

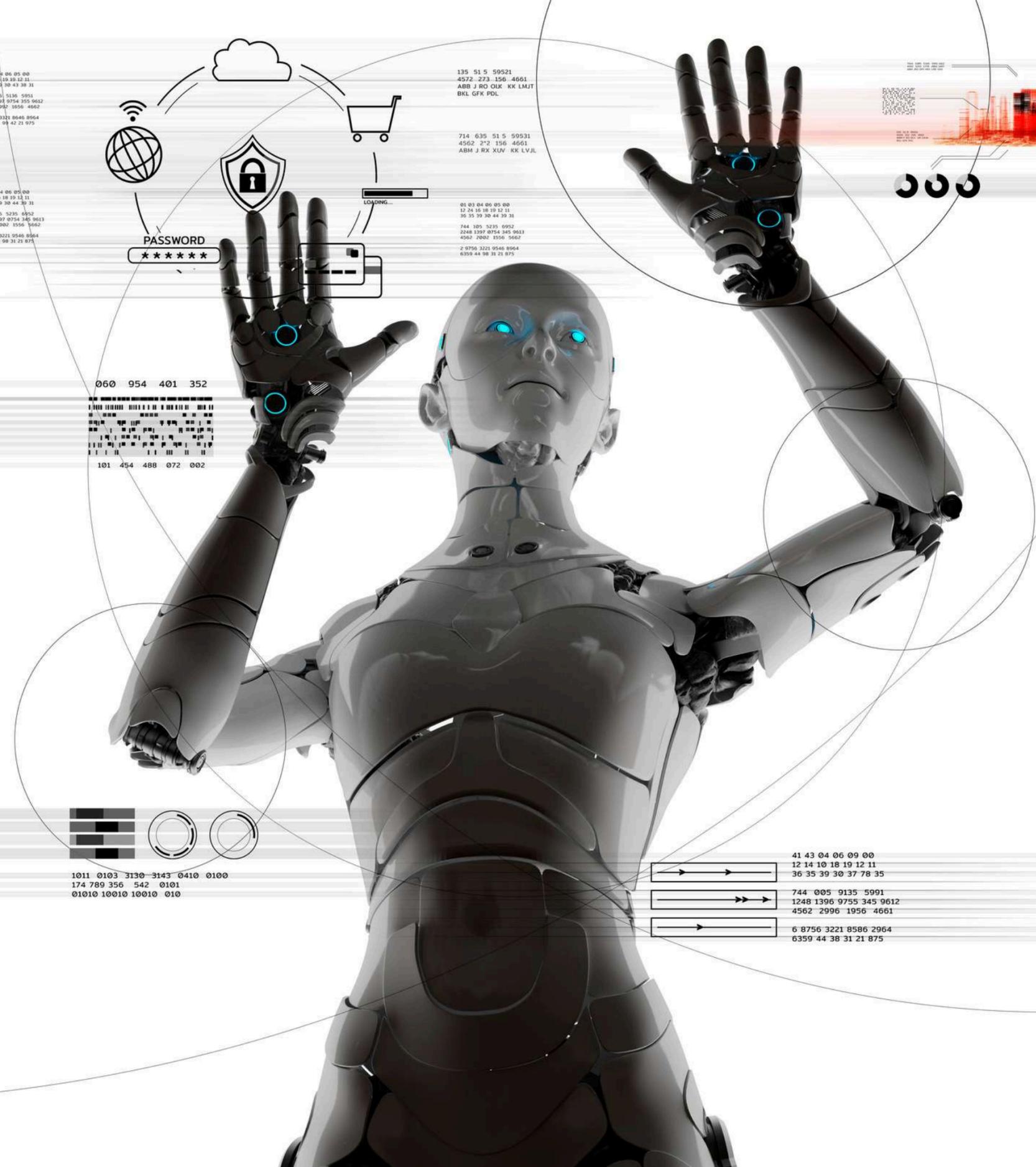
PROMOTE 2026 - 12 to 21/06

DIGITAL PAVILION

Concept note



pvn.brain-boosters.net
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“
AI, Data and
Digital
Sovereignty:
Driving Africa's
Competitiveness
and Economic
Growth



