

SPONSORSHIP Opportunities

2nd - 4th OCT, 2024
Uhuru Gardens, Nairobi



AGENDA



Overview Magical
Kenya Travel Expo
2024

A

MKTE 2024

Sponsorship Packages
& Benefits

B

Sponsorship Tier
Benefits

Ala Carte Sponsorship
Benefits

C

Ala Carte Menu

ABOUT MAGICAL KENYA TRAVEL EXPO 2024



Brief

This premier event offers a myriad of advertising and sponsorship prospects both within the venue and beyond.



Date

This year marks the 14th edition that Kenya is hosting from **October 2nd - 4th 2024**



Expo Composition

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



Duration

3 days of networking with international and regional buyers



Exhibitors

Joining us this year are over **400 exhibitors** representing Kenya, East Africa, Africa, and beyond.



Buyers

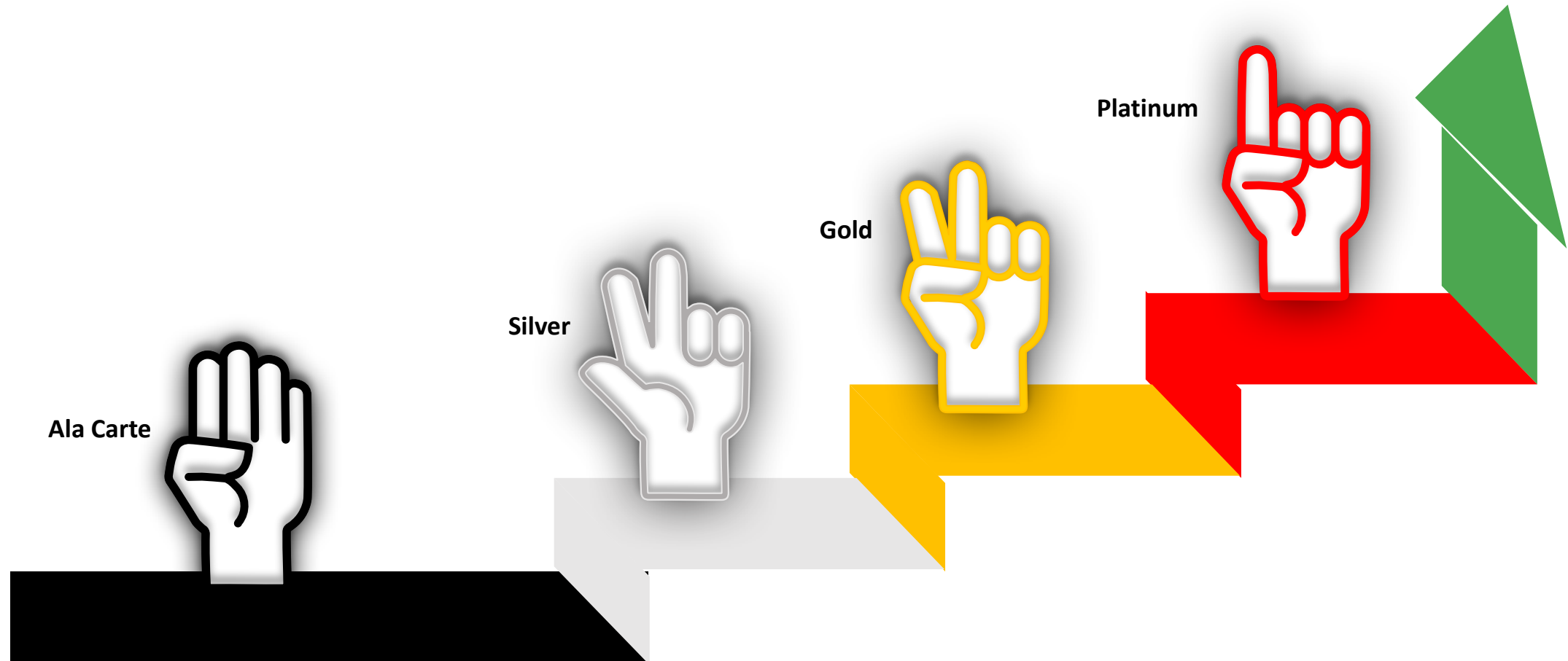
Anticipate the participation of **OVER 260 buyers** from East Africa, Africa, America, Europe, and Asia,



