



# 3<sup>RD</sup> EAST AFRICAN REGIONAL TOURISM EXPO



20<sup>th</sup> to 22<sup>nd</sup> November 2023 | Kenya International Convention Centre (KICC)

# SPONSORSHIP PACKAGE



# AGENDA



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**REGIONAL**  
TOURISM EXPO



**EARTE**



**Sponsorship Tier Benefits**



**Ala Carte Menu**

# ABOUT EAST AFRICA REGIONAL TRAVEL EXPO



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REGIONAL  
TOURISM EXPO**



## **Brief**

The EAC organize annual regional tourism expos that are hosted by the Partner States on a rotational basis. MKTE is a Pan African trade fair organized and hosted by Kenya Tourism Board annually.



## **Date**

This year marks the third edition that Kenya is hosting from 20<sup>th</sup> to 22<sup>nd</sup> November 2023



## **Past Shows**

This year marks the third edition hosted by Kenya from. Tanzania and Burundi hosted in 2021 and 2022 respectively



## **Expo Composition**

The expo comprises of Exhibition, B2B meetings, Networking Events and Seminars on various travel/tourism topics



## **Exhibitors**

At least 200 exhibitors from East Africa and beyond



## **Buyers**

At least 150 buyers from East Africa and 100 buyers from America, Europe Asia and Africa



## **Trade Visitors**

At least 500 trade visitors from East Africa and beyond



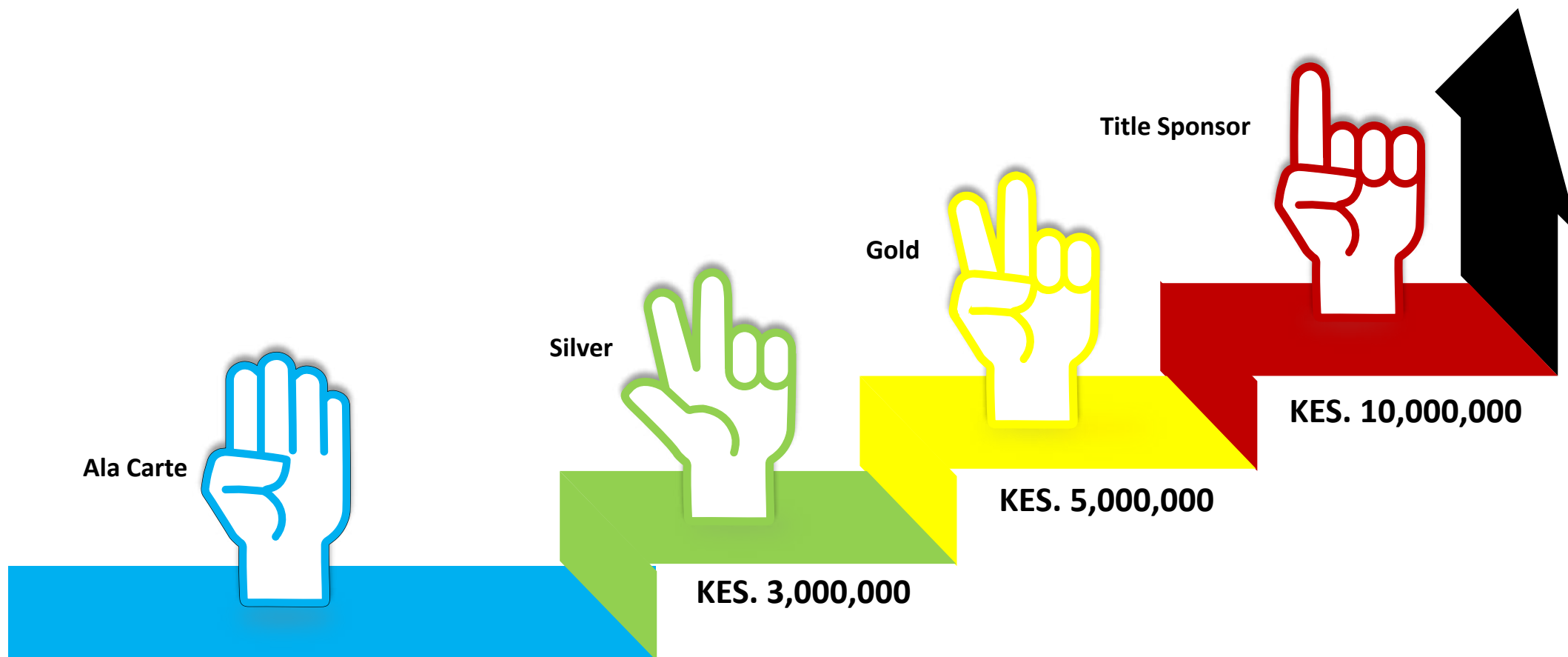
## **Duration**

3 days of networking with international and regional buyers

# SPONSORSHIP TIERS



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# TITLE SPONSOR BENEFITS – KES. 10,000,000



