

MKTE 2025 
1st to 3rd OCT, 2025
Uhuru Gardens,
NAIROBI

**Magical Kenya: Unlocking Africa's Potential through
Sustainable Tourism Growth**

Sponsorship
Deck



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OVERVIEW



B2B Forums



Rich Cultural
Experiences



Networking Events



Learning Sessions



Familiarization trips



200+

Quality Vetted Buyers



400+

Exhibitors & Co-Exhibitors



5000+

Travel Professionals



8

Industry & Academic
Seminars



7000+

Business Meetings



35+

Buyer Famtrips



Overview of MKTE 2025

Sustainable Tourism Growth: Unlocking Africa's Potential

Now in its 15th year, the **Magical Kenya Travel Expo (MKTE)** has established itself as one of Africa's premier travel trade shows. This year's edition, scheduled from **Wednesday, October 1st to Friday, October 3rd, 2025**, will be hosted at the **Uhuru Gardens National Monument and Museum**, a site that symbolically embodies heritage, freedom, and the aspirations of a united Africa.

MKTE 2025 is not just an expo; it is a platform for transformation. With over **5,000 delegates**, including **400 exhibitors**, **200 high-quality vetted buyers**, and numerous trade and media visitors, MKTE offers unmatched visibility, market access, and business development opportunities for brands as it aligns with KTB's goals to grow tourism numbers to 5.5 million visitors by the year 2027.

This year's theme, "Sustainable Tourism Growth:

Unlocking Africa's Potential," recognizes the critical role tourism plays in shaping the continent's socio-economic development. The event will spotlight tourism as an enabler of job creation, innovation, environmental stewardship, and cultural expression. It will also explore how integrated investments across key growth sectors such as infrastructure, green energy, fintech, agriculture, cultural industries, and mobility can collectively unlock Africa's vast potential.

Africa Tourism Investment Forum (ATIF)

**Where tourism
meets capital,
policy, and
innovation**

MKTE 2025 proudly incorporates **The African Tourism Investment Forum (ATIF)**. ATIF is a high-level platform designed to bridge the gap between tourism ambitions and actionable investments. ATIF brings together a powerful mix of tourism investors, development finance institutions, innovators, policymakers, and entrepreneurs under one roof to catalyze inclusive growth across Africa's tourism value chain. Participating delegates will engage in front-row conversations on how ATIF will foster investment in tourism within Africa by driving partnerships and cross-border collaborations in tourism.

Aligned with the **African Continental Free Trade Area (AfCFTA)** aspirations, ATIF fosters intra-African collaboration by:

- Showcasing market-ready investment opportunities across African destinations
- Facilitating public-private sector partnerships
- Strengthening regional integration and ease of doing business

- Encouraging investments in sustainable infrastructure, digitalization, eco-tourism, and creative industries

ATIF aims to multiply impact beyond tourism—stimulating growth in adjacent sectors such as:

- Culture and the arts (film, fashion, music, gastronomy)
- Technology and smart tourism solutions
- Creative storytelling and heritage preservation
- Community-based and regenerative tourism models

This strategic integration transforms MKTE 2025 into a holistic platform that champions Africa's tourism-led economic growth and sustainability. By supporting MKTE and ATIF, sponsors will be contributing to a movement that positions Africa not only as a destination, but also as a globally competitive tourism investment frontier.

MKTE 2025

MKTE 2025 VISION for Collaboration.

- Unmatched Exposure to over 5,000 tourism professionals from Africa and the world.
- Exclusive Access to high-level investors, government agencies, and private sector leaders.
- Brand Alignment with Kenya's leading tourism and investment event.
- Sustainability Advocacy by supporting regenerative tourism and inclusive growth
- MKTE forms a symbiotic relationship with our partners enabling them to grow, interrogate new knowledge, maximize on opportunities with the customers being the ultimate beneficiaries`

Expo Composition

The Expo offers a diversity of **exhibitions, B2B meetings, networking events, ATIF Ministerial roundtable discussions, pitching sessions / deal rooms, PPP round table investment discussions, seminars and academic paper presentations as well as familiarization trips.**



Exhibitors

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

Buyers

We anticipate the participation of over 200 vetted buyers from East Africa, Africa, America, Europe, Asia and Australia.