Trade Visitors & Delegates

Over **500 trade visitors** from East Africa and beyond & **over 5000** Delegates enriching the expo with diverse perspectives and opportunities.

SPONSORSHIP TIERS



SPONSORSHIP BENEFITS	Platinum Kes. 10,000,000	Gold Kes. 5,000,000	Silver Kes. 3,000,000
Recognition and branding in major expo events e.g. Opening ceremonies, cocktails, Seminar and dinners.	✓	✓	✓
Ample branding at the show (venue, partner appreciation boards, notebooks, pens, lanyards, bags, hosted buyer lounge, catalog)	✓	✓	✓
Online presence across all platforms; social media, mailers, home page, match-making page.	✓	✓	✓
Exhibition booth.	TWO	TWO	ONE
Event access passes	TEN	FIVE	THREE
The opportunity to place your brochure in each bag (partner to provide brochure)	✓	✓	✓
Media mention on KTB-sourced media. Pre-recorded news bite provided by the sponsor to be shared on MKTE social media and website platforms.	✓	✓	
Interview opportunity with our media partner.	✓		
Access to the designated hosting area to host your own guest for an allocated and pre-scheduled period.	✓	✓	
Full-page advert in the MKTE 2024 Catalog.	ONE OF THE FIRST 3 PAGES OF MKTE 2024 CATALOGUE	ONE OF THE LAST 3 PAGES OF MKTE 2024 CATALOGUE	ONE INSIDE PAGE OF MKTE 2024 CATALOGUE
Speaking and or Panelist opportunity during the expo	THREE: OPENING CEREMONY, COCKTAIL & SEMINAR	THREE: OPENING CEREMONY, COCKTAIL & SEMINAR	TWO: COCKTAIL & SEMINAR

PLATINUM SPONSORSHIP



SPONSORSHIP BENEFITS

- Recognition and branding in major expo events e.g. Opening ceremonies, cocktails, Seminar and dinners.
- Ample branding at the show (venue, partner appreciation boards, notebooks, pens, lanyards, bags, hosted buyer lounge, catalog)
- Online presence across all platforms; social media, mailers, home page, match-making page.
- Two 3x3 Exhibition booth.
- 10 Event access passes
- The opportunity to place your brochure in each bag (partner to provide brochure)
- Media mention on KTB-sourced media. Pre-recorded news bite provided by the sponsor to be shared on MKTE social media and website platforms.
- Interview opportunity with our media partner.
- Access to the designated hosting area to host your own guest for an allocated and pre-scheduled period.
- Full-page advert in the MKTE 2024 Catalogue. (One of the first 3 PAGES of MKTE 2024 CATALOGUE)
- Speaking and or Panelist opportunity during the expo (3: Opening Ceremony, Cocktail & Seminar)

A circular badge with a scalloped edge, containing three stars at the top and bottom, and the word 'PLATINUM' in the center.

PLATINUM

**KES
10,000,000**

GOLD SPONSORSHIP



SPONSORSHIP BENEFITS

- Recognition and branding in major expo events e.g. Opening ceremonies, cocktails, Seminar and dinners.
- Ample branding at the show (venue, partner appreciation boards, notebooks, pens, lanyards, bags, hosted buyer lounge, catalog)
- Online presence across all platforms; social media, mailers, home page, match-making page.
- Two 3x3 Exhibition booth.
- 5 Event access passes
- The opportunity to place your brochure in each bag (partner to provide brochure)
- Media mention on KTB-sourced media. Pre-recorded news bite provided by the sponsor to be shared on MKTE social media and website platforms.
- Access to the designated hosting area to host your own guest for an allocated and pre-scheduled period.
- Full-page advert in the MKTE 2024 Catalogue. (One of the last 3 PAGES of MKTE 2024 CATALOGUE)
- Speaking and or Panelist opportunity during the expo (3: Opening Ceremony, Cocktail & Seminar)