SUMMARY

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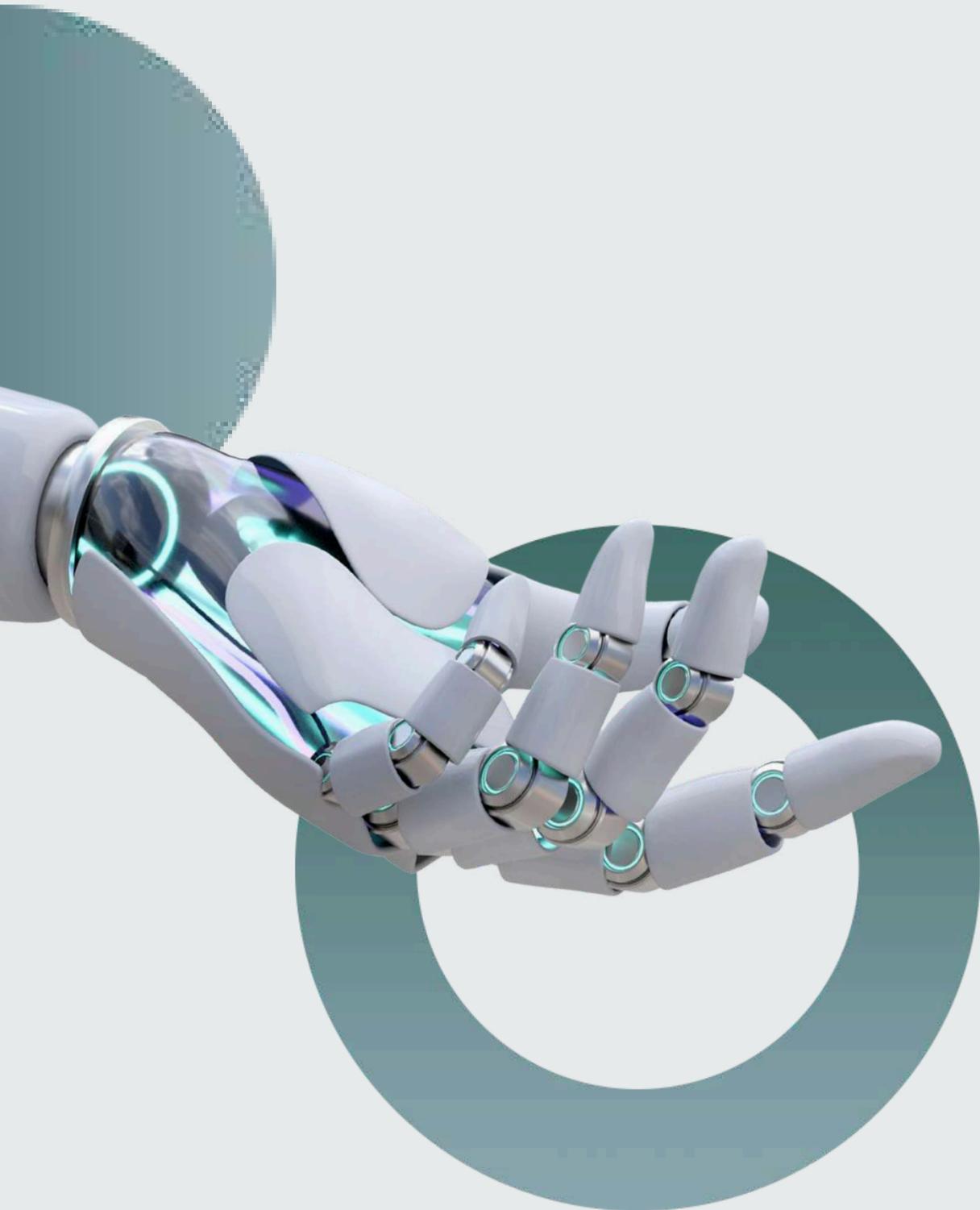
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few words



1- The Digital Pavilion in a nutshell

The Digital Pavilion is the space dedicated to technological innovation at the Promote trade fair.