Trade Visitors & Delegates

Over 5000 Delegates and trade visitors from East Africa and beyond, enriching the expo with diverse perspectives and opportunities.

Industry and Academic Seminar Tracks

MKTE 2025 will feature industry and academic seminar tracks designed to enrich the body of knowledge across the tourism and hospitality sector. Additionally, the event will host a ministerial roundtable, investment discussions, and policy dialogues, fostering meaningful engagement and insights.

Familiarization Trips

After the Expo, over 200 hosted buyers get to experience various destinations with over 35 itineraries in Kenya from MICE to Holiday Destinations to Luxury to Budget level offerings.

MKTE 2025

SPONSORSHIP TIERS

MKTE 2025 introduces a diversity of partnership opportunities especially with a game-changing new feature, ATIF.





Key Benefits

- ▶ **Prime branding**, both digital and venue, partner appreciation boards, note boards, pens, lanyards, bags hosted buyer lounge, catalog)
- ▶ **Booth space** - 27sqm (sponsors can bring 10 partners in their booth)
- ▶ **Recognition and branding in major expo events** e.g. Opening ceremony, cocktails, seminars and dinners.
- ▶ **Keynote speaking** slot at seminar, opening ceremony, cocktail
- ▶ Participation in the ministerial roundtable and deal rooms
- ▶ **VIP access** to all official functions.
- ▶ **2 Exhibition booths**
- ▶ **Online presence** across all platforms; social media, mailers, home page, match-making page
- ▶ **Media Mention** on KTB sourced media, pre-recorded news bite provided by the sponsor to be shared on MKTE social media
- ▶ **Marketing opportunities** during the event. E.g. brochures placed in the gift bags
- ▶ **Access to designated hosting areas** during a pre-scheduled period.
- ▶ **Full page advert** In MKTE 2025 Catalog (any first one front page)
- ▶ **Interview opportunity** with media partners
- ▶ **15 Access Passes**



Key Benefits

- ▶ **Featured branding** in major expo events eg. Partner appreciation boards , notebooks, pens, lanyards, bags, hosted buyer lounge, catalog)
- ▶ **Booth space** - 18sqm (sponsors can bring 5 partners in their booth
- ▶ **Keynote speaking** slot at seminar, and cocktail and dinners.
- ▶ **Networking invitations**
- ▶ **Online presence** across all platforms; social media, mailers, home page, match-making page
- ▶ **Media Mention** on KTB sourced media, pre-recorded news bite provided by the sponsor to be shared on MKTE social media
- ▶ **Marketing opportunities** during the event. E.g. brochures placed in the gift bags
- ▶ **Full page advert** MKTE 2025 Catalog (any one last 3 pages)
- ▶ **10 Access Passes**



Key Benefits

- ▶ **Standard branding**
- ▶ **Media mentions**
- ▶ **Booth space** - 9sqm
- ▶ **Online Presence** across all platforms
- ▶ **Keynote speaking** slot at seminar.
- ▶ **Media Mention** on KTB sourced media, pre-recorded news bite provided by the sponsor to be shared on MKTE social media
- ▶ **Marketing opportunities** during the event. E.g. brochures placed in the gift bags
- ▶ **Full page advert** MKTE 2025 inside the Catalog
- ▶ **5 Access Passes**



Key Benefits

- ▶ **Logo placement**
- ▶ **Booth space** - 9sqm
- ▶ **Social media mentions**
- ▶ **Half page advert** MKTE 2025 inside the Catalog
- ▶ **3 Access Passes**
- ▶ **Keynote speaking** slot at seminar.
- ▶ **Prime visibility opportunities** during the event. E.g. brochures placed in gift bags.

