wealth with Real Estate Show and other partner media platforms.	✓	✓	✓	
Access award ceremony	4	2	2	1
Dedicated email newsletter	✓			
Complimentary conference Ticket	5	3	3	2
Presentation slot	✓	✓	✓	
Access to Award ceremony				
Flag banner External	✓	✓	✓	✓

## MERCHANDISING & OTHER SPONSORSHIP OPPORTUNITIES

### REGISTRATION POINT

**N2,500,000**

- 9sqm Exhibition booth
- Display logo on conference pens, delegate lanyards and badge sponsor
- Company logo on all media platforms, website and event website during promotion of the conference
- Reserved table including one (1) full conference registration
- Conference bag insert of flyer and print out

### BREAKFAST & COFFEE BREAKS

**N5,000,000 £12,035**

- 9sqm Exhibition booth
- Provide travel mugs/PR items with company logo during the coffee break.
- Exclusive identification as the Coffee break sponsor on all signage , all print media and website Reserved table including two(2) full conference registrations
- Promotional e-mails with a link to your site throughout promotion of the conference.
- Display brochures and have signage with company logo in the coffee break area (Only Rite of passage) Conference bag insert of flyer and print-out

### CONFERENCE BAGS (CO-SPONSORSHIP with HEADLINE SPONSOR)

**N3,500,000 £8,425**

- 9sqm Exhibition booth
- Position your brand by putting your brand items inside the conference bag and have us a lot put your items on the conference seats
- Reserved table including one (1) full conference registration
- Company logo on all media platforms, website and event website during promotion of the conference

## MERCHANDISING & OTHER SPONSORSHIP OPPORTUNITIES

### LUNCH AREA SPONSOR

**N5,000,000    £12,035**

- 9sqm Exhibition booth
- Provide travel mugs/PR items with the company logo during the lunch break as a lot put your items on the conference seats
- Exclusive identification as the Lunch break sponsor on all signage, all print media and website Reserved table including two(2) full conference registrations
- Promotional e-mails with a link to your site throughout the promotion of the conference.
- Display brochures and have signage with the company logo in the lunch break area (Only Rite of passage) Conference bag insert of flyer and print-out

### DINNER AND AWARD CEREMONY SPONSOR

**N12,000,000    £28,890**

- Company writeup
- Banner and promotional table in dining area
- Logo and name in dining area
- 2 tables (20 tickets) to the Prestigious Real Estate Awards Event
- Signage and recognition as sponsor in event program
- Opportunity to announce REDA Award category and present plaques to winners
- Opportunity to give brief remarks during award ceremony
- Recognition as the DINNER SPONSOR in press materials, including prominent full-color company logo on website, and ½ page ad in event program
- Logo inclusion in a sponsor appreciation ad in adverts promoting REDA
- Permission to use REDA logo on your website
- Logo recognition on REDA website and Thinkmint Email newsletters for 3 months, with a direct link to your website
- Press release prior to REDA dinner highlighting sponsorship for sponsor's internal public relations team
- Inclusion in REDA/Real Life Magazine publication
- Acknowledgement in REDA 2022 Post event Report



# REDA Exhibition packages 2022

## PACKAGE ONE

### FLOOR SPACE ONLY | 3 x 3m STAND

£1,205 | ~~£500,000~~

Reda Events to provide:

- 1 x plug point
- 2 x complimentary exhibitor registration for the 3 x 3 m stand
- Additional delegates received a 20% discount on the registration fee

\*Branding and Shell Scheme is not included in the package and paid for as a separate cost



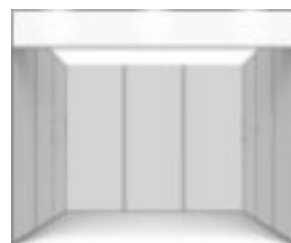
## PACKAGE TWO

### FULL PACKAGE STAND | 3 x 3m STAND

£1,805 | ~~£750,000~~

Reda Events to provide:

- Shell scheme with fascia board and company name printed on it in Arial Font
- Branding of the shell scheme
- 1 x plug point
- 2 x Lights
- 2 x chairs
- 1 x Table
- 2 x complimentary exhibitor registration for the 3 x 3 m stand  
(Excludes dinner pass)
- Additional delegates received a 20% discount on the registration fee



## PACKAGE THREE

### FULL PACKAGE STAND | 6 x 3m STAND

£1,504 | ~~£625,000~~

REDA Events to provide:

- 1 x plug point
- 2 x complimentary exhibitor registration for the 3 x 3 m stand  
(Excludes dinner pass)
- Additional delegates received a 20% discount on the registration fee

\*Branding and Shell Scheme is not included in the package and paid for as a separate cost



# WHY SPONSOR THE EVENT?

## PREMIUM BRANDING

Thinkmint Nigeria is renowned as the leading online real estate platform for the key financial decision makers, investors and financiers.

## HIGH IMPACT MARKETING

REDA speakers and sponsors are promoted via the Thinkmint Nigeria – the leading authority on real estate innovation content. With a combined 500,000+ subscribers.

## INFLUENCE THE KEY DECISION MAKERS

Sponsors Exhibits & chair sessions with key players from industry, finance and advisory (CEOs, CFOs, Government, Major Investors and Real estate developers). We introduce and facilitate the debate. This event will showcase 35 speakers and 150 delegates.

## HIGH VALUE TICKETS

Delegate and Speaker tickets at REDA are highly sought after. Sponsorship provides registration tickets valued at NGN20,000 thus, making it a valuable gift for colleagues and clients.

## MEDIA & MARKETING REACH

### MASS MEDIA COMMUNICATION



Television



Radio



Newspapers



Magazines

### SOCIAL MEDIA/DIGITAL MARKETING



Facebook



Instagram



Twitter



Linkedin

### DIRECT COMMUNICATION



Newsletters



Flyers



Newspaper



Google





**for enquires**

**CONTACT THE TEAM**

**08035123902**

**08097845067**