



## SPONSORSHIP GUIDE



## 03 – 05 OCTOBER 2018

### KICC NAIROBI

This platform offers you the perfect opportunity to promote your product to a captive audience. We have various unique 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 MKTE, with high exposure for your brand / product.

### **PLATINUM TIER: VIP HOSTED BUYER LOUNGE**

#### **Option 1: VIP / Hosted Buyer Lounge & Lunch Area**

##### **INVESTMENT VALUE: 60 000 USD**

The VIP Hosted Buyer Lounge sponsorship is made up of two areas: a 60sqm access controlled area located in the centre of Lenana Hall and a private VIP Hosted Buyer lunch area on Level 1, both which will host 160 international hosted buyers, 10 speakers and 10 hosted media intermittently for the three days of MKTE.

The cost of the full sponsorship will include:

- ✓ Full naming rights i.e. "THE **SPONSOR NAME** VIP HOSTED BUYER LOUNGE";
- ✓ The access controlled 60sqm area in the Lenana Hall which will be made up of:
  - A furnished lounge area
  - A manned travel desk to assist with shuttle transfers and airport information
  - A manned matchmaking desk to assist with any matchmaking diary appointment queries
  - An information desk for any queries related to the expo
  - Sponsor desk to allow you to promote your brand / product and have a full-time presence in the lounge.
- ✓ Catering and beverages 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) and within the Hosted Buyers Lunch Area located on level 1;
- ✓ 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 and all related sponsor appreciation branding;
- ✓ You will have the opportunity to display your marketing material in the Hosted Buyer lounge;
- ✓ You will receive a full-page advert in the official MKTE catalogue (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 MKTE visitor bags handed out at registration to all trade visitors, exhibitors and VIP guests. (flyers to be printed by sponsor and delivered to KICC);
- ✓ 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).

#### **Option 2: Hosted Buyer Lunch Area only**

**INVESTMENT VALUE:**  
**45 000 USD (3 DAYS)**  
**15 000 USD (1 DAY)**

The VIP Hosted Buyer lunch area is an exclusive area where the hosted international buyers, speakers and hosted media will have lunch daily between 12h00 and 14h00.

This offers you the ideal way to showcase your brand and treat our VIP buyers and Hosted Media to an experience. If you have in-house caterers, you are able to showcase your food/cuisine as part of the package.

The cost of the sponsorship will include:

- ✓ Naming rights for the VIP Lunch Area;
  - ✓ Open platform to meet with and speak to all the hosted guests;
  - ✓ Beverages will be provided by MKTE;
  - ✓ Opportunity to brand the tables within the lunch area;
  - ✓ 3 x Pull Up Banners promoting your brand will be produced by MKTE and placed within the lounge venue (artwork to be provided by the sponsor);
  - ✓ 2 x Branded Teardrop banners will be placed at the entrance to MKTE as a recognised sponsor (3-day sponsorship only);
  - ✓ Your logo will feature as a platinum sponsor on all sponsor appreciation branding;
  - ✓ You will have the opportunity to display your marketing material in the lunch area;
  - ✓ You will receive a full-page advert in the official MKTE Catalogue (Artwork to be provided by sponsor);
  - ✓ Social media feature leading up to the expo about your brand on the MKTE Platforms.
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**GOLD TIER: MKTE VISITOR BAGS**

## **INVESTMENT VALUE: 35 000 USD**

The visitor bags offer you prime exposure as all trade visitors, media, exhibitors and VIP guests attending MKTE will receive one at registration. You will share co-branding with the Magical Kenya Travel Expo, one logo printed on each side of the shopper bag. The 3000 bags are manufactured from 100% eco-friendly materials to promote MKTE's commitment to sustainability.

The package will offer you the following exposure:

- ✓ Your logo will appear on one side of the Exhibitor Bags alongside the MKTE logo;
- ✓ Your logo will feature as the Gold tier sponsor on all sponsor related branding;
- ✓ 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);
- ✓ You will be invited to insert 1 x A5 full colour flyer can be placed into the 3000 MKTE visitor bags (flyers to be printed by sponsor and delivered to KICC) which are handed out at registration;
- ✓ 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).

## **SILVER TIER: BADGE LANYARDS**

### **INVESTMENT VALUE: 15 000 USD**

Your logo will be printed on all the MKTE badge lanyards in a full colour step and repeat pattern on the one side of the lanyard, alongside the MKTE logo. These lanyards will be used for all the exhibitor, hosted buyers, media and visitor badges. A total of 2000 lanyards will be produced.

