AFCM
AFRIFF FILM AND CONTENT MARKET

INTERNATIONAL DELEGATES GUIDE

AFRIFF FILM & CONTENT MARKET · 2ND EDITION

# Attend AFCM 2026

*Frames of the Future*

A guide for **international delegates** attending the market


01 The AFCM App
02 Market badges & VIP packages
03 Partner hotels & e-Visa
04 How to register


Lagos, Nigeria · 2–5 November 2026

Twin Waters, Lekki

WITH THE SUPPORT OF

1 ABOUT THE MARKET

# What is AFCM

Created by the Africa International Film Festival (AFRIFF), AFCM is Nigeria's first premium film market, with the ambition to become the continent's leading trade platform for African content distribution, talent discovery and content financing, on a global scale.

| 700+ | 200 | 1,500+ | 11 |
|---|---|---|---|
| participants in 2025 | companies invited in 2026 | participants expected in 2026 | country delegations in 2026 |

**2026 THEME** *Frames of the Future* — Co-production, co-financing and emerging technology.

| | |
|---|---|
| FORMAT | Exhibition · Dealroom B2B meetings · Industry programme · Screenings |
| DELEGATIONS | 2026: France, Oman, Kenya, Sweden, South Africa, Germany, Canada, USA and more |

2nd EDITION · AFCM 2026

**AFRIFF Film and Content Market**

Nigeria's premium film market returns to Lagos for its second edition.

AFRIFF · 15TH EDITION

**Africa International Film Festival**

The festival runs 1–7 November. AFCM sits at its heart.



2 WHY ATTEND

# 4 days of dealmaking and opportunities

Buyers, sellers and film professionals meet on one floor, by appointment.

### Direct access to decision-makers

Meet buyers, sellers and financiers face to face, with the decision-makers in the room.

### At the heart of Nollywood

One of the world's highest-volume film industries, gathered in one venue for 4 days of market.

### Meetings you plan ahead

Matchmaking, pre-booked Dealroom meetings and a Buyers Guide put your agenda in place before you land.

### VIP Lounge

A private space on the 5th floor for confidential meetings, with food & beverages.

See packages p.6 ›

## Four days, four themes



DAY 1 Nov 2nd

### Global Film & TV

Producers, studios, broadcasters and streamers with slates and finished work.



DAY 2 Nov 3rd

### Distribution & Sales

Sales agents, distributors and rights-holders meeting certified buyers.



DAY 3 Nov 4th

### Innovation Corner

Animation, gaming, VFX and AI-powered content and production tools.



DAY 4 Nov 5th

### Post-Production & Studios

Dubbing, VFX, finishing and production-service studios.

3 THE AFCM APP

# Your market in one app

This year, we designed a brand-new market app to help you browse the industry programme, match with the right companies and lock in your meetings and screenings.




### Programme

Stages, panels, workshops and events, day by day.

### Matchmaking

Find the right partners and request 1-to-1 meetings.

### Dealrooms

Book a dealroom for your private meetings during the market week.

### Market Screenings

Reserve your seat for screenings and pitch sessions.

4 MARKET BADGES · PRICE GRID

# Choose your badge

Market access for international delegates, 4 days, per person. Each badge includes everything in the badge before it.

BLUE BADGE

## International Market Badge

For delegates attending the market.

EARLY BIRD −50%

USD 150

Indie Advantage USD 250 −17%

Standard rate USD 300

ACCESS

- Market floor & exhibitors
- Main Stage sessions
- Meetings area
- Screening priority
- Venue wifi

GREEN BADGE

## Industry Badge

A Market badge with extra access for executives.

EARLY BIRD −33%

USD 300

Indie Advantage USD 375 −17%

Standard rate USD 450

ACCESS

- **Everything in Market, plus**
- Opening cocktail
- Market Floor Lounge with priority meeting area
- VIP Lounge cocktail

BLACK BADGE

## VIP Badge

For decision-makers and VIP guests.

EARLY BIRD −43%

USD 400

Indie Advantage USD 550 −21%

Standard rate USD 700

ACCESS

- **All access, plus**
- VIP Lounge, 5th floor · Food & beverages
- Dealroom access & 10–20 curated meetings
- Closed roundtables
- Reserved screening seats
- VIP conciergerie
- Opening ceremony & closing party included

GOLD BADGE

## Certified Buyer

For acquisition executives with a buying mandate. Issued after certification, through the Buyer package.

