



TRADESHOW PACKET

THURSDAY, 18 SEPTEMBER 2025 | BALMORAL HALL, SHERATON HOTEL, IKEJA LAGOS

The Trybe Is Evolving — And So Must The Industry.

Insurance Meets Tech (IMT) stems from a pressing need to start a multi-industry discourse that would culminate in actionable outcomes for the insurance industry. The deliberations at this convergence seek to jump-start the growth trajectory of the industry leveraging tech through collaborations that would drive customer conversion and engagement.





OLUSEGUN OMOSEHIN
Commissioner for Insurance and CEO,
National Insurance Commission (NAICOM)



ABIMBOLA ONAKOMAIYA
MD/CEO, Peakthrust Insurance Brokers Ltd & President,
Professional Insurance Ladies Association



KENNETH AROH OSSI
Principal Manager, NAICOM



STEPHEN ALANGBO
MD, Cornerstone Insurance PLC



NIYI ONIFADE
CEO, Heirs Life Assurance & Sector Head, Heirs Insurance Group



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MD/CEO, Sanlam Nigeria



KUNLE AHMED
President, NIA and CEO,
AXA Mansard



AYO-BANKOLE AKINTUJOYE
CEO, Caladium Consulting



BODE PEDRO
CEO, Casava



OLA WILLIAMS
Country Manager, Microsoft Nigeria



MARIUS BOTHA
Group Chief Executive Officer,
aYo Holdings LTD (South Africa)



BAYO ADESANYA
Chief Digital Officer, AXA Mansard



SAM OGBU
Group Chief Executive Officer,
Old Mutual West Africa



TOSIN FANIRO-DADA
Managing Director & CEO Endeavor Nigeria



JUBRIL MOBOLAJI AHMED
Managing Director Ecobank



MAYOWA OWOLABI
CEO, PaddyCover



ARIF BOLARINWA
Co-founder, MotoMarket Limited



UMASHIME OGUZOR-DOGHRO
Head of Retail Division, Leadway Assurance



OLUSANJO SHODIMU
Chief Digital & Innovation Officer, AICO



KAYODE ODETOLA
CEO, aYo Nigeria



WOLE ODELEY
Client Technology Lead | FSI, Microsoft Nigeria



COMFORT ONYAGA
Founder & CEO, Isanu Africa



GBENRO DARA
CEO & Co-founder, Octamille Inc



OLADOTUN ADEOGUN
Managing Director, Hallmark HMO



DR. TOKUNBO ALLI
CEO, Leadway Health



NKIRUKA OKERE
Operations Manager, aYo Nigeria



ADETOKUNBO OMOTOSHO
CEO, Cybervergent



ADEBOWALE BANJO
Co-Founder & CEO, MyCoverall

Some of our Past Speakers



ADETOLA ADEGBAYI
Executive Director / General Business
Leadway Assurance



IBRAHEEM BABALOLA
CEO, ETAP



RASHIDAT ADEBISI
Chief Client Officer, AXA Mansard Insurance PLC



DAN-OLUFEMI OLAYINKA
CTO, Cornerstone Insurance PLC



IBRAHEEM BABALOLA
CEO, ETAP



HENRY MASCOT
CEO / Co-founder, Curacel



GEORGE AGU
CEO, ActiEdge Technologies



BOLUWATIFE OMOTAYO
CEO/Co-founder, Camp Technologies



TUNJI ANDREWS
CEO, AWABAH



UCHE OKUGO
Founder/CEO, FastClaim Solutions



**ARUOTURE
"ROTUS" ODDIRI**
Ace Broadcaster and Host of Global Business Report on Arise TV



**DAISY
OSUAGWU-AKOMOLAFE**
Head of Sales & Partnerships, Casava



**JUDE LEMFANI
(MI) ABAGA**
Nigerian Iconic Rapper and Music Producer



**RAOUL JOHN
NJENG-NJENG "SKALES"**
Nigerian Rapper, Singer and Songwriter



**SULAIMAN
ADEBAYO "POOJA"**
Digital Creator, Sport Influencer, Accredited FIFA, CAF Photojournalist



ELOZONAM OGBOLU
Actor



ENIOLUWA ADEOLUWA
Nigerian Influencer and Socialite



OKUSAGA ADEOLUWA "SAGA"
TV Personality, Fitness Enthusiast & Artist



JOEY AKAN
Founder/CEO Afrobeats Intelligence



SALEWA OSAKWE
Head, Reinsurance, Special Risk & Global Client Services
Technical Management, Leadway



PAMILERIN ADEGOKE
Internet Personality, Digital Creator and Social Media Influencer

Some of our Past Speakers



5 Signals That Say It's Time for a Shift

What IMT 4.0 is tapping into and why your organisation needs to pay attention.