The package will offer you the following exposure:

- ✓ Your logo will appear in a step and repeat pattern on one side of all lanyards alongside the MKTE logo;
- ✓ Your logo will feature as the Silver tier sponsor on all sponsor appreciation branding;
- ✓ 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 (artwork to be provided by sponsor in PDF format);
- ✓ 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).

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## **SECTION B: STAND ALONE SPONSORSHIP PACKAGES**

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

## **OUTDOOR NYAMA CHOMA BAR AREA**

**INVESTMENT VALUE: 25 000 USD**

This 100sqm partially covered space will offer visitors an a relaxing outdoor Nyama Choma area to enjoy some local Kenyan beverages and delicious food provided by an external local restaurant supplier.

The cost will offer you the following exposure:

- ✓ 100 x branded coasters with your logo in a one colour print;
  - ✓ Your logo will feature on all sponsor appreciation branding at MKTE.
  - ✓ 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).
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## **COFFEE HOUSE**

**INVESTMENT VALUE: 3000 USD**

The 18sqm coffee houses located in the upper & lower exhibition hall offers 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;
  - ✓ 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 on all sponsor appreciation branding at MKTE.
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## **LEAD PADS AND PENS**

**INVESTMENT VALUE: 6 000 USD**

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);

**SOLD**

- ✓ Your logo will feature on all sponsor appreciation branding at MKTE.
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## **INFORMATION COUNTER BRANDING**

### **INVESTMENT VALUE: 6 500 USD**

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.

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;
  - ✓ The staff manning these information counters will wear a branded t-shirt with the sponsor and MKTE logo;
  - ✓ Your logo will feature on all sponsor appreciation branding at MKTE.
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## **VISITOR BAG INSERTS**

### **INVESTMENT VALUE: 200 USD PER INSERT**

You will have the opportunity to insert either an A5 full colour double sided flyer or a small branded gift into each of the 3000 MKTE visitor 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.

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## **TEARDROP BANNER BRANDING**

### **INVESTMENT VALUE: 500 USD PER SET OF TWO BANNERS**

These 2 x 3m teardrop double sided banners will be displayed at the main entrance of MKTE 2018.

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## **BRANDED WATER BOTTLES**

### **INVESTMENT VALUE: 400 USD**

Showcase your brand alongside MKTE on 600 clear branded water bottles which will be handed out to all exhibitors and VIP guests. Water coolers will be positioned around MKTE with your logo on for refiling purposes for the duration of the expo.

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## **OFFICIAL CATALOGUE**

The official 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: 2000 USD**

**Inside Facing Page 1<sup>st</sup> 5 R/H Pages: 1500 USD**

**Inside Full-Page Advert: 1000 USD**

**Back Cover: 3500 USD**

**Advertising in MKTE 2018 Catalogue & GO Places Magazine: 2800 USD**

**Advertising in MKTE 2018 Catalogue, GO Places Aug/Sept or Oct/Nov with online marketing: 3200 USD**

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## **SECTION C: SEMINAR SPONSORSHIP**

### **INVESTMENT VALUE: 2 500 USD PER SEMINAR**

These opportunities will allow the you to promote your brand offering at one of the daily seminar to be held at MKTE. The Seminar Package cost includes: Tea / Coffee & Snacks for 100 pax and your logo will appear on the holding slide for the seminar, as well as on all seminar programme branding. You are welcome to provide give-aways to the delegates attending each seminar and display branding within the seminar venue. This is for your own cost and needs to be approved by the organisers.

**Seminar 1: Wednesday 03 October: 13h00 – 14h00**



## Trends in Cultural and Heritage Tourism

An overview of the top tourism trends and their focus on Cultural /Heritage tourism Including: Experiential travel, Cultural travel, Sustainable tourism and Voluntourism.

### Seminar 2: Thursday 04 October: 13h00 – 14h00

#### The Instagram Effect

Social media, digital innovation, and the desire for bigger and better experiences helped trigger the rise of experiential travel. This topic would cover how you tap into social media and digital innovations into using the “Instagram Effect” without compromising authenticity.

### Seminar 3: Friday 05 October: 13h00 – 14h00

#### How to successfully package Experiential Tourism

A panel discussion to cover how to package a travel experience so that it can truly provide customers with a new, unique and authentic ways to experience the sights, the sounds, the smells, the food, the people, their way of life, their language and culture – by taking the time to explore and engage.

## BOOKING FORM

Please complete the following booking form and submit to MKTE on [mrogers@mkte.co.ke](mailto:mrogers@mkte.co.ke) 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:**

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