



MAGICAL KENYA TRAVEL EXPO 2017

03 – 05 OCTOBER 2017

KENYATTA INTERNATIONAL CONVENTION CENTRE (KICC)

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## SPONSORSHIP OPPORTUNITIES

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This platform offers you the perfect opportunity to promote your product to a captive audience. We have various sponsorship package opportunities which can be tailored to maximise exposure for your brand.

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## SECTION A: TIERED SPONSORSHIP PACKAGES

These sponsorship packages offer you the opportunity to be a headline sponsor at the Magical Kenya Travel Expo, with high exposure for your brand / product.

### PLATINIUM: VIP LOUNGE & LUNCH AREA

The VIP lounge and lunch area is a private space which will host speakers, media and international hosted buyers. The cost of the sponsorship will include a 36sqm lounge located in the foyer of the entrance hall and a lunch area on the lower level of the KICC where the VIP guests will eat daily.

The package will offer you the following exposure:

- ✓ Full naming rights in the VIP lounge and lunch room i.e. "SPONSOR NAME VIP LOUNGE";
- ✓ VIP Lounge located in foyer of Entrance Hall, including furniture;
- ✓ Catering and beverages for the VIP guests for the duration of MKTE (3 days);
- ✓ 3 x Pull Up Banners promoting your brand / product will be placed around the lounge (artwork to be provided by the sponsor);
- ✓ 2 x Branded Teardrop Banners at the entrance to MKTE;
- ✓ Your logo will feature as the platinum sponsor on the Sponsorship page of the MKTE website;
- ✓ Your logo will be placed on the sponsor appreciation wall;
- ✓ You will have the opportunity to display 1 x Marketing Brochure in the VIP lounge;
- ✓ You will receive a full-page advert in the official MKTE catalogue and GO Places Magazine (artwork to be provided by sponsor in PDF format)
- ✓ You will be invited to insert 1 x A5 full colour flyer can be placed into the 4000 MKTE Exhibitor bags (flyers to be printed by sponsor and delivered to KICC) which are handed out at registration;
- ✓ 1 x 30" plasma screen advert will be displayed on the plasma screens located around the KICC. This advert will have no audio. (Footage to be provided by sponsor on flash disc);
- ✓ A special feature about your brand / product will be posted on the MKTE social media pages in the two weeks leading up to the start of the expo, along with an image and your logo (copy to be provided by sponsor);
- ✓ Your company will have the opportunity to post 1 x company employee at the VIP lounge / Lunch room for the duration of the expo to promote your brand to interested parties.

**INVESTMENT VALUE: 45 000 USD**

### GOLD TIER: EXHIBITOR BAGS

The MKTE Exhibitor Bags offer you prime exposure as all visitors and exhibitors who attend MKTE will receive a shopper bag at registration. You will share co-branding with Magical Kenya Travel Expo, one logo printed on each side of the shopper bag. A total of 2000 visitor bags will be printed in total. The bags are manufactured from 100% products to promote MKTE's commitment to sustainability.

The package will offer you the following exposure:

- ✓ Your logo will feature as the Gold tier sponsor on the Sponsorship page of the MKTE website;
- ✓ Your logo will be placed on the sponsor appreciation wall;
- ✓ 2 x Branded Teardrop Banners at the entrance to MKTE;
- ✓ You will receive a full-page advert in the official MKTE catalogue and GO Places Magazine (artwork to be provided by sponsor in PDF format)
- ✓ You will be invited to insert 1 x A5 full colour flyer can be placed into the 2000 MKTE Exhibitor bags (flyers to be printed by sponsor and delivered to KICC) which are handed out at registration;
- ✓ 1 x 30" plasma screen advert will be displayed on the plasma screens located around the KICC. This advert will have no audio. (Footage to be provided by sponsor on flash disc);
- ✓ A special feature about your brand / products will be posted on the MKTE social media pages in the two weeks leading up to the start of the expo, along with an image and your logo (copy to be provided by sponsor).

**INVESTMENT VALUE: 25 000 USD**

## SILVER TIER: BADGE LANYARDS

Your logo will be printed on all the MKTE Lanyards in a step and repeat pattern on the one side of the lanyard, in a full colour print, alongside the MKTE logo. These lanyards will be used for all the exhibitor, hosted buyers, media and visitor badges. A total of 1500 lanyards will be produced.



The package will offer you the following exposure:

- ✓ Your logo will feature as the Silver tier sponsor on the Sponsorship page of the MKTE website;
- ✓ 2 x Branded Teardrop Banners at the entrance to MKTE;
- ✓ Your logo will be placed on the sponsor appreciation wall;
- ✓ You will receive a full-page advert in the official MKTE catalogue and GO Places Magazine (artwork to be provided by sponsor in PDF format);
- ✓ You will be invited to insert 1 x A5 full colour flyer can be placed into the 4000 MKTE Exhibitor bags (flyers to be printed by sponsor and delivered to KICC) which are handed out at registration;
- ✓ 1 x 30" plasma screen advert will be displayed on the plasma screens located around the KICC. This advert will have no audio. (Footage to be provided by sponsor on flash disc);
- ✓ A special feature about your brand / products will be posted on the MKTE social media pages in the two weeks leading up to the start of the expo, along with an image and your logo (copy to be provided by sponsor).