Designed as a showcase for digital transformation in Africa, particularly in Cameroon, it brings together technology companies, start-ups, institutions, experts and solution providers with a common goal: to demonstrate the strategic role of digital technology in competitiveness and economic growth.

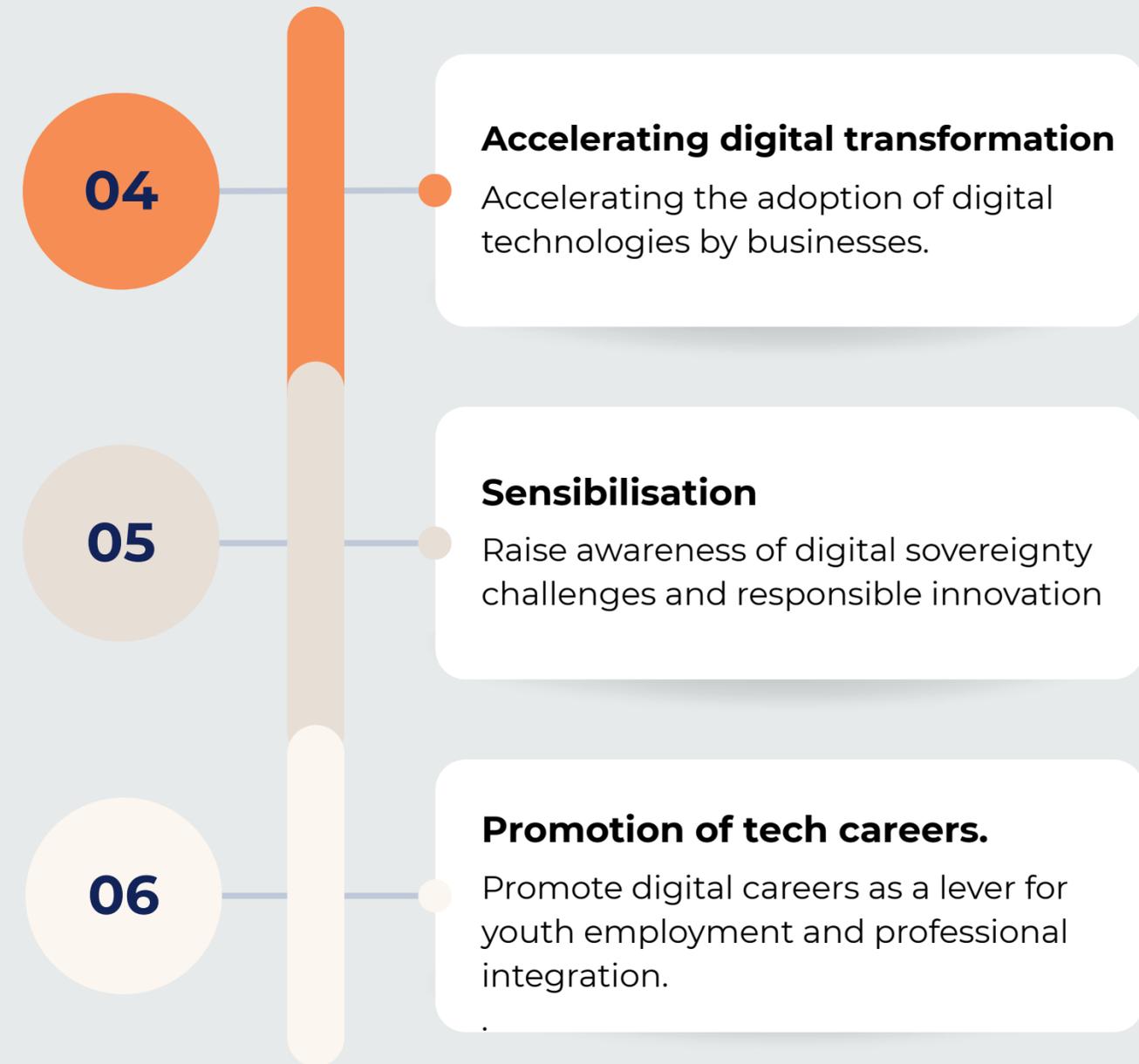
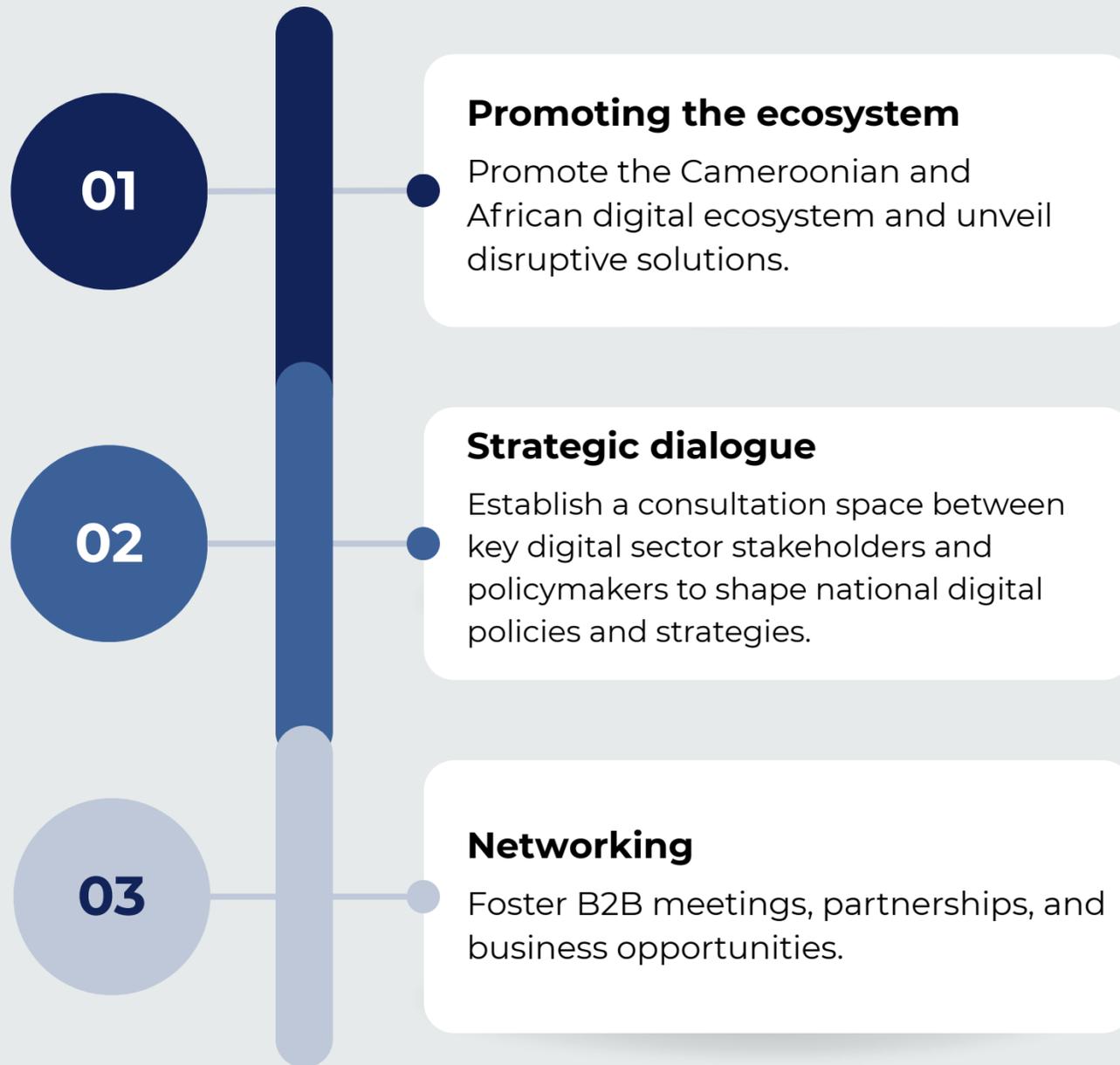
Aligned this year with the theme:

«AI, Data & Digital Sovereignty: Driving Africa's Competitiveness and Economic Growth»,

the pavilion highlights innovations, fosters partnerships and creates a high-value exchange framework for the entire ecosystem.

2- The Objectives

The Strategic Priorities of the Digital Pavilion.



3- Planned activities

The key highlights that will make the Digital Pavilion a space for exchange, innovation, and opportunities for all digital stakeholders



01

Confs & Workshops

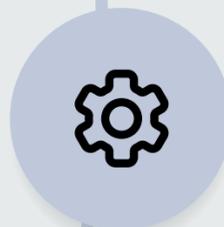
Demonstrative presentations on digital trends, solutions, and major challenges



02

High-Level Talks

Strategic dialogues between public, private decision-makers, and experts to influence digital economy policies



03

Demo Podium

Immersion in the most innovative technologies and solutions



04

Pro Networking

B2B meetings, business opportunities and high-value connections.



05

Career Fair

Promoting digital career professions for successful youth professional integration

06

Pitch Contest

The best startup innovations revealed and awarded live

↓ THE STRENGTHS OF THE ○ DIGITAL PAVILION



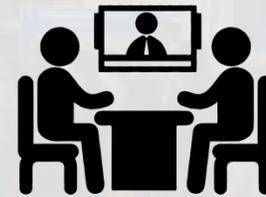
Strategic location + fiber optic

The pavilion is the first in a series of five VIP pavilions at the exhibition (Team Europe, Finance, Military, Other Countries, etc.). Located a few meters from the main entrance of PROMOTE and equipped with fiber optic connectivity.



Exceptional rates

Joining the Digital Pavilion automatically entitles you to a discount on PROMOTE's standard rates



More than a stand, a package

We enhance your participation in the exhibition through strategic visibility initiatives, active involvement in activities that highlight your expertise, and high-value networking opportunities.



High-impact activities

We have planned a series of activities to attract a high-quality audience to the pavilion, showcase the expertise of exhibitors and drive opportunities.



Strong communication

We are rolling out a comprehensive communication campaign designed to enhance the Pavilion's visibility and guarantee premium exposure for exhibitors before, during, and after the event. Furthermore, the amplification of communication by each exhibitor strengthens the collective visibility and influence of the entire Pavilion.



