



Monday, 13th July 2026

The Executive Management Team

Dear Sir/Ma'am:

NIGERIA BUSINESS, CULTURE AND TOURISM (NBCT) FIESTA 2026: INVITATION TO ADVERTISE IN THE OFFICIAL NBCT FIESTA BROCHURE

Warm greetings from **EverythingNIGERIA and Partners**, Organizers of the Nigeria Business, Culture, and Tourism (NBCT) Fiesta.

We write to introduce you to a groundbreaking event that will redefine the future of **business, culture, and tourism** in Nigeria, the **Nigeria Business, Culture, and Tourism (NBCT) Fiesta 2026**. Scheduled for **6th to 8th October 2026** at the National Museum of Unity, Ibadan, Oyo State, the Fiesta is poised to be **Nigeria's premier platform** where culture, enterprise, innovation, and tourism intersect to create **sustainable economic growth**.

NBCT Fiesta 2026 themed **Harnessing HEIGHT to Drive Sustainable Economy** is not just another event; it is a **three-day celebration** designed to bring together **the brightest minds, influential leaders, and the most innovative thinkers** from across Nigeria and beyond. The event will provide an **unmatched networking platform** for industry leaders, government officials, creatives, investors, MSMEs, embassies, and tourists, positioning your organization at the heart of a **national dialogue** on economic growth, cultural preservation, and tourism development.

Hence, a call to have Your Advert in the NBCT Fiesta 2026 Prospectus

By featuring your brand, you directly tap into a high-impact commercial engine that drives:

- **Deep Grassroots Engagement & Brand Loyalty:** Position your brand directly in front of community leaders, regional demographics, and cross-sector cooperatives attending the fiesta.
- **B2B Partnerships:** Connect with industry leaders, corporate executives, exporters, and key stakeholders looking to establish direct, sustainable strategic partnerships.
- **B2C Loyalty:** Capture thousands of high-value consumers, professionals, and delegates championing home-grown innovation, culture, and high-growth services.
- **C2C Advocacy:** Spark organic, peer-to-peer brand amplification as a forward-thinking steward of market development and sustainable regional advancement.

Please find attached the Addendum detailing the exclusive advertising benefits, distribution reach, and event highlights. We are available to discuss with your team at your earliest convenience. Please contact Us at **weare@nbctfiesta.com** or **+234(0)9048885999**

Thank you for your time, prompt consideration, and commitment to economic excellence.

Best regards,

Prince (Dr) Delight Owoyemi
Executive Director, NBCT Fiesta
+2349090330000

84, Adekunle Fajuyi Road,
Opposite Gate 3, Lekan Salami Stadium,
Adamasingba, Ibadan, Oyo State, NIGERIA

weare@nbctfiesta.com

+234(0)9048885999 | +234(0)9090330000



INVITATION TO EXHIBIT

WHO SHOULD ATTEND
Investors, MDAs, MSMEs, Embassies,
Bilateral Chambers, Financial, Tech,
Insurance, Research Institutions,
Youth, Creatives, Business Leaders,
Tourists & More.

LET'S CONNECT!
PARTICIPATION, PARTNERSHIP &
SPONSORSHIP ENQUIRIES
09090330000, 08034067504
wearenbctfiesta@gmail.com
F|IG|TIK @WeAreNBCTFiesta

NIGERIA BUSINESS, CULTURE & TOURISM FIESTA 2026 *Prospectus*

THEME:

**HARNESSING HEIGHT
TO DRIVE SUSTAINABLE
ECONOMY**

 National Museum of Unity, Ibadan, Oyo State
 6th - 8th October 2026 | 9am Daily

Packaged by EverythingNIGERIA and Partners.