Sponsorship	Value	General Benefit
Airline Tickets (Domestic and International)	International and domestic rebated rates / complimentary tickets for buyers, trade visitors and hosted media	<ul style="list-style-type: none"> ▶ Social media mentions ▶ Direct interaction with buyers ▶ Sponsor Appreciation via printed and digital media ▶ Further benefits to be determined by sponsorship value.
Airline Tickets (Domestic and International)	Complimentary free tickets for speakers, buyers and media.	<ul style="list-style-type: none"> ▶ Social media mentions ▶ Direct interaction with buyers ▶ Further benefits to be determined by the sponsorship value.
Accommodation	Request for complimentary room/rebate room rates for hotels within Nairobi CBD and familiarization itinerary for exhibitors, trade visitors, hosted buyers, and media and familiarization itinerary for buyers	<ul style="list-style-type: none"> ▶ Social media mentions ▶ Direct interaction with buyers ▶ Sponsor Appreciation via Board Recognition ▶ Further benefits to be determined by sponsorship value
Ground Transfers	Provision of transport for exhibitors, buyers, and hosted media for familiarization trips and airport transfers	<ul style="list-style-type: none"> ▶ Social media mentions ▶ Direct interaction with buyers ▶ Sponsor Appreciation via Board Recognition ▶ Further benefits to be determined by sponsorship value
Parks and Reserves entry (Full Waiver)	Provision of park waivers to various Game Parks and National Reserves for hosted media and buyers as per familiarization trip itineraries	<ul style="list-style-type: none"> ▶ Social media mentions ▶ Direct interaction with buyers ▶ Sponsor Appreciation via Board Recognition ▶ Further benefits to be determined by sponsorship value



Cocktail & Gala Dinner:



Value Proposition

Sponsorship of the cocktail event and gala dinners (dinners can be curated based on sponsors needs). The Cocktail is an exclusive networking event for VIP Guests, Hosted Buyers, Media & Exhibitors

Kshs. 2,500,000

General Benefit

- ▶ Naming rights brought to you by PARTNER NAME
- ▶ Speaker Platform to Welcome Guests
- ▶ 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).

Seminar/Panelist Sponsorship:



Value Proposition

Thought leadership sponsorship through speaking engagement at the seminars.