1 Trust is Now Built on Vibes, Not Verbiage

Modern consumers no longer equate trust with complex language or institutional tone. Instead, trust is built through clarity, authenticity, and emotional resonance. In a world where attention spans are short and choices are abundant, insurance must present itself not as a lecture, but as a lifestyle fit.

2 Culture is the New Catalyst for Coverage

The way people discover, engage with, and adopt services is increasingly shaped by cultural touchpoints. For insurance to remain visible and relevant it must embed itself in the spaces where conversations are happening.

3 Micro is the New Mega


The rise of freelancers, creators, and gig workers has birthed a decentralised economy that demands agility. This segment isn't fringe, it's the frontline of future financial behaviour. To stay competitive, insurance must design lean, modular products that reflect their realities.

4 Data is Not Just for Risk, It's for Relevance

Data's value now extends beyond underwriting, it's the foundation for understanding evolving behaviours and unmet needs. Real-time insights can drive precision in product design, delivery, and engagement. The brands winning today aren't just data-informed, they're relevance-led.

5 The Trybe Isn't Waiting. They are Building Their Own Systems

This emerging generation is redefining value, access, and community on their own terms. They're building platforms, ecosystems, and expectations that leave traditional models behind. To stay in the conversation, brands must engage – not instruct, but co-create.