ADDENDUM: BENEFITS, EVENT HIGHLIGHTS, RATE CARD

Why Advertise? Exclusive Benefits for Partners

By placing an advertisement in the official NBCT Fiesta 2026 brochure, your organization will gain:

- **Prime National Exposure:** Your brand will be prominently featured in 10,000 printed copies of the brochure, distributed directly to delegates, key stakeholders, embassies, & industry leaders.
- **Direct Access to Decision-Makers:** Reach the audience that matters. The brochure places your brand directly before CEOs, government officials, investors, cultural institutions, and youth, and entrepreneurs.
- **Extended Digital Reach:** In addition to the printed edition, your advertisement will be integrated into our comprehensive digital campaign, reaching 1Million+ more via our website, social media channels, and electronic promotional materials.

NBCT Fiesta 2026: Core Event Highlights

Heritage & Culture: Showcasing Nigeria's vibrant cultural legacy through curated performances, art exhibitions, and traditional showcases.

- **Enterprise & Innovation:** High-level business roundtables, B2B networking sessions, and growth strategies tailored for MSMEs to drive trade and investment.
- **Food Tourism:** Culinary competitions and exhibitions celebrating Nigeria's rich indigenous cuisine, positioning the nation as a premier culinary destination.
- **Tourism & Infrastructure:** Strategic panels focused on enhancing regional tourism potential and building integrated tourism circuits across the six geopolitical zones.
- **Public-Private Partnerships:** A closing Power Panel featuring top CEOs, Federal Ministers, and public sector leaders discussing sustainable economic growth.

Prospectus Advertisement & Registration Details

The Nigeria Business, Culture & Tourism (NBCT) Fiesta 2026 Prospectus offers Organizations an opportunity to promote their brands to a wide audience across multiple regions in Nigeria. The prospectus will be distributed locally and internationally ahead of the event.

Networking & Media Engagement

Advertisers will enjoy access to a Networking and Media Session at no additional cost, providing opportunities to connect with industry leaders, media representatives, and other stakeholders.

Advertisement Rates

Advertisement Category	Size	Standard Rate (₦)	Standard Rate (\$)
Back Cover (Premium)	Full Page (A4)	₦300,000	\$300
Inside Front Cover (Premium)	Full Page (A4)	₦250,000	\$200
Inside Back Cover (Premium)	Full Page (A4)	₦250,000	\$200
Full Page	Full Page (A4)	₦150,000	\$150
Half Page	Half Page (A5)	₦100,000	\$100
Quarter Page	Quarter Page (A6)	₦80,000	\$80

Please Note: Due to strict publication timelines and high demand from key industry players, premium advertisement slots within the official brochure are highly limited and allocated strictly on a first-come, first-served basis. We strongly encourage you to secure your space early to guarantee prime placement.

Artwork Submission Guidelines

Format: PDF/Coreldraw/JPG/PNG | **Resolution:** High-resolution (300 dpi) | **Layout:** Print-ready
Colour Mode: CMYK preferred for print quality | **All designs fully curved**

Payment Information

- Account Name: **EverythingNIGERIA and Partners**
- Bank: **Access Bank**
- Account Number: **1971310752**

Kindly send proof of payment and your advert creative to: weare@nbctfiesta.com

Contact & Enquiries

NBCT Fiesta Secretariat

84, Adekunle Fajuyi Road, Adamasingba, Ibadan, Oyo State

Phone: 09090330000 | 09048885999

Email: weare@nbctfiesta.com | wearenbctfiesta@gmail.com

NIGERIA BUSINESS, CULTURE AND TOURISM FIESTA 2026

Theme: **Harnessing HEIGHT To Drive Sustainable Economy**

Prospectus Advertisement Booking Form

Thank you for your interest in advertising in the official Prospectus of the Nigeria Business, Culture & Tourism (NBCT) Fiesta 2026. **Kindly complete the form below and return it along with your advertisement artwork and proof of payment.**

Company Name: _____

Contact Person: _____

Designation: _____

Phone Number: _____

Email Address: _____

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Declaration

I/We hereby confirm that the information provided above is correct and that payment has been made for the selected advertisement category.

Authorized Signatory

Date