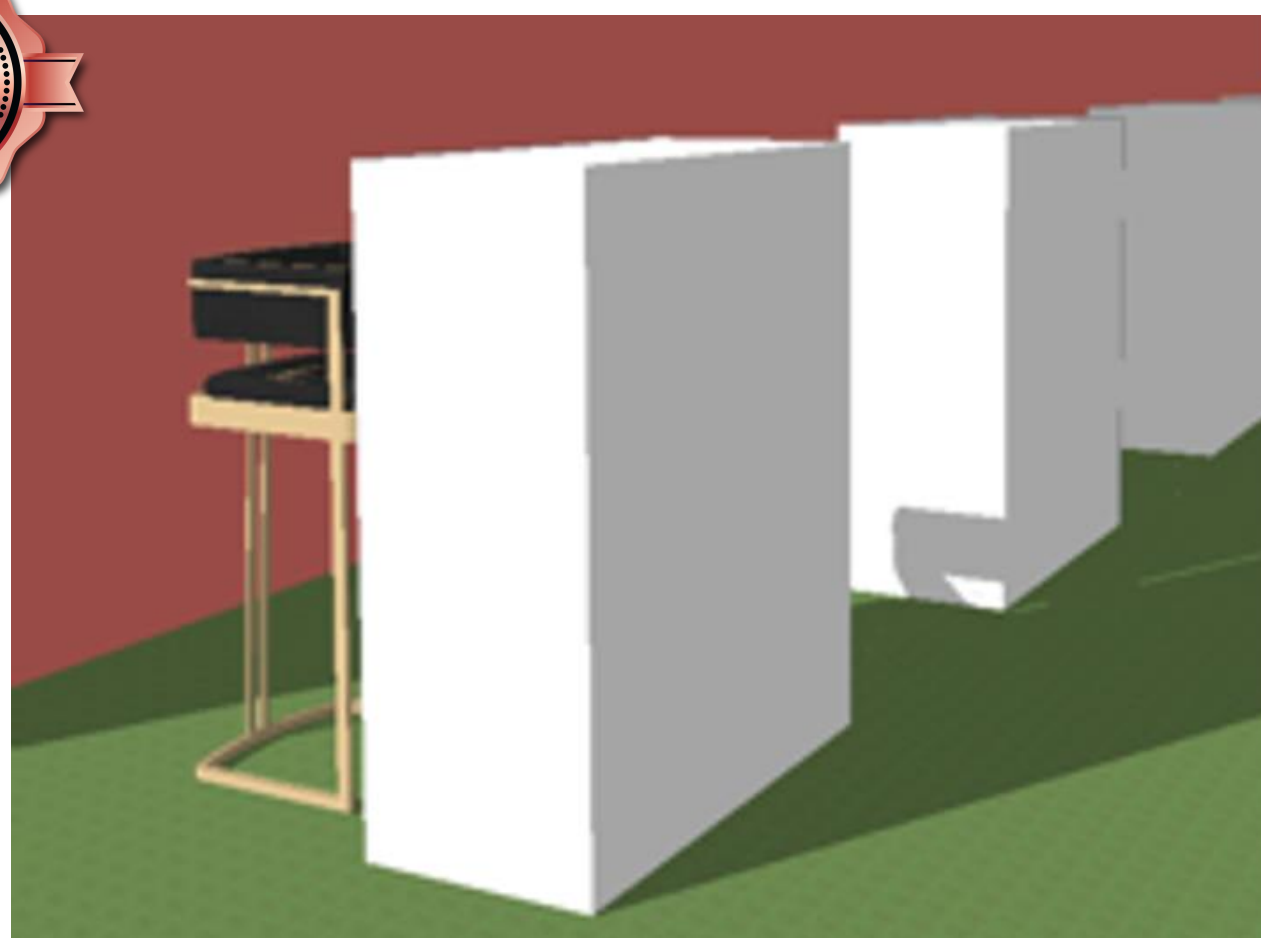
Promote your product offering at one of the daily MKTE Power Panels and Talks.

Kshs. 750,000
(Sponsorship for single seminar/talk)

General Benefit

- ▶ 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)

Information booth:



Value Proposition

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

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

Kshs. 500,000

General Benefit

- ▶ 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 2025
- ▶ A dedicated feature about your brand/product on the MKTE 2025 social media pages (copy and logo to be provided by partner)

Naming Rights : Buyers Lounge/ATIF Lounge/ Safari Lounge/ Media Lounge/ Cultural and Film Pavilion



Value Proposition

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

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.

Kshs. 2,500,000 per section

General Benefit

- ▶ Full naming rights e.g. "Buyer's Lounge/ATIF 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)

Ministerial Session Sponsorship:



Value Proposition

Enhance your brand association with African Tourism Investment Forum high level ministerial panel roundtable.

This presents an exclusive high impact opportunity to have your brand stand out at the high level ATIF ministerial roundtable venue

Kshs. 1,000,000

General Benefit

- ▶ Full naming rights i.e. "ATIF Ministerial Roundtable brought to by PARTNERS NAME"
- ▶ Partners desk to promote your brand/product and participate in the roundtable.
- ▶ 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)

Expo Merchandise bags:



SIZE: L-42cm H-35cm D-15cm

Value Proposition

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

4000 attendee bags offer you prime exposure

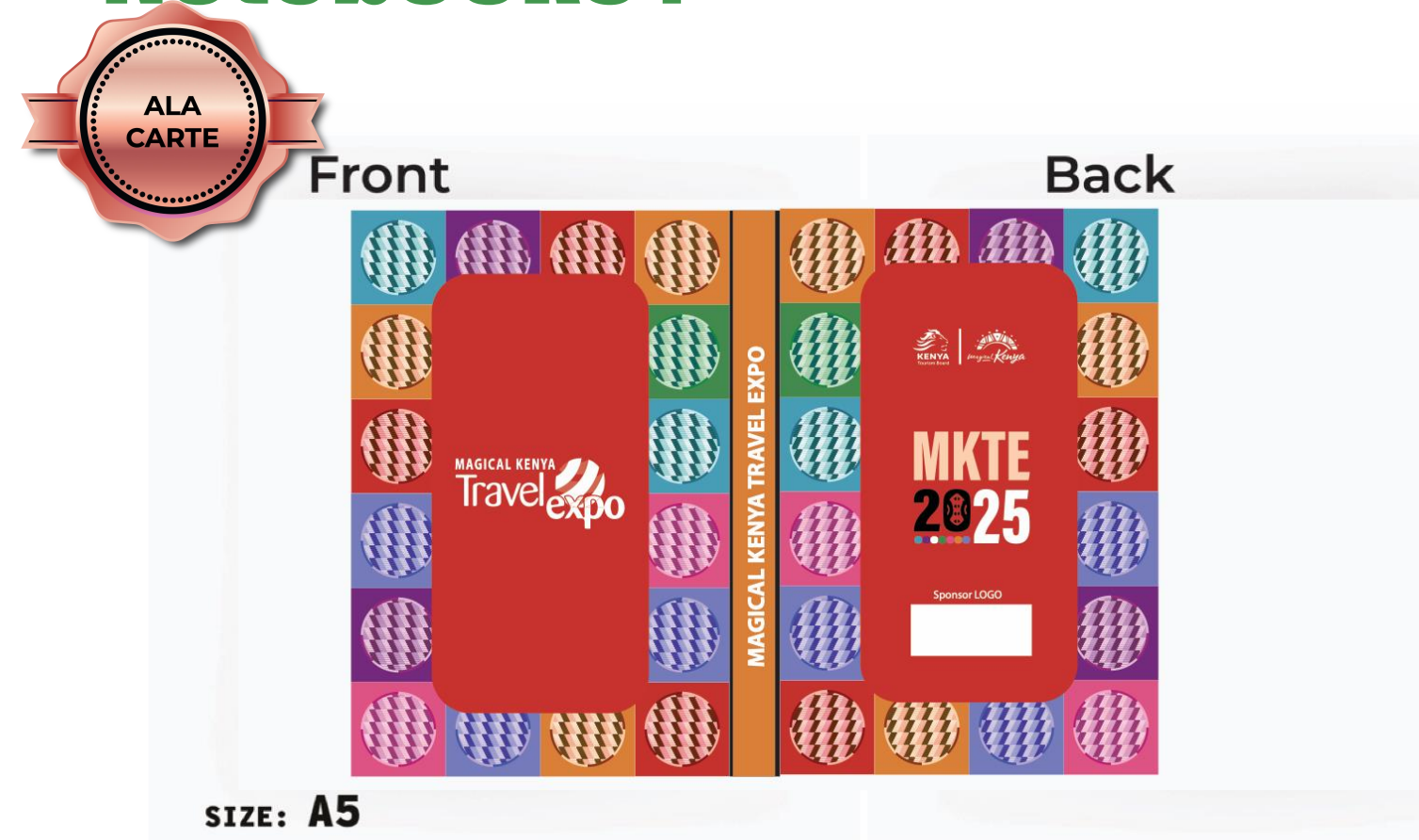
VIPs, Hosted Buyers, Media, Trade Visitors, Media, and Exhibitors receive bags on arrival a registration, carrying your brand with them throughout the expo.