SEE VIP PACKAGES
Page 6

### Personal or transferable

Gold and VIP badges are personal. The Market badge can be reassigned to a colleague from the same company or delegation.

### Book early, pay less

Early Bird until 20 Oct · Indie Advantage 21–26 Oct · Standard rate from 27 Oct.

**−30%** **African companies & ECOWAS passport holders**
Badge prices are reduced by 30%, in every booking period.

5 VIP PACKAGES · PRICE GRID

# A premium market experience

AFCM offers premium packages including your VIP badges, pre-booked meetings and a market assistant, so you can focus on business. Hotel included. Flights excluded.

**BUYERS** Gold badge
Certified acquisition executives

**COMPANIES** VIP badges
Production companies, studios, executive producers and distributors, etc.

## Buyer Package

Per buyer · certification required

Accommodation included

- 1 Gold badge
- 15–25 pre-booked B2B meetings
- Market personal assistant
- Buyers Guide listing
- Flight reimbursement up to 40%

PACKAGE

Request pricing ›

1ST TO 5TH NOVEMBER

## Single

Solo · first-time

Accommodation included

- 1 VIP badge
- 1 premium room · 4 nights
  Breakfast included
- 15–25 pre-booked B2B meetings
- Market personal assistant
- Buyers Guide listing

EARLY BIRD −20%

USD 1,600

Indie Advantage USD 1,800 −10%

Standard rate USD 2,000

1ST TO 5TH NOVEMBER

## Duo

Company · up to 3 people

Accommodation included

- 2 VIP + 1 Market badges
- 2 premium rooms · 4 nights
  Breakfast included
- 15–25 meetings + reserved table
- Market personal assistant
- Buyers Guide spotlight

EARLY BIRD −20%

USD 2,800

Indie Advantage USD 3,150 −10%

Standard rate USD 3,500

1ST TO 5TH NOVEMBER

## Every package includes

**Premium Accommodation**
Partner hotel · 4 nights · breakfast included. **Booked for you by AFCM**
ALL PACKAGES · HOTELS P.8

- Airport pickup & security escort
- VIP conciergerie support
- VIP Lounge & full market programme
- Pre-booked B2B meetings
- Opening ceremony, festival parties & fast-track screenings
- Lagos City Tour UPON REGISTRATION

LARGER DELEGATIONS

## Tailored on request

For groups of more than 3 people or a full country delegation, our team builds a dedicated quote.

Request a quote ›

6 LAGOS TRAVEL GUIDE

# Airport to Twin Waters

From Murtala Muhammed Airport (LOS), across the Third Mainland Bridge, to Lekki.




Map data © OpenStreetMap contributors

| MODE | ROUTE | TYPICAL DURATION |
|---|---|---|
| **Private car** | Airport › Third Mainland Bridge › Lekki–Epe Expressway | **45–90 min** |
| **Ride-hailing** | Uber / Bolt · Arrivals rideshare point | **45–90 min** |
| **AFRIFF Shuttle** | Airport to Hotel | **Every 45–60 min** |

TIMING

## Avoid peak hours

Traffic peaks 7–10 am and 4–8 pm. Allow up to 2.5 hours in those windows.

PACKAGE HOLDERS

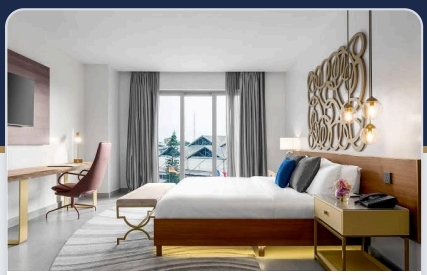
## Met on arrival

Every package includes airport pickup and a security escort via the AFCM Conciergerie.

7 PARTNER HOTELS & E-VISA

# Where to stay

VIP Package delegates get a 25% discount at our partner hotels through the AFRIFF Festival, and the AFCM team books the hotel for them.