**INVESTMENT VALUE: 13 000 USD**

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## SECTION B: STAND ALONE SPONSORSHIP PACKAGES

The stand-alone sponsorship opportunities offer you various areas located throughout the Magical Kenya Travel Expo. This will allow you to build your own package based on your available budget to ensure they get exposure in various areas.

### OUTDOOR NYAMA CHOMA BAR AREA



This 100sqm bar area is a new addition to MKTE 2017. This partially covered space will offer visitors an a relaxing outdoor Nyama Choma area to enjoy some local Kenyan beverages. The food / catering for this area will be provided by an external restaurant supplier.

The cost will offer you the following exposure:

- ✓ 1000 x branded coasters with your logo in a one colour print;
- ✓ Your logo will be placed on the sponsor appreciation wall;
- ✓ 2 x Branded Teardrop Banners at the entrance to MKTE;
- ✓ You will receive a full-page advert in the official MKTE catalogue Magazine (artwork to be provided by sponsor in PDF format);
- ✓ Your logo will feature as a sponsor on the Sponsorship page of the MKTE website.

As the main sponsor for this area you will be able to provide and sell your beverage products. You will be required to provide your own pay point facilities and cashiers.

**INVESTMENT VALUE: 20 000 USD**

### UPPER HALL EXHIBITOR RESTAURANT

This 36sqm restaurant is in the upper hall at MKTE and is the main catering area used by visitors and exhibitors. We will require you to offer exhibitors and visitors light on the go snacks (sandwiches, wraps and salads), soft drinks, water and snacks.

The cost will offer you the following exposure:

- ✓ Your brand / product will have full naming rights for this restaurant i.e. "SPONSOR NAME MAIN RESTAURANT";
- ✓ Full area set-up: chairs, tables, branded counters and banner wall;
- ✓ 5 x branded aprons with your logo in a one colour print;
- ✓ You will receive a full-page advert in the official MKTE catalogue (artwork to be provided by sponsor in PDF format);
- ✓ Your logo will be placed on the sponsor appreciation wall;
- ✓ 2 x Branded Teardrop Banners at the entrance to MKTE;
- ✓ Your logo will feature as a sponsor on the Sponsorship page of the MKTE website.

You are welcome to propose / add additional features to this area to obtain maximum brand exposure (with approval by organisers).

**INVESTMENT VALUE: 7 500 USD**



## COFFEE HOUSE

This 18sqm coffee shop is located in the entrance hall and upper hall at MKTE. These coffee bars offer you opportunity to promote your brand to all exhibitors, visitors and VIP guests. You will be responsible for the full set-up of this area, including mobile bars, coffee product and cups.

The cost will offer you the following exposure:

- ✓ Your brand / product will have full naming rights for this restaurant i.e. "SPONSOR NAME COFFEE HOUSE";
- ✓ 5 x branded aprons with your logo in a one colour print;
- ✓ Your logo will be placed on the sponsor appreciation wall;
- ✓ 2 x Branded Teardrop Banners at the entrance to MKTE;
- ✓ You will receive a full-page advert in the official MKTE catalogue (artwork to be provided by sponsor in PDF format);
- ✓ Your logo will feature as a sponsor on the Sponsorship page of the MKTE website.

**INVESTMENT VALUE: 2000 USD**

## LEAD PADS AND PENS

The lead pads and pens offer the sponsor the perfect opportunity to promote their brand throughout the expo at a reasonable sponsorship cost. Each exhibitor will receive 2 x lead pads and pens, and the remainder will be placed at the two information counters.

The cost will offer you the following exposure:

- ✓ 1000 x A6 72-page 100% recycled branded notebook's & pens (artwork to be approved by sponsor);
- ✓ Your logo will be placed on the sponsor appreciation wall;
- ✓ Your logo will feature as a sponsor on the Sponsorship page of the MKTE website.

**INVESTMENT VALUE: 5 000 USD**

## INFORMATION COUNTER BRANDING

The two information counters will be located outside each hall at MKTE. These information counters will be managed by the organisers and offer visitors assistance with any show related queries. You are welcome to station a staff member here.

The cost will offer you the following exposure:

- ✓ Your logo and website address will be applied to the front of the 2 x information counters;
- ✓ Your logo will be placed on the sponsor appreciation wall;
- ✓ Your logo will feature as a sponsor on the Sponsorship page of the MKTE website.