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## Pre- Event

- Logo and title partner recognition in all media both online and offline platforms inclusive of press release

## During

- Recognition, branding and speaking opportunity in major show events (opening ceremony, cocktail)
- Ample branding at the show (venue, partner appreciation boards, notebooks, pens, lanyards, bags, hosted buyer lounge, catalogue)
- Panelist opportunity at the seminars/taking up a seminar session
- Online presence across all platforms; social media, mailers, home page, match making page
- 6x6 Exhibition booth
- X10 event access passes

# GOLD SPONSOR BENEFITS – KES. 5,000,000



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## **Benefit:**

Position your brand during the three day exhibition.

## **You receive:**

- Recognition, branding and speaking opportunity in major show events (opening ceremony, cocktail)
- Ample branding at the show (venue, partner appreciation boards and catalogue)
- Opportunity to include a branded merchandise in the delegates bags
- Panelist opportunity at the seminars
- Online presence across all platforms; social media, mailers, home page, match making page
- 6x6 Exhibition booth
- X5 event access passes



# SILVER SPONSOR BENEFITS – KES. 3,000,000



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TOURISM EXPO



## **Benefit:**

Position your brand during the three day exhibition.

## **You receive:**

- Recognition, branding and speaking opportunity in major show events (opening ceremony, cocktail)
- Ample branding at the show (venue, partner appreciation boards and catalogue)
- Opportunity to include a branded merchandise in the delegates bags
- Panelist opportunity at the seminars
- Online presence across all platforms; social media, mailers, home page, match making page
- 6x6 Exhibition booth
- X3 event access passes



# ALA CARTE SPONSORSHIP



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TOURISM EXPO



**1**

**Hosting**

- Airline Tickets (Domestic and International)
- Accommodation
- Ground Handling
- Parks and Reserves

**2**

**Exhibition**

- Seminars
- Cocktail
- Bags
- Notebooks and Pens
- Lanyards
- Information Booth
- Hosted Buyer Lounge
- WiFi

**3**

**Online Presence**

- Home page advert
- Attendee Search advert
- Match making advert
- Hosted buyer mailers
- Catalogue



# HOSTING



# AIRLINE TICKETS



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- Request for international rebated rates and /or complimentary tickets for exhibitors, buyers, trade visitors and hosted media
- Request for domestic rebated rates and or complimentary tickets for hosted buyers and media

## General Benefits

- Social media mentions
- Direct interaction with buyers
- Logo to appear on partner appreciation board



# ACCOMODATION



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- Request for complimentary room/rebates room rates for hotels within Nairobi CBD for exhibitors, trade visitors, hosted buyers and media
- Complimentary room/rebate room rates for hotel and lodges in the destination covering familiarization itinerary regions

## General Benefits

- Social media mentions
- Direct interaction with buyers
- Logo to appear on partner appreciation board



# GROUND HANDLING



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- Provision of transport for exhibitors, buyers, and hosted media for familiarization trip and airport transfers

## **General Benefits**

- Social media mentions
- Direct interaction with buyers
- Logo to appear on partner appreciation board



# PARKS AND RESERVES



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- Provision of park waivers to various Game Parks and National Reserves for hosted media and buyers as per familiarization trip itineraries

## General Benefits

- Social media mentions
- Direct interaction with buyers
- Logo to appear on partner appreciation board



# EXHIBITION



# SEMINARS/POWER PANELS



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Secure naming right to thought provoking seminar session

## **Benefit:**

Promote your product offering at one of the daily MKTE Power Panels

## **You will receive:**

- Full naming rights i.e. “Name of session brought to by PARTNERS NAME”
- Opportunity to provide 2 pull up banners inside the room
- Your logo appears on the Event Program
- Opportunity to provide giveaways to the attendees at own cost
- Dedicated feature about your brand / product on the MKTE social media pages (copy and logo to be provided by partner)

**KES. 500,000**



# OPENING COCKTAIL



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Exclusive Networking Event for VIP's Guests, Hosted Buyers, Media & Exhibitors

## **Benefit:**

- Opening night of MKTE 2023

## **You will receive:**

- Naming rights "A Night of Magic" brought to you by PARTNER NAME
- Speaker Platform to Welcome Guests
- Brand Awareness
- Banner wall produced and displayed in a prominent position at the event
- Hostess opportunity to welcome guests on arrival
- Gifting opportunity to provide a voucher or branded gift for all guests (estimated attendees 500)
- Logo to appear alongside the MKTE logo on all official communication for the event
- Logo to appear on partner appreciation board
- A dedicated feature about your brand / product on the MKTE social media pages (copy and logo to be provided by partner).

