

**ABUJA  
TECH<sup>x</sup>ART  
FEST.**



# Abuja Tech & Art Festival

# INTRO DUCTION

The Abuja Tech & Art Fest (ATAF) is a pioneering festival designed to showcase the rich intersection between technology, art, culture, design, and innovation in Nigeria. It seeks to position Abuja as a continental hub for creative technology, digital innovation, and cultural entrepreneurship by bringing together leading artists, tech founders, creatives, investors, innovators, government agencies, and development institutions.

ATAF is envisioned as a multi-day experiential event featuring exhibitions, conferences, workshops, digital installations, startup showcases, and performances that celebrate creativity, innovation and Africa's emerging digital economy.

## RATIONALE

Nigeria's creative and technology ecosystems are among the fastest-growing in Africa, yet Abuja remains underrepresented in large-scale creative-tech events compared to Lagos and other regional hubs. The Abuja Tech & Art Fest will bridge this gap by:

- Activating Abuja's position as a government, diplomatic and innovation capital.
- Creating an annual platform for cross-sector collaboration between creative industries and the tech ecosystem.
- Providing opportunities for young creatives, digital entrepreneurs, and innovators to learn, showcase, attract funding, and build careers.
- Offering companies and investors an avenue to connect with top talent, emerging creators, tech startups, and creative SMEs.

ATAF supports Nigeria's national goals for digital transformation, job creation, youth empowerment, and creative economy expansion.

YOU ARE WELCOME

ABUJA  
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# TARGET AUDIENCE

## GOAL OF THE FESTIVAL

To build a premier creative-technology festival that fosters innovation, drives cultural expression, accelerates digital skills, and strengthens creative entrepreneurship in Abuja and across the continent.

Artists, digital creators, filmmakers, designers, curators

Tech founders, software developers, AI/VR/AR innovators

Creative SMEs and startups

Investors, venture capital firms, banks, accelerators

Corporate organizations and brand managers

Government ministries/agencies (Culture, ICT, Youth, Arts, Innovation)

International organizations, cultural missions, NGOs

Students, youth groups, and the general public

## OBJECTIVE

- Showcase artistic and technological creativity from Nigeria and Africa.
- Promote collaboration between artists, designers, developers, and entrepreneurs.
- Support creative economy growth through exhibitions, marketplaces, and investor matchups.
- Provide digital skills and capacity building through workshops, labs, and masterclasses.
- Create access to funding via startup pitch showcases and curated investor lounges.
- Strengthen cultural diplomacy through partnerships with embassies, cultural institutes, and development organizations.
- Boost tourism and economic activity within the FCT through a high-value annual festival.

# PROGRAMME STRUCTURE

## Conference & Keynotes

- Creative Economy Panels.
- Future of Work & Digital
- Innovation Sessions.
- AI, AR/VR, Blockchain, Web3, Creative Tech Talks.
- Policy & Intellectual Property Dialogues

## Exhibition Pavilion

- Digital Art & Installations
- 3D/VR/AR experiences
- Emerging artist showcases
- Tech product demonstrations

## Startup & Innovation Arena

- Startup Exhibition Stands
- Investor Pitch Sessions
- Investor Matchmaking Lounge
- Product Launches & Demo Day

## Skills & Capacity Building

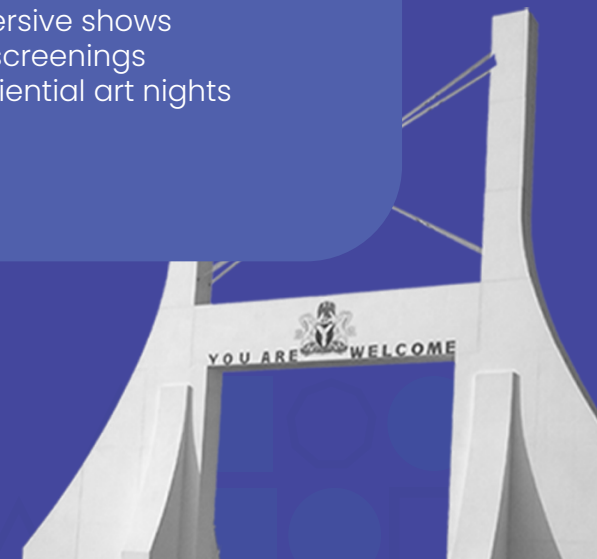
- AI-powered creativity workshops
- Digital Art, Animation & Design workshops
- Coding, Robotics & Maker Labs for youth
- Creative Business Bootcamps

## Creative Marketplace

- Art, Fashion, Crafts & Creative Product Vendors
- Tech gadgets and innovation pop-ups
- Food, lifestyle & cultural experiences

## Entertainment & Night Fest

- Live performances
- Immersive shows
- Film screenings
- Experiential art nights





# EXPECTED OUTCOMES

- Increased visibility and global recognition of Abuja's creative and tech ecosystem.
- Strengthened collaboration between creative and technology sectors.
- New jobs, business opportunities, and market access for creatives and startups.
- Increased foreign partnerships and cultural exchange.
- Enhanced digital literacy and creativity skills among youth.
- Attraction of corporate investments and sponsorship into the creative-tech space.

# EXPECTED OUTCOMES

**1000+**

Physical attendees

**5000+**

Virtual attendees

**20+**

speakers and facilitators

**50+**

exhibitors and installations

**20+**

partnership agreements

**30+**

startups pitching

Social media reach of 5–10 million impressions

At least 500 young people trained through workshops

# PARTNERSHIP & SPONSORSHIP

- Title Sponsor
- Platinum, Gold, Silver, Bronze Sponsors
- Official Tech Partner
- Official Bank & Payment Partner
- Official Media Partner
- Development/Institutional Partner
- In-Kind Partners (Production, Venue, Hospitality, Logistics)

# BENEFITS

- Brand visibility across all festival assets (digital, print, stage, press)
- Dedicated exhibition booths
- Speaking opportunities
- Host curate or Host sessions
- Co-branded workshops or festival zones
- VIP passes and private networking
- Recognition in media, press releases, and documentaries
- Post-event impact report





# SUSTAINABILITY & LEGACY

ATAF aims to create long-term value through:

- An annual festival that grows every year
- Year-round creative-tech training programmes
- A mentorship and incubation pipeline
- Documentation and research reports about Nigeria's creative-tech ecosystem
- Building Abuja into a regional Creative Innovation Hub

# CONCLUSION

The Abuja Tech & Art Fest is not just an event—it is a strategic platform that will drive creative innovation, empower young people, strengthen the digital economy, attract investment, and celebrate Nigeria's cultural excellence. With strong partnerships and sponsorship support, ATAF will become one of Africa's most influential festivals shaping the future of creativity and technology.



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