



# EXHIBITION BROCHURE

24-26 March 2025

**Associate your brand with  
Zambia's largest and most  
influential tech festival  
and startup event**

Mulungushi International  
Conference Centre  
Lusaka, Zambia  
[www.zam-digitalweek.co.zm](http://www.zam-digitalweek.co.zm)



Brought to you by



Organised by



In collaboration with



Ministry of  
Technology and  
Science



# Meet the partners behind Zambia Digital Week 2025



Loita Business, a portfolio company of Loita Capital Partners International, is a leading technology company building one of Africa's largest business to business (B2B) e-commerce networks and supply chain finance and fintech ecosystems in Africa.



Loita Group is a Mauritius incorporated investment group with four distinct pillars of business operations, all of which centre around services to banking institutions and corporate entities across Africa, focusing on investment banking, payments, fund transfer switches, and bank management.



The African Export-Import Bank (Afreximbank) is the foremost Pan-African multilateral financial institution devoted to financing and promoting intra- and extra-African trade. The bank was established in October 1993 by African governments, African private and institutional investors, and non-African investors.



SMART AFRICA is a bold and innovative commitment from African heads of state and government to accelerate sustainable socio-economic development on the continent, ushering Africa into a knowledge economy through affordable access to broadband and usage of information and communications technologies.



Invest Africa is the leading membership organisation for companies and investors operating on the African continent. Our network comprises global corporations, private investors, fund managers, family offices, policy makers, and entrepreneurs.



DP World is an Emirati multinational logistics company based in Dubai, United Arab Emirates. It specialises in cargo logistics, port terminal operations, maritime services, and free trade zones. Formed in 2005 by the merger of Dubai Ports Authority and Dubai Ports International, DP World handles 70 million containers that are brought in by around 70,000 vessels annually.



The Digital Council Africa is an independent, not-for-profit organisation that acts as a bridge and connector between the government, the technology industry, and stakeholders across Africa to develop the digital sector and economy.



The Ministry of Technology and Science is responsible for formulating and reviewing Technology and Science policies in order to contribute to economic growth. It collaborates with industry and wider private sector in developing relevant innovations; coordinate Research to promote investment in science and technology and promote advancement of knowledge and skills in science and technology in order to accelerate transformation into digital economy.



The Payments Association of Zambia serves as a joint industry platform from which members are able to collaborate in dealing with various issues of mutual interest including payment systems policy formulation, innovations, and the conduct of public and private dialogue.



When people come together, amazing things happen. Connect Events is the next-generation events company powering and connecting global industry communities and creating platforms for growth. Our events are designed to transform market insights into business opportunities, power industry growth through knowledge sharing, and enable connections.

# Powering Zambia's digital transformation agenda



## Partner with us

IF YOU OFFER A SOLUTION, SERVICE, OR PRODUCT,  
ZAMBIA DIGITAL WEEK 2025 IS *THE PLACE TO EXHIBIT.*

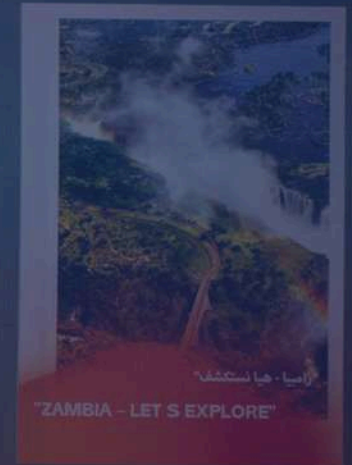


WELCOME TO  
**ZAMBIA**

أهلاً ومرحباً بكم في زامبيا



TOURISM



Contact our team

[exhibit@connect-events.global](mailto:exhibit@connect-events.global)

# Book a stand and exhibit at Zambia's flagship and most influential tech festival

## EXHIBITOR OPPORTUNITIES

Showcase your brand to key decision makers from Zambia and across the globe at Zambia Digital Week 2025 (Zam-DW 2025). We attract industry leaders, corporates, and international players under one roof, creating the ideal opportunity for you to do business while maximising your brand's credentials.

Book your exhibition stand today and be part of **Zambia's flagship tech event.**

The Zam-DW 2025 is more than just an event; it is the epicenter of innovation in Zambia and across the region. Housing multiple anchor and co-located events under the same roof, we serve as the pivotal hub where leaders from tech, media, banking and financial services, broadcasting, telecommunications, satellite, and startups convene for a transformative week. With ground-breaking launch events and inspiring content sessions paired with expansive exhibition halls at the Zam-DW 2025, it is a week of unmissable networking, learning, and collaboration.



# Exhibit to highlight your brand, showcase your offering, and generate leads

## EXHIBITION PRICING

Dimensions	Size	Pricing (US\$) or ZMW equivalent or ZAR equivalent	
		Space Only	Shell scheme
3 m x 2 m	6 sqm	300	1,200
3 m x 3 m	9 sqm	450	1,800
6 m x 3 m	18 sqm	900	3,600
6 m x 6 m	36 sqm	1,800	7,200
6 m x 9 m	54 sqm	2,700	10,800
Standard price for corporate exhibitors		50 per sqm	200 per sqm
Startup exhibitor option (2 m x 2 m)		200	800
Standard price for startup exhibitors		50 per sqm	175 per sqm

### Prices for all exhibition packages are quoted in US Dollars.

- Companies making payments in Zambia have the option to pay the ZMW equivalent.
- Companies making payments in South Africa have the option to pay the ZAR equivalent.
- Companies from other jurisdictions must pay into our USD bank account.