Kshs. 2,000,000

General Benefit

- ▶ 4000 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

Notebooks :



Value Proposition

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.

Kshs. 1,000,000

General Benefit

- ▶ 5,000 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)

Expo Lanyards :



Value Proposition

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

You get 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

Kshs. 750,000

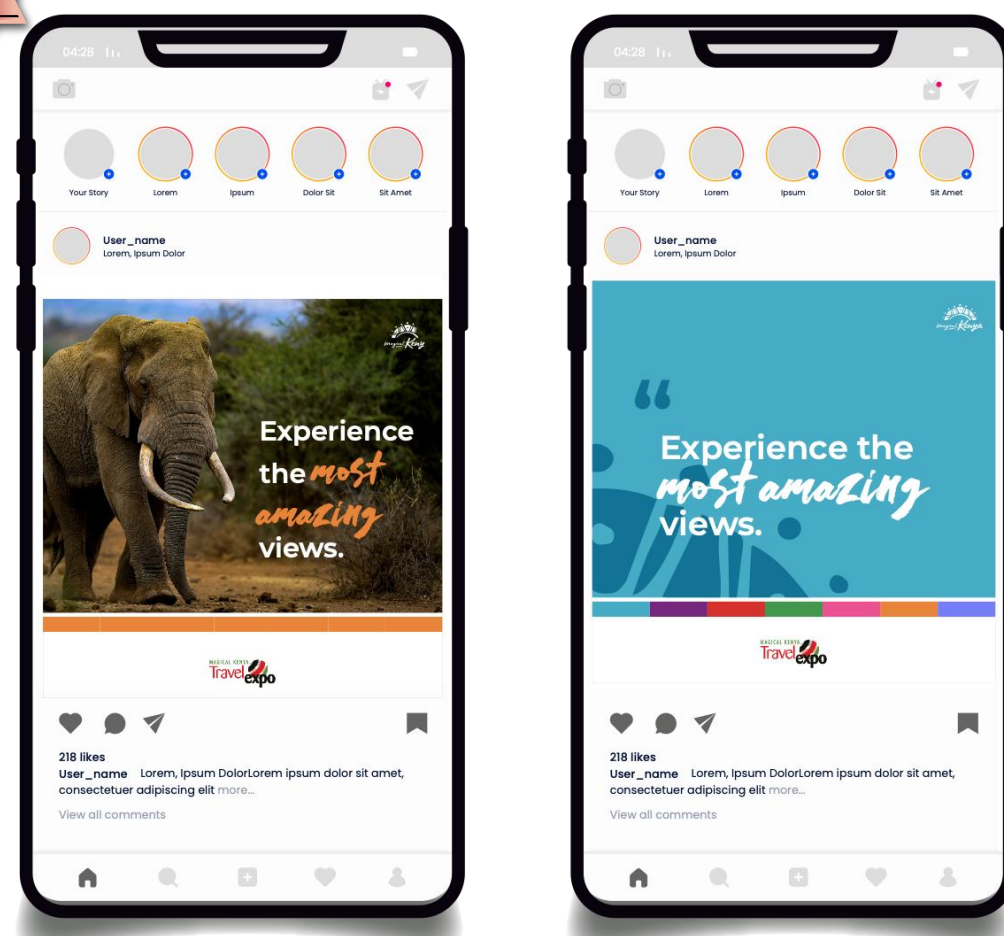
General Benefit

- ▶ 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)

ADVERTISING Opportunities



Social Media posts & Video Post :