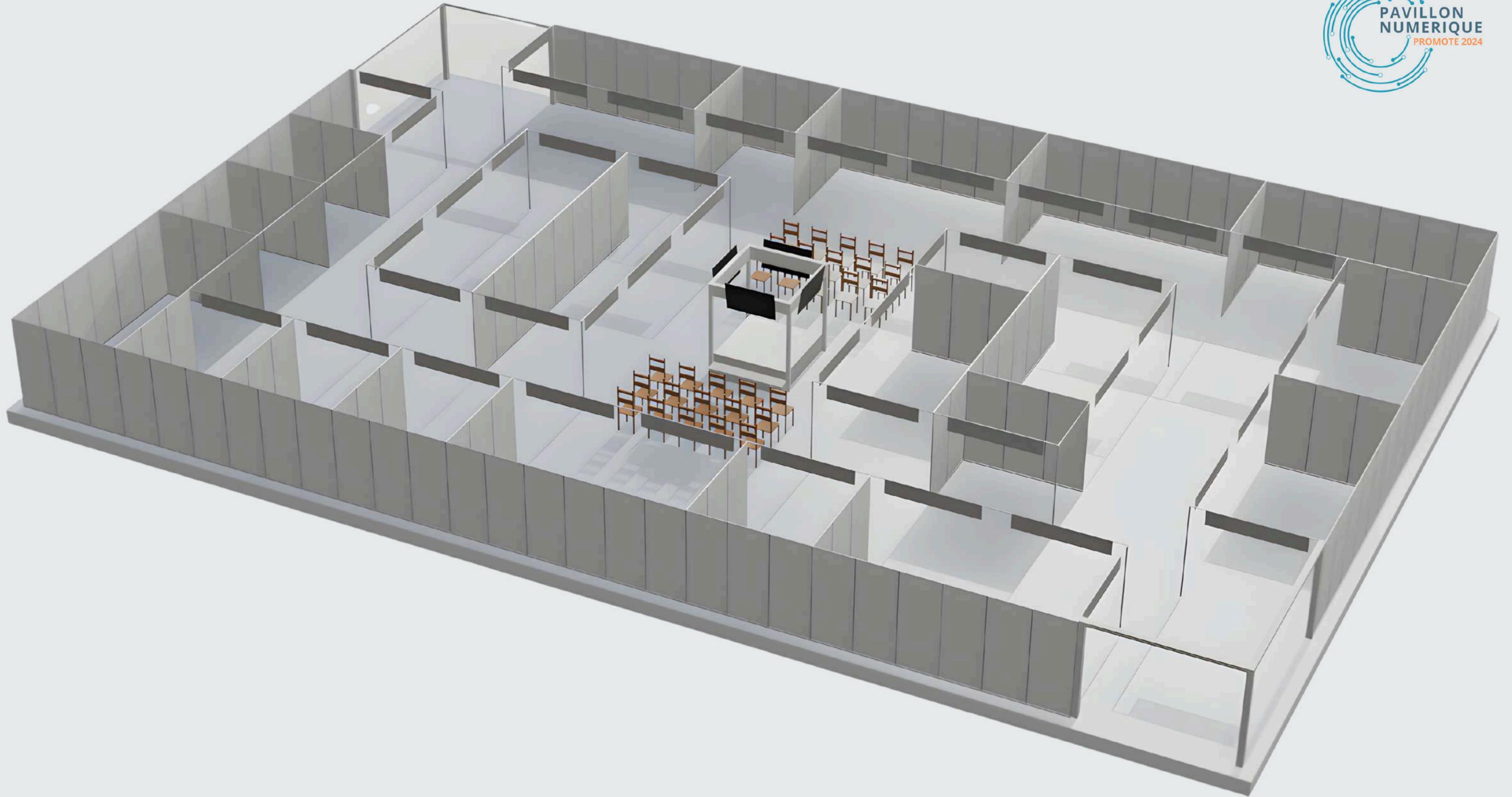
**600 M² OF
EXHIBITION
SPACE**

STRATUS
health&beauty

IMPRIMEUR D'ÉTIQUETTES
ADHÉSIVES
DE SLEEVES, DE FILMS ET D'IML
PRINTER OF ADHESIVE
LABELS, SLEEVES, FILMS
AND IML

EUROFINS
COSMETICS &
PERSONAL CARE

Proven efficacy.
DACHSER Cosmetics Logistics





OUR COMMUNICATION STRATEGY



Promote the pavilion's activities, exhibitors and partners through corporate and panafrican communications.

Before the fair

- Launch of the Digital Pavilion landing page
- Presentation of the pavilion and call for registration in Cameroon Tribune and the National official radio
- Intensive social media communication around the pavilion, relayed on PROMOTE's pages and those of all pavilion exhibitors and partners
- Launch the call for applications for the pitch contest on our social networks and startup groups, with a strategy to drive internet users to PROMOTE's pages and website as well

During the fair

- Live streaming of the Pavilion's flagship activities, with active online audience engagement during discussions
- Interviews with exhibitors, presentation of innovations showcased at the exhibition, and broadcast on local TV channels and social media platforms
- Participation in local business programs
- Publication of presentation materials related to conference topics on the Pavilion's landing page

After the fair

- A recap advertorial highlighting the Pavilion's key moments, with acknowledgements to partners and exhibitors, to be broadcast on a pan-African TV channel and shared across social media platforms.
- Interviews with selected exhibitors and partners on local radio and TV programs to share their feedback and experience, with recordings subsequently distributed on social media.