**KES. 2,000,000**





# BAGS



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This opportunity gives you an advertising life span that continues after the show

## **Benefit**

- 2000 attendee bags offer you prime exposure
- VIP's, Hosted Buyers, Media, Trade Visitors, Media and Exhibitors receive bags on arrival a registration, carrying your brand with them throughout the expo

## **You receive:**

- Your logo on one side of the attendee bags alongside the MKTE logo
- Your logo featured on all partner appreciation branding
- The opportunity to place your brochure in each bag (partner to provide brochure)
- A dedicated feature about your brand / product on the MKTE social media pages (copy and logo to be provided by partner)

**KES. 2,000,000**



# NOTEBOOKS & PENS



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A sure-fire way to maximize brand exposure at the show.  
Each exhibiting company receives 2 notebooks and pens and each hosted buyer receives 1 notebook and pen in their welcome pack.

## **Benefit:**

A professional and productive way to get your brand out there

## **You receive:**

- 1000 x branded notebooks and pens (artwork to be provided by partner)
- Logo to appear on partner appreciation board
- A dedicated feature about your brand / product on the MKTE social media pages (copy and logo to be provided by partner)

**KES. 1,000,000**



# LANYARDS



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3000 lanyards, worn by all participants, giving you prime exposure  
Your company has the opportunity to co-brand the official lanyards for MKTE

## **Benefit:**

- Your logo is visible throughout the expo as well as on social media through event photos

## **You receive:**

- Your logo appears on the lanyards alongside the MKTE logo in full color
- Logo to appear on partner appreciation board
- A dedicated feature about your brand / product on the MKTE social media pages (copy and logo to be provided by partner)

**KES. 500,000**



# INFORMATION BOOTH

Two manned information booths strategically located in HIGH traffic areas at MKTE

## Benefit:

- Position your brand on the front of our go-to info booths. These will be managed by the organizer through our volunteer students who will be trained to assist with visitor queries.

## You receive:

- 1 brochure stand placed alongside each of the information booths for your marketing collateral
- Your logo and website address applied to the front of the 2 information booths
- Your logo featured on all partner appreciation branding at MKTE
- A dedicated feature about your brand / product on the MKTE social media pages (copy and logo to be provided by partner)

**KES. 500,000**



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# HOSTED BUYER LOUNGE

This offers you the perfect opportunity to target the international hosted buyers directly for the duration of MKTE.

## Benefit:

- This access controlled area is located in a prominent location at MKTE and offers the Hosted Buyers a lounge where they can relax and unwind between meetings.

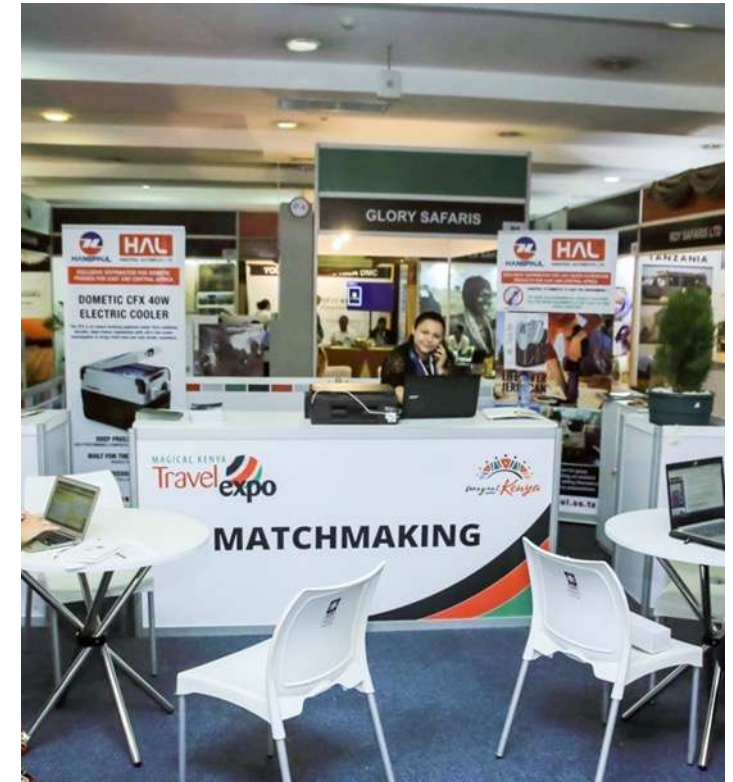
## You will receive:

- Full naming rights i.e. “Hosted Buyer Lounge brought to by PARTNERS NAME”
- Partners desk to promote your brand / product and have a full-time presence in the lounge.
- Your logo featured on all partner appreciation branding at MKTE
- A dedicated feature about your brand / product on the MKTE social media pages (copy and logo to be provided by partner)

**KES. 1,500,000**



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# FOOD VENDORS



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This offers you the perfect opportunity to showcase and sell your products to all exhibition participants at the expo