GOLD

**KES
5,000,000**

SILVER SPONSORSHIP



SPONSORSHIP BENEFITS

- Recognition and branding in major expo events e.g. Opening ceremonies, cocktails, Seminar and dinners.
- Ample branding at the show (venue, partner appreciation boards, notebooks, pens, lanyards, bags, hosted buyer lounge, catalog)
- Online presence across all platforms; social media, mailers, home page, match-making page.
- One 3x3 Exhibition booth.
- 3 Event access passes
- The opportunity to place your brochure in each bag (partner to provide brochure)
- Full-page advert in the MKTE 2024 Catalogue. (One inside page of MKTE 2024 CATALOGUE)
- Speaking and or Panelist opportunity during the expo (2: Cocktail & Seminar)



ALA CARTE

Sponsorship



ALA CARTE SPONSORSHIP



HOSTING



Airline Tickets (Domestic and International)

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
- Sponsor Appreciation via printed and digital media.



HOSTING

Accommodation

Request for complimentary room/rebate room rates for hotels within Nairobi CBD for exhibitors, trade visitors, hosted buyers, and media

Complimentary room/rebate room rates for hotels and lodges in the destination covering familiarization itinerary regions

General Benefits

- Social media mentions
- Direct interaction with buyers
- Sponsor Appreciation via Board Recognition



EXPERIENTIAL



Ground Handling

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

General Benefits

- Social media mentions
- Direct interaction with buyers
- Sponsor Appreciation via Board Recognition



EXPERIENTIAL

Parks and Reserves: FULL WAIVER

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
- Sponsor Appreciation via Board Recognition



EXPERIENTIAL

Wi-Fi Provider (Exclusive Sponsorship)

This offers an opportunity to be the sole provider 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 the partner website
- Homepage advert on matchmaking portal
- Attendee Search adverts
- Venue branding around the exhibition compound



EXPO EVENTS



Seminars & Power Panels Sessions

Secure naming right to a 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 the 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 their 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



EXPO EVENTS



Opening Cocktail event

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

Benefit: Promote your organization during the Opening night of MKTE 2024

You will receive:

- Naming rights **“WELCOME HOME”** 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 2,500,000

EXPO MERCHANDISE



Expo Bags

Benefit: This opportunity gives you an advertising lifespan that continues after the show

- 2000 attendee bags offer you prime exposure
- VIPs, 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 partners)



KES 2,000,000

EXPO MERCHANDISE



Notebooks

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:

- 5000 x branded notebooks (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



EXPO MERCHANDISE



Expo Lanyards

5000 lanyards, worn by all participants, giving you prime exposure

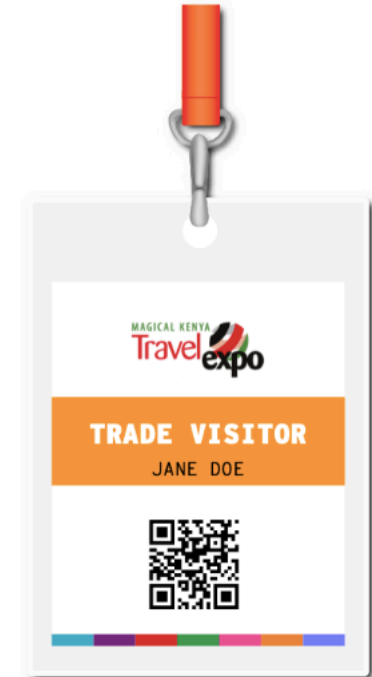
Benefit: Your company has the opportunity to co-brand the official lanyards for MKTE

- 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 750,000



EXPO VISIBILITY



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 are applied to the front of the 2 information booths
- Your logo featured on all partner appreciation branding at MKTE 2024
- A dedicated feature about your brand/product on the MKTE 2024 social media pages (copy and logo to be provided by partner)

KES 500,000



EXPO VISIBILITY

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 2,500,000



EXPO VISIBILITY

Food Vendors

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 75,000



ONLINE PRESENCE

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.