- 2 VIP Executive passes included per 9 sqm (shell scheme option), full exhibitor listings + branding.
- 1 VIP Executive pass included for corporate exhibitor 9 sqm (space only option)
- All Zam-DW 2025 sponsorship packages come with an exhibition stand. Please refer to the sponsorship brochure or event website for more details.

### CORPORATE EXHIBITORS

Please note: Minimum size stand is 6 sqm (3 x 2)

**Cost** – Space only: \$50 per sqm  
Shell scheme: \$200 per sqm

### STARTUP EXHIBITORS

Please note: Minimum size stand is 4 sqm (2 x 2)

**Cost** – Space only: \$50 per sqm  
Shell scheme: \$175 per sqm

### CUSTOM PACKAGE

For custom -sized exhibition booth, please contact the event organiser:

[exhibit@connect-events.global](mailto:exhibit@connect-events.global)  
or  
[info@connect-events.global](mailto:info@connect-events.global)

# Exhibition Packages

## Corporate Exhibitor – Shell Scheme Option

\$200 per sqm shell scheme

### WHAT IS INCLUDED

- Standard 3m x 3m booth (for more space please contact event organiser)
- Power, Wi-Fi, lighting, one plug point, dustbin
- Basic furniture (one table, 2 x chairs)
- Company name plate

### BRANDING AND MARKETING

- Company logo to feature on Zam-DW Week event website
- Listing on digital event guide
- Newsletter promotion
- Social media post
- Company profile on event app/online portal with reciprocal link to your website of choice

### DELEGATE AND EXHIBITOR PASSES

- 2 x VIP Executive passes (refer to delegate info pack and website for benefits)
- Unlimited exhibitor passes (for exhibitor staff who will man the stand)

### NETWORKING AND LEAD GEN

- Access to the event networking app
- **Lead Insights Report:** obtain specific lead data of everyone who visits your booth or clicks on your sponsor profile. You will receive the report within 24 hours of the event, including a personalised dashboard with enhanced profiling, segmentation, and scoring, so you can quickly follow up with your most engaged leads in real time.
- Personalised review is available upon request to discuss how to best engage your data through tailored lead nurturing and marketing post-event.
- 365-day high-impact online digital exhibition.

US  
\$1,800

for standard 9sqm booth



# Exhibition Packages

## Corporate Exhibitor – Space Only Option

\$50 per sqm space only

### WHAT IS INCLUDED

- Standard 3m x 3m space only (for more space please contact event organiser)
- Power, Wi-Fi, one plug point, dustbin

### BRANDING AND MARKETING

- Company logo to feature on Zam-DW Week event website
- Listing on digital event guide
- Newsletter promotion
- Social media post
- Company profile on event app/online portal with reciprocal link to your website of choice

### DELEGATE AND EXHIBITOR PASSES

- 1 x VIP Executive passes (refer to delegate info pack and website for benefits)
- Unlimited exhibitor passes (for exhibitor staff who will man the stand)

### NETWORKING AND LEAD GEN

- Access to the event networking app
- **Lead Insights Report:** obtain specific lead data of everyone who visits your booth or clicks on your sponsor profile. You will receive the report within 24 hours of the event, including a personalised dashboard with enhanced profiling, segmentation, and scoring, so you can quickly follow up with your most engaged leads in real time.
- Personalised review is available upon request to discuss how to best engage your data through tailored lead nurturing and marketing post-event.
- 365-day high-impact online digital exhibition.

US  
\$450

for 9sqm space only





# Exhibition Packages

## Startup Exhibitor – Schell Scheme Option

**\$175 per sqm shell scheme**

\*Startup criteria: Seed funding under US\$500,000 (or local equivalent), 1 – 10 employees, under 3 years in business

### WHAT IS INCLUDED

- 2m x 2m shell scheme (for more space please contact the event organiser)
- Power, Wi-Fi, lighting, one plug point, dustbin
- Basic furniture (one table, 2 x chairs)
- Company name plate

### BRANDING AND MARKETING

- Company logo to feature on Zam-DW Week event website
- Listing on digital event guide
- Newsletter promotion
- Social media post
- Company profile on event app/online portal with reciprocal link to your website of choice

### DELEGATE AND EXHIBITOR PASSES

- 1 x VIP Executive passes (refer to delegate info pack and website for benefits)
- Unlimited exhibitor passes (for exhibitor staff who will man the stand)

### NETWORKING AND LEAD GEN

- Access to the event networking app
- Startup profile to be included on the Elevating Founders Investor Handbook