6- Exhibition packages

06- STANDARD EXHIBITION FORMULAS

Joining PROMOTE's Digital Pavilion goes beyond a simple exhibition stand : it's entering a strategic ecosystem offering targeted visibility, qualified connections, and genuine growth opportunities.

6m² XAF 750.000

9m² XAF 950.000

18m² XAF 1.900.000

Inclus dans chaque formule

- Involvement in the organisation of the pavilion
- E-stand on the pavilion landing page
- Participation in workshops
- Social media Promotion
- Logo in the pavilion advert
- Logo on the external branding of the pavilion



ON-DEMAND VISIBILITY



DESIGNATION	AMOUNT	DESIGNATION	AMOUNT
<p>Headline speaker at a talk session with active involvement in its organization <i>(Participation in topic selection and event coordination, visibility in social media announcements, your promotional spot broadcast on the podium screens during the talk, roll-up displayed on stage)</i></p>	300.000	<p>Speaking opportunity in the event recap video <i>(30-second teaser to be sponsored and broadcast repeatedly on social media and international TV channels — Canal+, France 24, Infosport+, Novelas, A+ — plus the full video published on the event landing page and YouTube)</i></p>	300.000
<p>Advertising banner on the Pavilion landing page <i>(visible until the end of 2026)</i></p>	300.000	<p>Invitation to PROMOTE's private networking cocktail <i>(Option to secure multiple invitations for your company or clients.)</i></p>	50.000/U
<p>Demo session hosted on the main stage during the afternoon demo sessions</p>	200.000	<p>Broadcast of your promotional spot on Pavilion screens throughout the entire duration of the exhibition</p>	200.000

CANAL+ ADVERTISING CAMEROUN

RÉGIE PUBLICITAIRE DES SUPPORTS CANAL+ ET D'ÉDITEURS EXTERNES

ACCELERATEUR DE VISIBILITE   



SPECIAL VISIBILITY FOR PROMOTE EXHIBITORS

-90%
ON BROADCASTING COSTS

Net cost per broadcast

XAF 65.150

From 15 airings per week, renewable

Period :
MAY to JUNE 2026

Spot duration: 30 seconds, including the PROMOTE intro



INFO LINE : (+237) 694 23 50 19

07- Planned Activity Outline(1/5)

Engage in a strategically curated program engineered to optimize visibility, cultivate high-quality leads, and establish your domain expertise at the epicenter of contemporary digital challenges.



TALKS (dynamic, business & impact)

HIGH LEVEL CONV...

CROSS-SECTOR C...

WORKSHOPS / MA...

PITCH / STARTUP S...

AI MADE IN AFRICA: CONCRETE USE CASES AND MARKET OPPORTUNITIES

Analysis of practical AI applications developed in Africa and the economic opportunities they create for businesses.

01

FINTECH & FINANCIAL INCLUSION: TOWARDS A NEW DIGITAL ECONOMY

Exploration of FinTech's role in expanding access to financial services and structuring a more inclusive, digitized economy.

02

FIBER AND CLOUD: KEY INFRASTRUCTURES FOR AFRICAN COMPETITIVENESS

Decoding the strategic impact of fiber and cloud infrastructures on the performance, sovereignty, and attractiveness of African economies.

03

07- Planned Activity Outline (2/5)

Engage in a strategically curated program engineered to optimize visibility, cultivate high-quality leads, and establish your domain expertise at the epicenter of contemporary digital challenges.



🎤 TALKS (dynam...

🏛️ **HIGH LEVEL CONVERSATIONS (decision-makers & leaders)**

🌐 CROSS-SECTO...

🗣️ WORKSHOPS /...

📣 PITCH / START...