Value Proposition

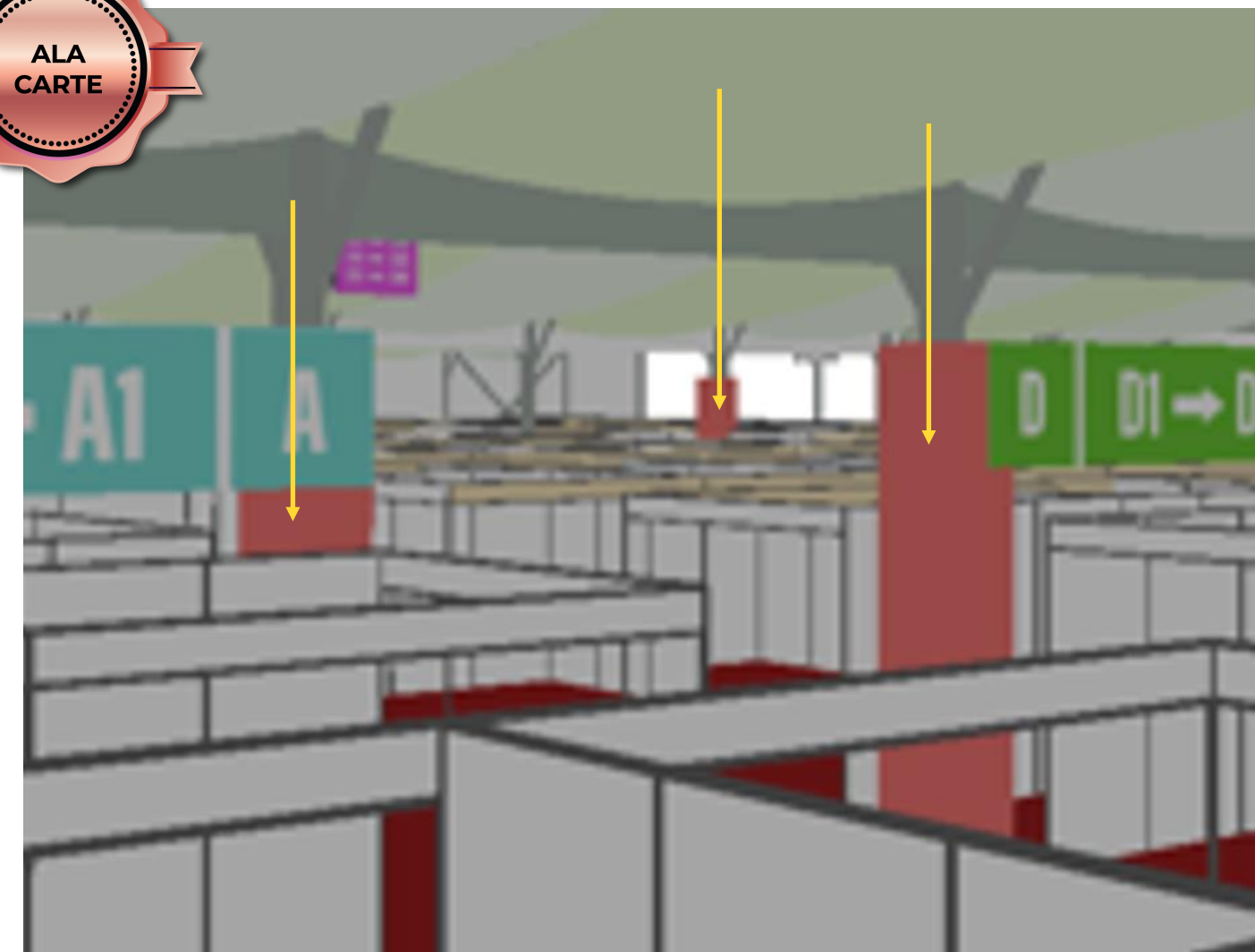
Corporate

- Social media static posts at **Kshs. 10,000 per month.**
- Video post at **Kshs. 50,000 per month.**

General Benefit

- One Post on the MKTE Social Media platforms

Pillar Branding:



Value Proposition

Gain visibility for your brand by having your banner placed at strategic pillars inside the expo venue.