Take It From Our Headliner

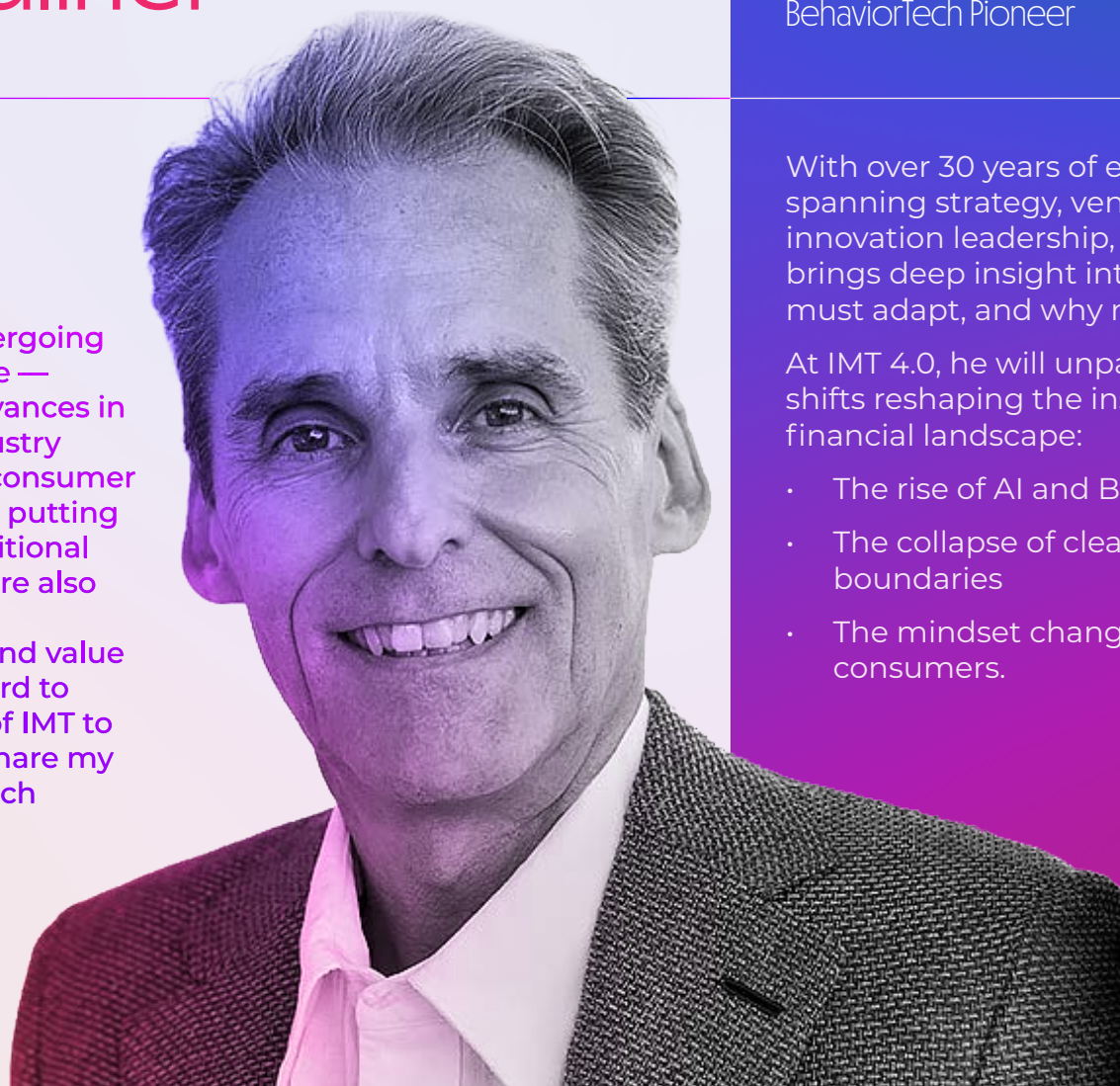
PER LAGERSTROM

Ex McKinsey Partner, Insurtech Innovator,
BehaviorTech Pioneer



Financial services are undergoing rapid, fundamental change — driven by the rise of AI, advances in BehaviorTech, blurred industry boundaries, and evolving consumer behaviour. These shifts are putting immense pressure on traditional business models, but they're also creating unprecedented opportunities for growth and value creation. I'm looking forward to joining this year's edition of IMT to unpack these forces and share my playbook for navigating such extraordinary times.

— Per Lagerström



With over 30 years of experience spanning strategy, venture building, and innovation leadership, Per Lagerström brings deep insight into how institutions must adapt, and why now.

At IMT 4.0, he will unpack the structural shifts reshaping the insurance and financial landscape:

- The rise of AI and BehaviorTech
- The collapse of clear industry boundaries
- The mindset change of modern consumers.

What To Expect At A Glance:



- Industry thought leaders from across Africa shaping insurance innovation
- Fireside chats and panels tackling real insurance challenges for the new generation
- Solution-driven discussions focused on innovating for today's fast-evolving market
- Live demos of cutting-edge tech and products
- Regulatory insights from key industry players shaping the future
- Exclusive high-level networking to connect, collaborate, and create impact



- Young voices, fresh energy, and pop culture moments
- Celebrity drop-ins and lifestyle-driven conversations
- Product and service activations with real-time feedback
- Open mics, live games, and interactive challenges
- Silent disco, dance-offs, and vibe-filled performances
- Big surprises, instant rewards, and unforgettable moments



The Discourse



Innovating For Disruption:
Building Systems & Ethos

Has Insurtech cracked it?

Young, Earning & Uninsured:
Whose Problem Is It?

What's Your Lifestyle
Safety Net?



Gold Sponsorship

IMT 4.0

₦ 3,000,000

- Prominent Stage branding – Exclusively reserved for gold sponsors
- Exclusive Strategy Session with Per Lagerström for Your Executive Team (within 72 hours post-event)
- Venue branding
- Ten minutes speaking opportunity to C-Suite delegates
- VIP access to five executives
- 9sqm premium exhibition space
- 60 seconds video message/ad
- Backstage media engagement
- Full page brochure ad

IMT REDEFINED

₦ 3,000,000

- Prominent Stage branding – Exclusively reserved for gold sponsors
- Exclusive Strategy Session with Per Lagerström for Your Executive Team (within 72 hours post-event)
- Venue branding
- Ten minutes youth engagement
- VIP access to two executives
- 9sqm premium exhibition space
- 60 seconds video message/ad
- Backstage media engagement
- Full page brochure ad

COMBO (IMT 4.0 + IMT REDEFINED)

₦ 4,500,000

- Prominent Stage branding at both Redefined and 4.0 platforms
- Exclusive Strategy Session with Per Lagerström for Your Executive Team (within 72 hours post-event)
- Venue branding at both redefined and 4.0 event
- Speaking opportunities at both fora
- VIP access to executives for both events – five for 4.0 and two for redefined
- 12sqm top tier exhibition space at both events
- 60 seconds video message/ad at both events
- Backstage media engagement
- Double spread brochure ad

Silver Sponsorship

IMT 4.0

₦ 2,000,000

- Delegate tags branding – Exclusively reserved for silver sponsors
- Panel speaking opportunity
- VIP access to three executives
- 6sqm premium exhibition space
- 45 seconds video message/ad
- Full page brochure ad

IMT REDEFINED

₦ 2,000,000

- Access tags branding – Exclusively reserved for silver sponsors
- Panel speaking opportunity
- VIP access to one executive
- 6sqm premium exhibition space
- 45 seconds video message/ad
- Full page brochure ad