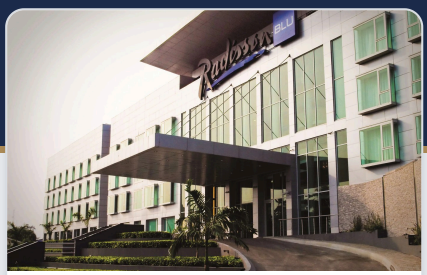


## The Art Hotel Lagos

★★★★★ 5-STAR BOUTIQUE

ONIRU · VICTORIA ISLAND

Plot 13A, Block 3, Yesufu Abiodun Oniru Way

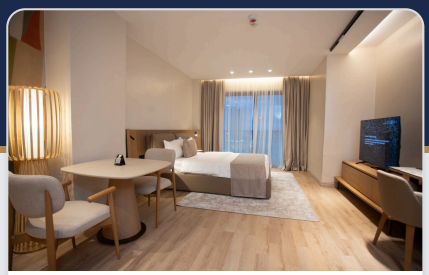



## Radisson Blu Ikeja

★★★★ 4-STAR

IKEJA · NEAR THE AIRPORT

38–40 Isaac John Street, Ikeja GRA



## Black Diamond Hotel

★★★★★ 5-STAR

VICTORIA ISLAND

25 Ozumba Mbadiwe Avenue

ALL PARTNER HOTELS From USD 300 / night on average

*Price varies per room tier · breakfast not included*

BEFORE YOU FLY · PRIORITY

## Apply for your e-Visa

Apply online with the Nigeria Immigration Service. **Book your hotel first:** the booking must be made prior to the e-Visa process.

**AFCM Express Visa**
We handle your visa in under 5 days

Additional service from USD 100, visa cost excluded

### 1 Book & get invited

Confirm your hotel and request your AFRIFF invitation letter, issued to registered delegates.

### 2 Apply online

Upload passport, photo, invitation letter, return ticket and hotel booking on **evisa.immigration.gov.ng**, then pay the fee.

### 3 Print & travel

Approval typically arrives by email within 48 hours. Print the QR-coded letter and present it at Lagos (LOS).

- ✓ Passport valid 6+ months after arrival
- ✓ Printed approval & invitation letters
- ✓ Original Yellow Fever card
- ✓ ECOWAS citizens: no visa for short visits

**Visa & travel info ›**
afriff.com/visit/travel

For support on visa and express visa, please contact ikenna@afriff.com or +234 806 815 4707 (WhatsApp).

8 NEXT STEPS

# How to register

Book your badge or package online in a few minutes.

**afcm-market.com** OFFICIAL SITE

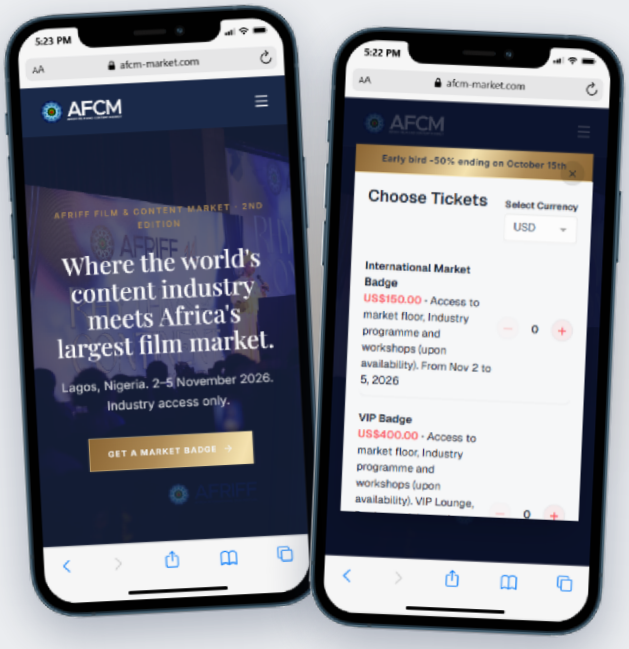
EARLY BIRD

**Up to −50%**

until 20 October

**Book online ›**

afcm-market.com/market-badge




**1 Visit afcm-market.com**
Tap **Get a market badge** on the home page.

**2 Choose & pay**
Select your badges or package, set the currency to **USD** and pay online. Your rate follows the date of payment.

**3 Get certified** BUYERS ONLY
Send your company registration and acquisition track record to receive your Gold badge.

liveet

PREMIUM TICKETING PARTNER

Checkout runs on Liveet's secure ticketing platform, from payment to your confirmed badge.

## EXCLUSIVE DISCOUNT TIMELINE

**EARLY BIRD · UP TO**
**−50%**
Until 20 Oct 2026

**INDIE ADVANTAGE · UP TO**
**−21%**
21 – 26 Oct 2026

**FINAL DRAFT**
**Standard rate**
From 27 Oct 2026

The exact discount for each badge and package is shown on pages 5 and 6.

## Questions? Talk to us

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