



THE 1ST ANNUAL NIGERIAN IRISH EXPO

15th & 16th of August 09 at the RDS in Dublin



Showcase your products and services at the
1st Annual Nigerian Irish Expo 2009

Book now online at www.nigerianirishexpo.com



INTRODUCTION

This 2 day event scheduled for the 15th & 16th August 2009 will be at the world renowned RDS exhibition facility in the city of Dublin using approximately 2,000 square meters at the Shelburne hall.

Research shows that there are over half a million Nigerians currently residing in both the Republic and Northern Ireland. These people are clearly one of the key targets for such an exhibition as the objective is to enable them be exposed to Nigerian products and services that are akin to their domestic, cultural, social & business needs. Such services are expected to be provided by large Nigerian and Irish corporate bodies.

In the same vein, some of the Irish based companies exhibiting at the event will be organisations wishing to provide key services to the Nigerian community residing in Ireland whilst the others will be targeting both the Nigerian private and public sector based in Nigeria.

Ultimately, the event will help to strengthen the social and economic relationship between the Ireland and Nigeria. The Expo will also provide a lifestyle event where Nigerian fashion designers, musicians and entertainers will perform at the lifestyle section of the exhibition over the two days.

The event is a Visage Communications Ireland initiative.

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• Nigeria & Ireland - A positive partnership •

EXHIBITORS

As this exhibition is inevitably the first of its kind, the organisers of the event are targeting between fifty to a hundred exhibitors from both Ireland and Nigeria.

TARGET SECTOR

The target sector will fall within the following categories:

- Agriculture.
- Aviation.
- Banking & Finance.
- Construction Companies.
- Educational Services.
- Freight Forwarding.
- ICT Companies.
- Law firms.
- Manufacturers.
- Real Estate Developers.
- Stock Brokers.
- Travel & Tourism.

GROUPS TO ATTEND

This event is being developed and promoted as a high profile event which will enable the publicity and awareness efforts generate significant interest largely from the two communities.

- Members of the African and Irish community.
- International buyers of products and services.
- International Media houses.
- Members of the Nigerian and Irish government.

BENEFITS TO EXHIBITORS

It is anticipated that we will have in attendance about 10,000 visitors over the two days and as such the exhibitors are bound to experience a unique opportunity in projecting their products and services to such an audience who will not have had any knowledge of their company or services.

Exhibitors will benefit from:

- Direct interaction with approx 10,000 visitors.
- Increase in customer loyalty.
- Gathering new market research data.
- Positioning in new market.
- Gaining wider distribution.
- Brand awareness.
- Product launch opportunity.
- Increased sales.

CARNIVAL

The thrust of the Nigerian Irish Expo is to ultimately develop an event that will not only cater for business interaction but also establish a platform where the very rich Irish & Nigerian culture can be fully appreciated in the form of a one day carnival. This event will be one of the main highlight of the inaugural Nigerian Irish Expo.

More details on the event can be found at www.nigerianirishexpo.com

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• Building a lasting legacy •

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• Redefining the Brand Nigeria •

ENTRY FEE

The 1st Annual Nigerian Irish Expo is a **FREE ENTRY** Exhibition.

STAND PRICES

2x2m	500 Euros
3x2m	650 Euros
3x3m	750 Euros
4x3m	1,000 Euros
4x4m	1,250 Euros
5x3m	2,000 Euros
6x4m	4,000 Euros
8x4m	6,000 Euros
10x4m	9,995 Euros

The stand pricing package will include:

- Shell exhibition stand.
- One stand light.
- Free listing in Event Magazine.
- Free listing on the Nigerian Irish Expo website.

Note

- Prime location prices will vary.
- VAT is applicable to European companies.
- Pricing does not include electrics and furniture.
- Payments in Nigeria to be made payable to Visage PR.
- Payments in Ireland to be made payable to Visage Communications.

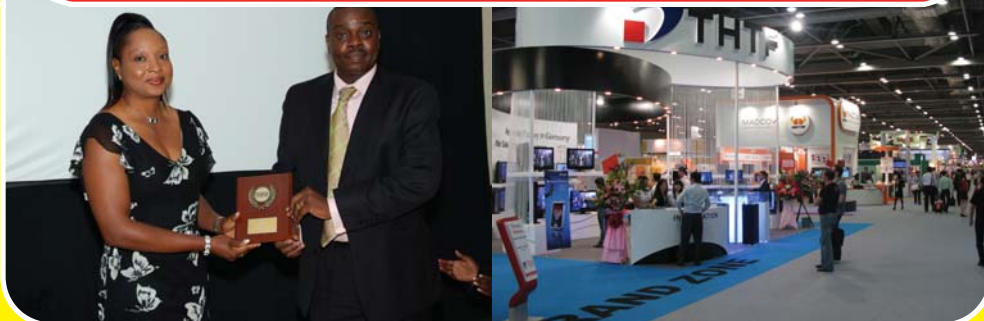
AWARDS DINNER

The Nigerian Irish Awards Dinner will be held on:
Sunday the 16th of August 2009.

The event has been established to celebrate Nigerians in Ireland that have been contributing quite significantly towards both social and economic development of the Nigerian community in Ireland.

More details on the Awards Dinner can be found at www.nigerianirishexpo.com

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• *Glory & Honour to the Great I Am* •

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