COMBO (IMT 4.0 + IMT REDEFINED)

₦ 3,500,000

- Access and delegate tags for both Redefined and 4.0 platforms
- Panel speaking opportunity at both events
- VIP access to four executives for both events – three for 4.0 and one for redefined
- 9sqm top tier exhibition space at both events
- 45 seconds video message/ad at both events
- Special position on IMT brochure



Bronze Sponsorship

IMT 4.0

₦ 1,500,000

- Inclusion in welcome banner
- VIP access to two executives
- 6sqm premium exhibition space
- 30 seconds video message/ad
- Half page brochure ad

IMT REDEFINED

₦ 1,500,000

- Inclusion in welcome banner
- VIP access to one executive
- 6sqm premium exhibition space
- 30 seconds video message/ad
- Half page brochure ad

COMBO (IMT 4.0 + IMT REDEFINED)

₦ 2,500,000

- Inclusion in welcome banner for both Redefined and 4.0 platforms
- VIP access to three executives for both events – two for 4.0 and one for Redefined
- 6sqm top tier exhibition space at both events
- 30 seconds video message/ad at both events
- Full page on IMT brochure



Official Headline Sponsorship

Benefits

- Official Designation of Headline Sponsorship Category
- Top Tier Exhibition Presence:
- Our Executive VIP Concourse Access
- Media Engagement:
- Sales Activation Showcase
Dedicated 15–20-minute product demo session
- Conference Brochure Presence & Full-page advert placement
- Pre-scheduled Exclusive Post-Conference Meeting with Headline Speaker

IMT 4.0
INSURANCE
MEETS TECH

IMT RE
DEFI
NED_{2.0}

✉ inquiries@insurancemeetstech.com ☎ +234 902 222 2226

OFFICIAL INSURER

₦ 5,000,000

This exclusive category is designed for a 'leading' insurance provider committed to showcasing its industry leadership, driving innovation, and direct engagement with the evolving insurance landscape and its varied target audiences.

OFFICIAL TECH PARTNER

₦ 5,000,000

This exclusive category is tailored for a "pioneering technology" company eager to demonstrate its critical role in shaping the future of the insurance industry through innovative solutions and strategic partnerships.

OFFICIAL DIGITAL INSURER

₦ 5,000,000

This exclusive category is designed for a forward-thinking digital-first insurer or an insurtech innovator, seeking to amplify its reach among the digitally-native and tech-savvy audience, showcasing leadership in modern insurance delivery.

Brochure Advertisement

Get a full-page placement in the official IMT 4.0 event brochure.
Put your brand directly in the hands of decision-makers, founders, creatives,
and industry leaders across insurance, tech, and finance.

₦ 350,000



Calling Exhibitors

Step into the spotlight at IMT 4.0.

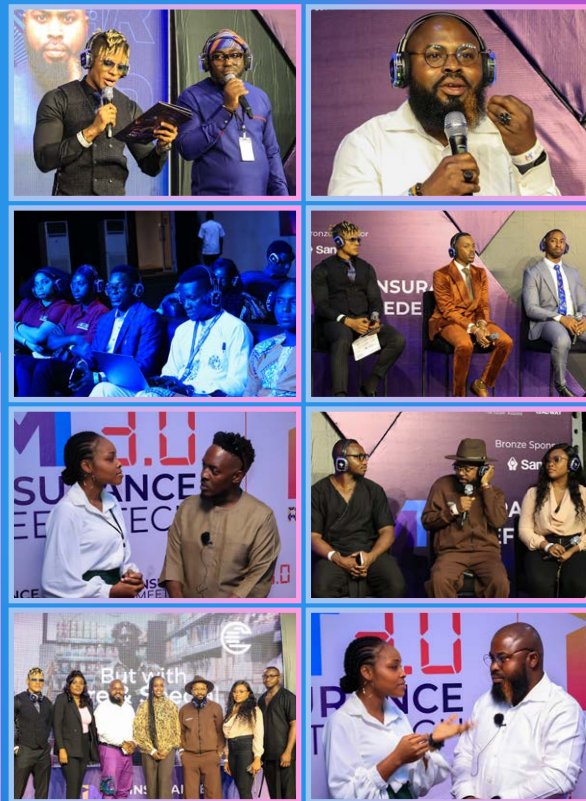
✉ inquiries@insurancemeetstech.com

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From the Archives



From the Archives



A **modion**COMMUNICATIONS Event