**Benefit:**

- Showcase your brand and products to all exhibition participants

**You will receive:**

- A space within the food court to conduct business

**KES. 50,000**



# WI-FI PROVIDER



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This offers an opportunity of being the sole provide of high speed internet connectivity of at least 100MBPS at the venue

## **Benefit:**

- Showcase your product offering at the show

## **You will receive:**

- 6 SQM stand at the expo including graphics and furniture
- Matchmaking diary for sales opportunities with delegates
- Logo on partner appreciation boards
- MKTE homepage brand presence with a hyperlink to partner website
- Homepage advert on matchmaking portal
- Attendee Search adverts
- Venue branding around the exhibition compound



# ONLINE PRESENCE





# WEBSITE MARKETING



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## HOMEPAGE ADVERT



The ultimate in online advertising during the live event  
Be seen by all participants visiting the MKTE 2023 public website

### Benefit:

Your moving banner will be prominently displayed on the footer of the MKTE website. Channel traffic directly to your website with an active click-through on the banner.

### You will receive:

Footer advert on the MKTE 2023 public website <https://mkte.co.ke/>

### Banner Requirement:

1920 x 540px as png or jpeg files

**KES. 40,000**

## MATCH MAKING ADVERT



The ultimate in online advertising during the live event!

### Benefit:

Key advertising placement to be viewed by all attendees. A perfect opportunity for new product launches or to highlight your brand as a market leader.

### You will receive:

A prominent advert on the Home Page of the Virtual Platform channeling traffic directly to your website with an active click-through capability on the banner.

### Requirements:

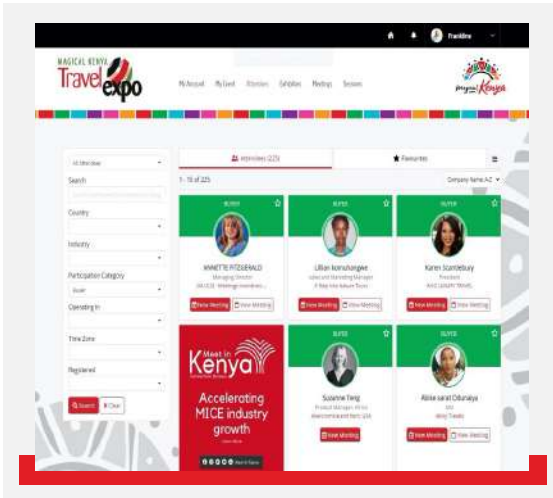
1080 x 1920px as png, jpeg or GIF files

**KES. 20,000**

# WEBSITE MARKETING



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TOURISM EXPO



## ATTENDEE SEARCH ADVERT

The ultimate in online advertising during the live event!

### Benefit:

Key advertising placement to be viewed by all attendees. A perfect opportunity for new product launches or to highlight your brand as a market leader.

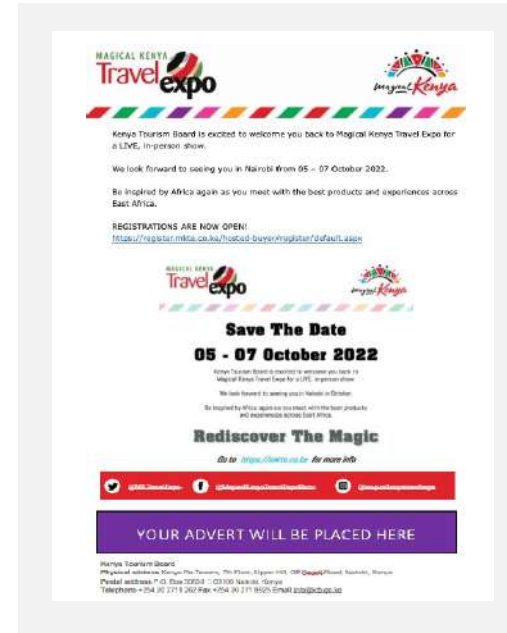
### You will receive:

A prominent advert on the Home Page of the Virtual Platform channeling traffic directly to your website with an active click-through capability on the banner.

### Requirements:

1080 x 1920px as png, jpeg or GIF files

**KES. 20,000**



## NOTIFICATION MAILERS

Target exhibitors and buyers through regular mailers.

### Benefit:

In the lead-up to, and during the event when exhibitors and buyers are researching, planning and selecting business meetings, your product will be top of mind.

### You will receive:

- Footer advert on designated mailers
- Each banner runs for a specific number of days

### Requirements:

1920 x 540px as png or jpeg files.

**KES. 20,000**

# WEBSITE MARKETING PRICING



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- Full Website marketing package all-inclusive  
**KES. 100,000**



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**KICC** | November 2023  
The Kenyatta International  
Convention Centre | **20-22** |