DIGITAL SOVEREIGNTY: WHAT ROADMAP FOR CAMEROON BY 2030?

Strategic discussion on national priorities for data infrastructure, regulation, and innovation to build sustainable digital sovereignty.

01

DIGITAL AND PUBLIC-PRIVATE PARTNERSHIPS: ACCELERATING STRATEGIC INVESTMENT

Exchange on State-private sector collaboration models designed to fast-track digital infrastructure deployment.

02

REGULATION, INNOVATION, AND CYBERSECURITY: BUILDING A LASTING TRUST FRAMEWORK

Reflection on balancing technological innovation, regulatory oversight, and digital system protection.

03

07- Planned Activity Outline (3/5)

Engage in a strategically curated program engineered to optimize visibility, cultivate high-quality leads, and establish your domain expertise at the epicenter of contemporary digital challenges.



🎤 TALKS (dynamic...

🏛️ HIGH LEVEL CO...

🌐 **CROSS-SECTOR CONFERENCES (sector convergence)**

👥 WORKSHOPS / ...

🚀 PITCH / STARTU...

DIGITAL & INDUSTRIALIZATION: TOWARDS AN EMPOWERED ECONOMY

Analysis of how digital technologies transform production chains and enhance industrial competitiveness.

01

AI & STRATEGIC SECTORS (HEALTH, AGRICULTURE, ENERGY): TRANSFORMING VALUE CHAINS

Presentation of AI applications to optimize performance, traceability, and decision-making in key economic sectors.

02

EDUCATION AND TECH TALENTS: PREPARING TOMORROW'S WORKFORCE

Debate on training, employability, and developing skills essential for the digital economy.

03

07- Planned Activity Outline (4/5)



Engage in a strategically curated program engineered to optimize visibility, cultivate high-quality leads, and establish your domain expertise at the epicenter of contemporary digital challenges.

🎤 TALKS (dynamic, b...

🏛️ HIGH LEVEL CON...

🌐 CROSS-SECTOR ...

🔥 WORKSHOPS / MASTERCLASS (operational)

🚀 PITCH / STARTUP ...

INTEGRATING AI IN YOUR ENTERPRISE: METHODOLOGY AND ROI

Hands-on workshop outlining key steps for enterprise AI deployment and ensuring measurable economic impact.

01

DATA STRATEGY: FROM COLLECTION TO MONETIZATION

Operational session explaining how to structure, leverage, and valorize data to create business value.

02

CYBERSECURITY FOR EXECUTIVES: ANTICIPATING MAJOR RISKS

Masterclass for decision-makers to identify critical vulnerabilities and implement effective security governance.

03

07-Planned Activity Outline (5/5)



Engage in a strategically curated program engineered to optimize visibility, cultivate high-quality leads, and establish your domain expertise at the epicenter of contemporary digital challenges.

🎤 TALKS (dynamic, busi...

🏛️ HIGH LEVEL CONVE...

🌐 CROSS-SECTOR CO...

👥 WORKSHOPS / MAST...

🚀 PITCH / STARTUP SESSION

AI & DATA TRANSFORMATION ACROSS STRATEGIC SECTORS

Competition spotlighting startups leveraging AI and data to address critical challenges in key economic sectors.

01

The competition will be launched ahead of the exhibition to mobilize startups, generate traffic, and provide high-potential projects with the opportunity to gain visibility within the pavilion, along with multifaceted support to boost their activities.

The competition will conclude with a final pitch by the preselected startups on the pavilion stage, where the best projects will be awarded.

07- BRAIN-BOOSTER IN FEW WORDS

Brain-Booster, mandated to organize the second edition of the Digital Pavilion, is a business accelerator specialized in strategic communication and the digitalization of business processes.

We support organizations in designing and deploying creative, high-value campaigns.

Areas of Expertise:

- Institutional and digital communication
- Influence strategies and civic engagement
- Design of educational and interactive formats
- Audiovisual production and corporate storytelling
- Rebranding and institutional alignment
- Digitalization of business processes



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