AFCM
AFRIFF FILM AND CONTENT MARKET

LOCAL EXHIBITORS GUIDE

AFRIFF FILM & CONTENT MARKET · 2ND EDITION

Exhibit at AFCM 2026

Frames of the Future

Lagos, Nigeria · 2–5 November 2026

Twin Waters, Lekki

1 ABOUT THE MARKET

What is AFCM

Nigeria's first film market, created by the Africa International Film Festival (AFRIFF). A trade platform where African film, series and new formats are sold, financed and co-produced.

700+	40+	1,500+	10
participants in 2025	countries in 2025	participants expected in 2026	country delegations in 2026

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

WHEN & WHERE	2–5 November 2026 · Twin Waters, Lekki, Lagos
FORMAT	Exhibition · Dealroom B2B meetings · Industry programme · Screenings
DELEGATIONS	2026: USA, France, Brazil, Oman, South Africa, Germany, Canada and more
HOST	2nd edition · AFRIFF — Africa International Film Festival



2 WHY EXHIBIT

A market built for doing business

Buyers, sellers and financiers meet by appointment on one floor during market week.

01

Direct access to decision-makers

1,500+ delegates and 10+ country delegations on one floor. Buyers, sellers and financiers meet face to face in Lagos.

02

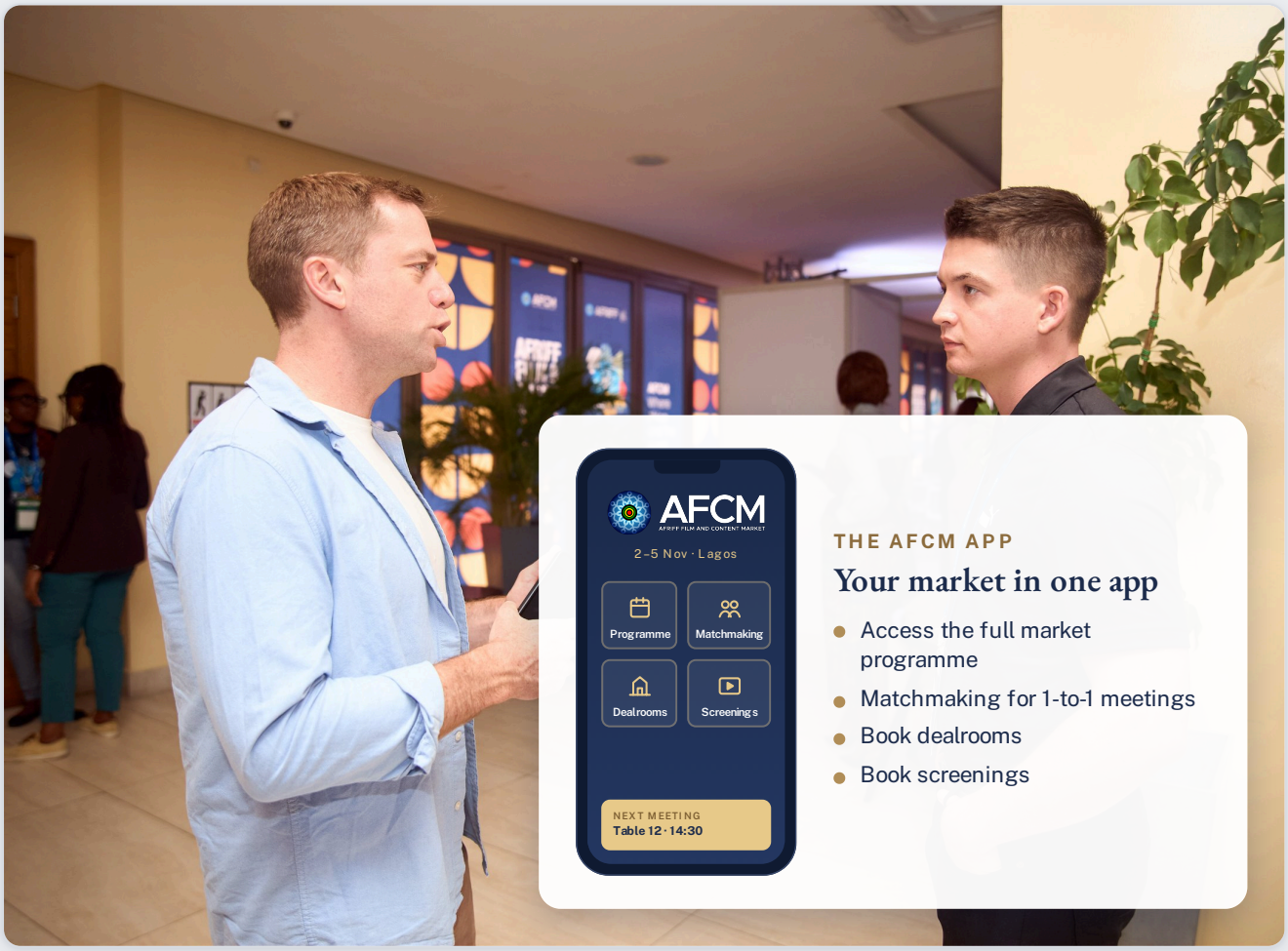
At the heart of Nollywood

One of the world's highest-volume film industries. AFCM puts your brand at its centre during 4 days of market.

03

A business-first format

Certified Buyer badges, pre-booked Dealroom meetings and a Buyers Guide listing bring the right people to your booth.