**INVESTMENT VALUE: 5 000 USD**

## EXHIBITOR BAG INSERTS

You will have the opportunity to insert either an A5 full colour, double sided flyer or a small branded gift into each of the 2000 MKTE Exhibitor bags which will be handed out at registration. You will be responsible for the production and delivery of your items to a designated location at KICC one week prior to MKTE to allow for packing of bags. A maximum of 10 inserts will be permitted per bag. All small branded gifts will require approval by the organisers.

**INVESTMENT VALUE: 195 USD PER INSERT / GIFT**

## PLASMA SCREEN ADVERTISING

Showcase your brand / product on a 30" advertisement which will be displayed on all plasma screens located throughout MKTE. The advert can be animated or static, without audio. This will be looped throughout the duration of the three days. You will be required to provide the footage on a DVD or flash disk to the organisers (Deadline: 31 August 2017).

**INVESTMENT VALUE: 200 USD PER ADVERTISEMENT**

## TEARDROP BANNER BRANDING

These 2 x 3m teardrop double sided banners will be displayed at the main entrance of MKTE 2017.

**INVESTMENT VALUE: 400 USD PER SET OF TWO BANNERS**

## BRANDED WATER BOTTLES

Showcase your brand alongside MKTE on 600 clear branded water bottles which will be handed out to all exhibitors and VIP guests.

**INVESTMENT VALUE: 3 500 USD**

## OFFICIAL CATALOGUE

The official MKTE catalogue will be circulated to all exhibitors and visitors at MKTE. You will be responsible for providing the artwork in PDF format on a stipulated deadline. A maximum of 15 full page adverts, and 10 half page adverts will be accepted.

**INVESTMENT VALUE:**

Inside Front /Back Cover: 1 500 USD

Inside Facing Page 1<sup>st</sup> 5 R/H Pages: 1000 USD

Inside Full-Page Advert: 700 USD

Back Cover: 2 500 USD

Advertising in MKTE 2017 Catalogue & GO Places Magazine: 1 800 USD

Advertising in MKTE 2017 Catalogue, GO Places Aug/Sept or Oct/Nov with online marketing: 2200 USD

## SECTION C: EVENT & SEMINAR SPONSORSHIPS

These opportunities will allow the sponsor to promote their product at one of the official events or seminars to be held at MKTE. The Seminar / Event Package cost includes:

- ✓ Tea, Coffee and Snacks for 100 pax;
- ✓ 2 x Exhibitor / Sponsor badges;
- ✓ Holding Slide for Seminar with your company logo and website address.

You are welcome to provide giveaways to the 100 pax attending each seminar, or display any additional branding at the seminar / event. This is for your own cost and needs to be approved by the organisers.

Date	Cost	Time	Event Name	Speaker	Venue
3 Oct Tuesday	3 000 USD	13h00 – 14h00	Seminar – Innovation, Transformation and Education	TBC	Shimba Room, Level 1, KICC
4 Oct Wednesday	3 000 USD	08h30 – 09h30	Seminar – Meetings Industry in Africa	Panel Discussion (TBC)	Shimba Room, Level 1, KICC
4 October Wednesday	3 000 USD	13h00 – 14h00	Seminar – Digital Marketing Landscape	Nick Hall 	Shimba Room, Level 1, KICC
5 October Thursday	3 000 USD	07h00 - 09h00	Activity - Run with the Champions	None	Kurura Forest
5 Oct Thursday	3 000 USD	08h30 – 09h30	Seminar – Accreditation, Certification and Sustainability for Africa	Panel Discussion (TBC)	Shimba Room, Level 1, KICC
5 Oct Thursday	3 000 USD	10h30 – 12h30	Student Education Programme	TBC	Shimba Room, Level 1, KICC
5 Oct Thursday	3 000 USD	17h30 – 20h00	Closing Cocktails	All	KICC Terrace



## BOOKING FORM

Please complete the following booking form to secure the sponsorship opportunity you are interested in.

### COMPANY DETAILS:

Company Name:			
Invoicing Name:		Company Registration No:	
Vat No:		Designation:	
Contact Name:			
Postal Address:		Code:	
City:		Website Address:	
Email Address:			
Telephone:		Fax:	

### SPONSORSHIP PACKAGE/S:

Please confirm which of the opportunities you would like to secure in the box below:

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### PAYMENT TERMS:

- ✓ Please note that full payment is due on signature.
- ✓ Invoices will be processed in USD
- ✓ Please note that all bank charges are for the sponsors account.
- ✓ Full payment will be required before your sponsorship elements will go to production.

### CONFIRMATION:

I have read and accept the terms and conditions.

Full Name:
Date:
Designation:
Signature:

**Please contact the Sponsorship Team at On Show Solutions for more information or should you have any queries:**

Michele Rogers - mrogers@mkte.co.ke  
Tel: +27 11 431 4126 / +254 798 568 071