**US \$800**  
for standard 4sqm booth



## Exhibitor sectors include

ARTIFICIAL INTELLIGENCE AND THE FUTURE OF WORK	CLOUD AND DATA CENTRES	FINTECH AND PAYMENTS	CODERS	DIGITAL TRADE	SUPPLY CHAIN, LOGISTICS, AND TRANSPORTATION	SMART VILLAGES
SKILLS AND HUMAN CAPITAL DEVELOPMENT	TELECOMS/5G/5.5G/ NETWORKS INFRASTRUCTURE	BROADBAND AND FIBRE CONNECTIVITY	BIG DATA	CYBER SECURITY AND DATA PROTECTION	CONSUMER TECH	SMART DEVICES
DIGITAL FINANCE	DIGITAL CITIES	TRADE AND INVESTMENT	INTERNET OF THINGS (IOT)	STARTUPS	POLICY AND REGULATION	SATELLITES
RETAIL AND E-COMMERCE	GREEN-TECH AND ESG	INSURANCE AND INSURE-TECH	CREATIVE ECONOMY	HEALTHCARE, HEALTH-TECH, BIOTECH, AND E-HEALTH	AGRICULTURE, AGRI-TECH, AND E-AGRICULTURE	DATA GOVERNANCE
TRANSPORT	INFRASTRUCTURE	MANUFACTURING	ENGINEERING AND CONSTRUCTION	LEISURE-TECH	ACADEMIA AND RESEARCH	E-COMMERCE
E-GOVERNMENT	BANKING AND FINANCE	POWER AND ENERGY	E-PROCUREMENT	CLIMATE FINANCE AND CLIMATE-TECH	ENERGY TRANSITION	TECH

# Why Exhibit at Zambia Digital Week 2025?

## BRAND AMPLIFICATION

Amplify your brand to a global audience and be seen as a visionary tech leader by associating your brand with Zambia Digital Week 2025, Zambia's most influential tech festival.

## REVENUE DIVERSIFICATION

Diversify your revenues through innovative new partnerships, programmes and alternative channels.

## LEAD GENERATION AND EXECUTIVE AND VIP CONNECTIONS

Connect with key decision-makers in attendance. The most prestigious partnership packages also include VIP introductions to start powerful conversations, make new connections, and forge valuable business partnerships.

## PRODUCT SHOWCASE

Be part of the local and global tech community powering Zambia's digital transformation and benefit from the buzz of the Zambia Digital Week exhibition and conference stages to showcase your latest innovative solutions and products.

## MEDIA AND PR OUTREACH

Our PR activities will reach millions this year. Work with our PR to share your announcements with the media and build powerful stories around your brand.

## RECRUITMENT

Attract leading talent to your business.



## DATA CAPTURE AND ANALYTICS

The data generated during our events will be captured and analysed for you to be able to reach out to potential clients and partners post-event.

## YEAR-ROUND OPPORTUNITIES

Our digital marketing and advertising services, ranging from webinars to content syndication or bespoke virtual events, will help you create regular touchpoints with our engaged community and your targeted audience.

## THOUGHT LEADERSHIP

With thousands of attendees joining us during Zambia Digital Week 2025, showcase your expertise, latest innovations and solutions alongside other tech leaders, change-makers, government officials, and influencers.

## ACCESS TO KNOWLEDGE

Share a stage with thought leaders.



## ENHANCE CREDIBILITY

Highlight your company's expertise to a global audience.

## ESTABLISH

Connect with international strategic partners.

## LEAD

Be among the titans amplifying Zambian tech.

## About the event venue

### Mulungushi International Conference Centre

Surrounded by pristine gardens, the legendary Mulungushi International Conference Centre offers a wide range of business and meeting services. You will find us to be the perfect venue for an impressive event. Since 1970, the facility has catered to international dignitaries as well as large corporate clients, setting the standard for hospitality and customised service.



Get involved today

**REGISTER NOW**

Associate your brand with Zambia's largest and most influential tech festival and startup event.





## CONTACT US

To register and get more information on how to get involved in Zambia Digital Week 2025, please visit [www.zam-digitalweek.co.zm](http://www.zam-digitalweek.co.zm)

### General enquiries

[info@connect-events.global](mailto:info@connect-events.global)

### Sponsorship enquiries

[sponsor@connect-events.global](mailto:sponsor@connect-events.global)

### Exhibition enquiries

[exhibit@connect-events.global](mailto:exhibit@connect-events.global)

### Media enquiries

[media@connect-events.global](mailto:media@connect-events.global)

[www.zam-digitalweek.co.zm](http://www.zam-digitalweek.co.zm)

### Address

#### Event organiser

Connect Events  
Regus Nelson Mandela Square  
2nd Floor, West Towers  
Maude Street, Nelson Mandela Square  
Sandton, 2196  
Johannesburg, South Africa

**Tel: +27 11 881 5600**

[www.zam-digitalweek.co.zm](http://www.zam-digitalweek.co.zm)

#### Promoter

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**Tel: +27 11 684 1444 Fax: +27 11 684 1555**

[www.loitabusiness.com](http://www.loitabusiness.com)



Let's build and transform Zambia together



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**ZDW**  
ZAMBIA DIGITAL  
WEEK 2025

 REGISTER NOW