THE AFCM APP

Your market in one app

- Access the full market programme
- Matchmaking for 1-to-1 meetings
- Book dealrooms
- Book screenings

3 EXHIBITION FLOOR

Four zones, one marketplace

Exhibitors are grouped by trade, so buyers find the right partners fast.

01

Global Film & TV

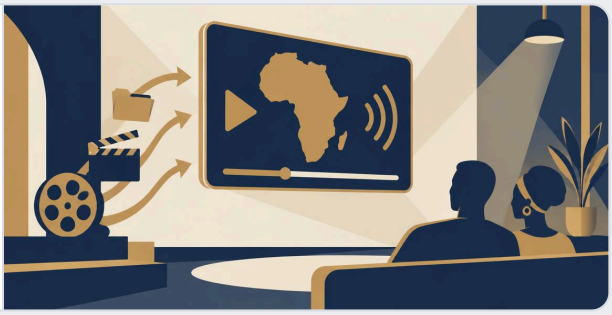
Producers, studios, broadcasters and streamers showcasing slates and finished work.



02

African Content Distribution & Sales

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



03

Innovation Corner

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



04

Post-Production & Studio Services

Dubbing, VFX, finishing and production-service studios presenting their facilities.



- Choose your zone when you reserve. Spaces are allocated first come, first served.

4 LAGOS TRAVEL GUIDE

Airport to Twin Waters

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



West Africa · Lagos closer view

Map data © OpenStreetMap contributors

MODE	ROUTE	TYPICAL DURATION
Private car	Airport › Third Mainland Bridge › Lekki–Epe Expressway	**45–90 min** up to 2.5 hrs at peak
Ride-hailing	Uber / Bolt · Arrivals rideshare point	**45–90 min** up to 2.5 hrs at peak
AFRIFF Shuttle	Airport › Hotel	**Every 30–40 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

VIP and Buyer packages include airport pickup and escort via the AFCM Conciergerie.

5 BOOTH OPTIONS & PRICING

Choose your space

From a reserved table in the meeting area to a fully custom pavilion. Prices in Naira (₦).



FORMAT	SIZE	BADGES	PRICE
Reserved Table	1.5×2 m · 3 m²	1 badge	₦1,000,000
Mini Booth	2×2 m · 4 m²	1 badge	₦1,600,000
Standard Booth	3×2 m · 6 m²	2 badges	₦2,200,000
Standard Medium Booth	3×3 m · 9 m²	2 badges	₦3,500,000
Standard Medium Booth Xtra	2×6 m · 12 m²	2 badges	₦4,500,000
Small Premium Booth	15 m²	3 badges	₦6,500,000
Large Premium Booth	24–36 m²	5–8 badges	₦17,500,000
Country Pavilion Main central booth or country pavilion	50 m² and over	Partner package	from ₦40,000,000

Every exhibitor booth grants VIP badge level — VIP Lounge · Catering · VIP Support

What's included

Reserved Table
A dedicated table in the open meeting-area lounge. Perfect for sellers with a limited budget.

Mini & Standard Booth
Back & side walls, fascia, power supply, 1–2 tables, 2–4 chairs, welcome desk, branded wall (option).

Premium & Central Booths
High-visibility premium booth, with high-level materials, wood walls, custom interior design, custom roof, rug, TV screen, premium furniture.

Custom build add-ons

per m² of booth footprint, on top of any format

ROOF	WALLS	ELEVATED FLOOR	INTERIOR DESIGN
₦130,000 / m²	₦130,000 / m²	₦130,000 / m²	₦230,000 / m²

6 BOOTH DESIGNS

What your space can look like

Reference renders. Final finishes, furniture and branding vary by build partner.



Reserved Table

1.5×2 m · 3 m²

A dedicated table inside the open meeting area.



Standard Booth

3×2 m · 6 m²

2 chairs, 1 table, brochure rack.



Standard Medium Booth

3×3 m · 9 m²

2 chairs or high-chairs, 1 table or high-table, brochure rack, welcome desk, TV screen (option).

DESIGN YOUR BOOTH

Small Premium Booth

15 m²

Starting at

₦6,500,000

INCLUDING

Chairs, armchair, coffee table or high-table, brochure rack, TV screen, rug, internal custom wall, custom roof.

EQUIPMENT

Options for any booth

Add to your format when you reserve.

TV screen	~~₦260,000~~	Vertical screen	~~₦750,000~~	Simple sofa	~~₦100,000~~
Armchair	~~₦45,000~~	High table	~~₦40,000~~	Long table	~~₦20,000~~
Chair	~~₦5,000~~				

ON REQUEST Brochure racks · Custom rug · High-chairs · Coffee tables · Welcome desk

7 NEXT STEPS

How to book your booth

Spaces are limited and allocated first come, first served.

EXCLUSIVE DISCOUNT
until Oct 18

Book online ›

afcm-lagos.com

1
Reserve
Tell us your booth format and zone preference. We hold your space.

VIA
WEBSITE OR EMAIL

2
Confirm
Sign the Exhibitors Agreement and pay for your preferred booth to confirm your space.

TIMING
UPON RECEIPT OF PAYMENT

3
Build
For Premium Booths and Pavilions only

Send your booth design, branding files and badge list at least 3 weeks before market week.

TIMING
3–8 DAYS

EXCLUSIVE DISCOUNT TIMELINE

EARLY BIRD	INDIE ADVANTAGE	FINAL DRAFT	OVERTIME
−20%	−10%	Standard rate	+10%
28 Sep – 10 Oct 2026	11 – 18 Oct 2026	19 – 31 Oct 2026	From 1 Nov 2026

Reserve your booth

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