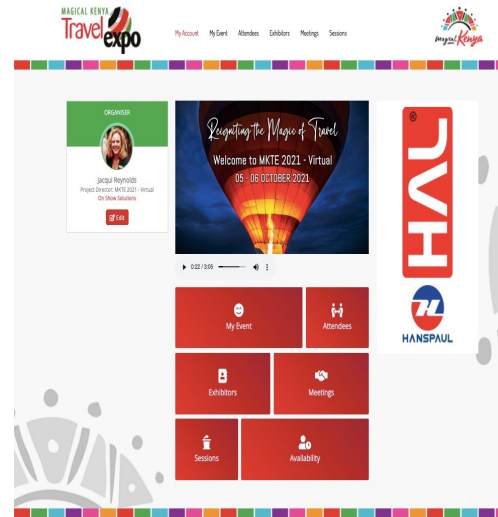
You will receive:

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 50,000



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.

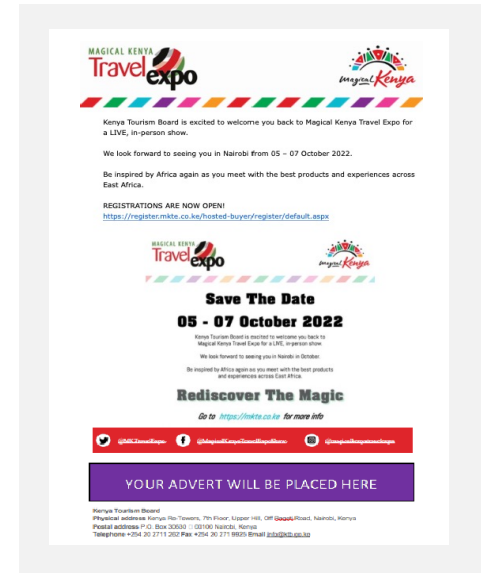
You will receive:

- Footer advert on designated mailers
- Each specific number of days

Requirements:

1920 x 540px as PNG or JPEG files.

KES 50,000



WEBSITE ADVERTS



Home page advert

The ultimate in online advertising during the live event

Be seen by all participants visiting the MKTE 2024 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.

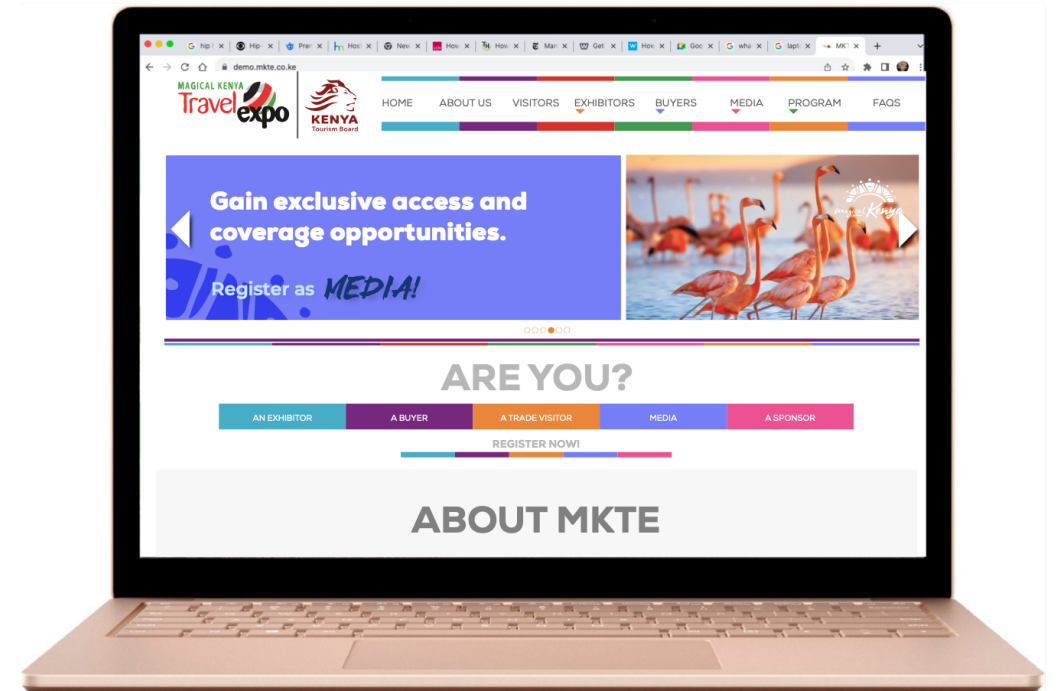
You will receive:

Footer advert on the MKTE 2024 public website <https://mkte.co.ke/>

Banner Requirement:

1920 x 540px as png or jpeg files

KES 50,000



WEBSITE ADVERTS



Attendee Search advert

The ultimate in online advertising during the live event!

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

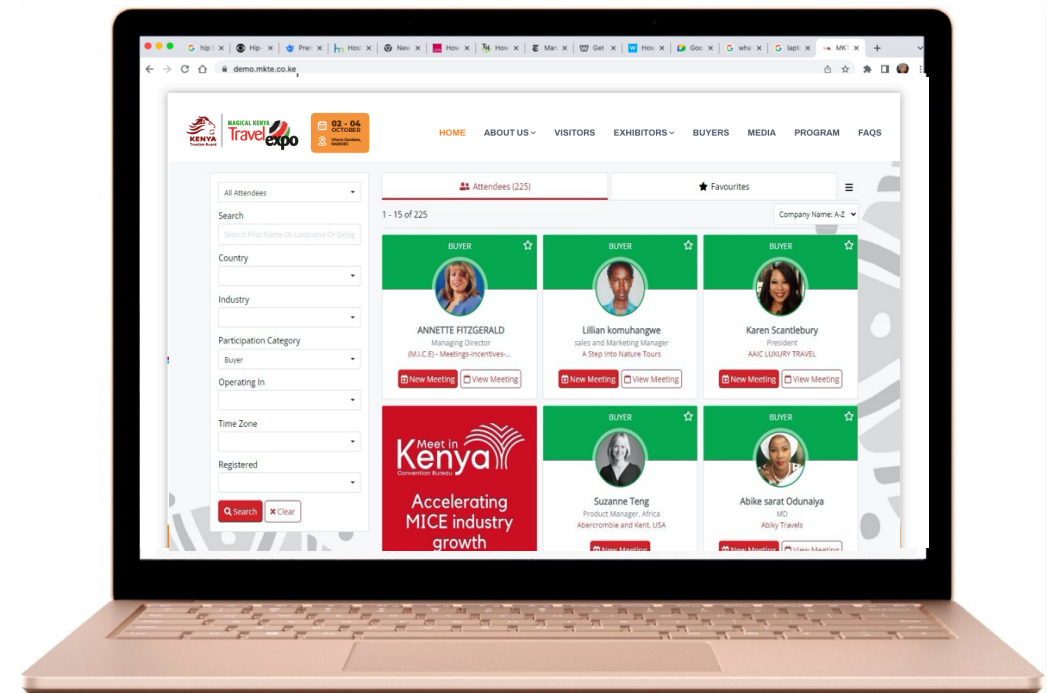
You will receive:

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 30,000



Thank You