Kshs. 50,000 (cost per pillar-minimum of 2 pillars per client)

General Benefit

- Your banner will be placed on pillars in strategic high traffic areas inside the expo venue. (Partner to provide banner).

Audio Visual Advertising:



Value Proposition

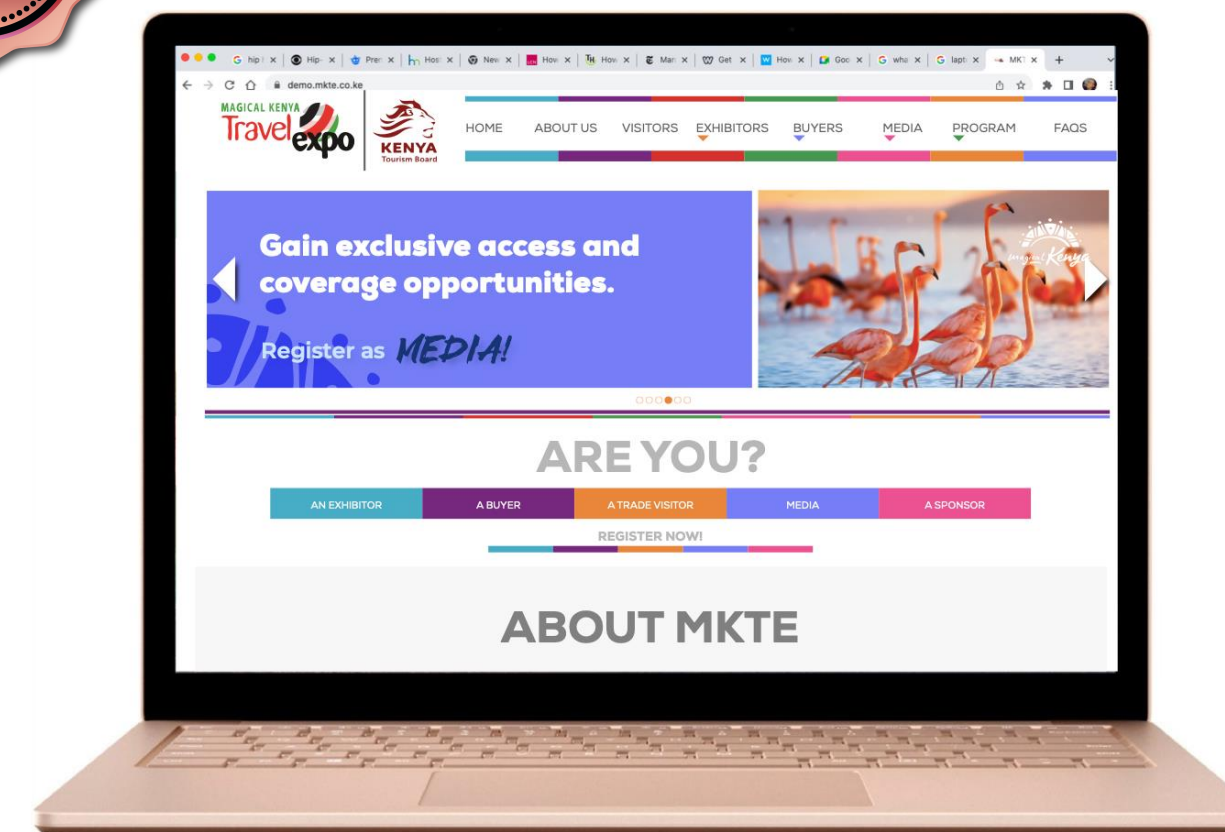
Gain visibility for your brand by having your on-screen advert rotationally played on our mega placed screen at a high traffic location at the expo venue.

Kshs. 100,000

General Benefit

- ▶ Video ads played on Welcome screen
- ▶ Video Requirement: 1920x1080 or 4K

Home page Advert:



Value Proposition

The ultimate in online advertising during the live event

Be seen by all participants visiting the MKTE 2025 public website.

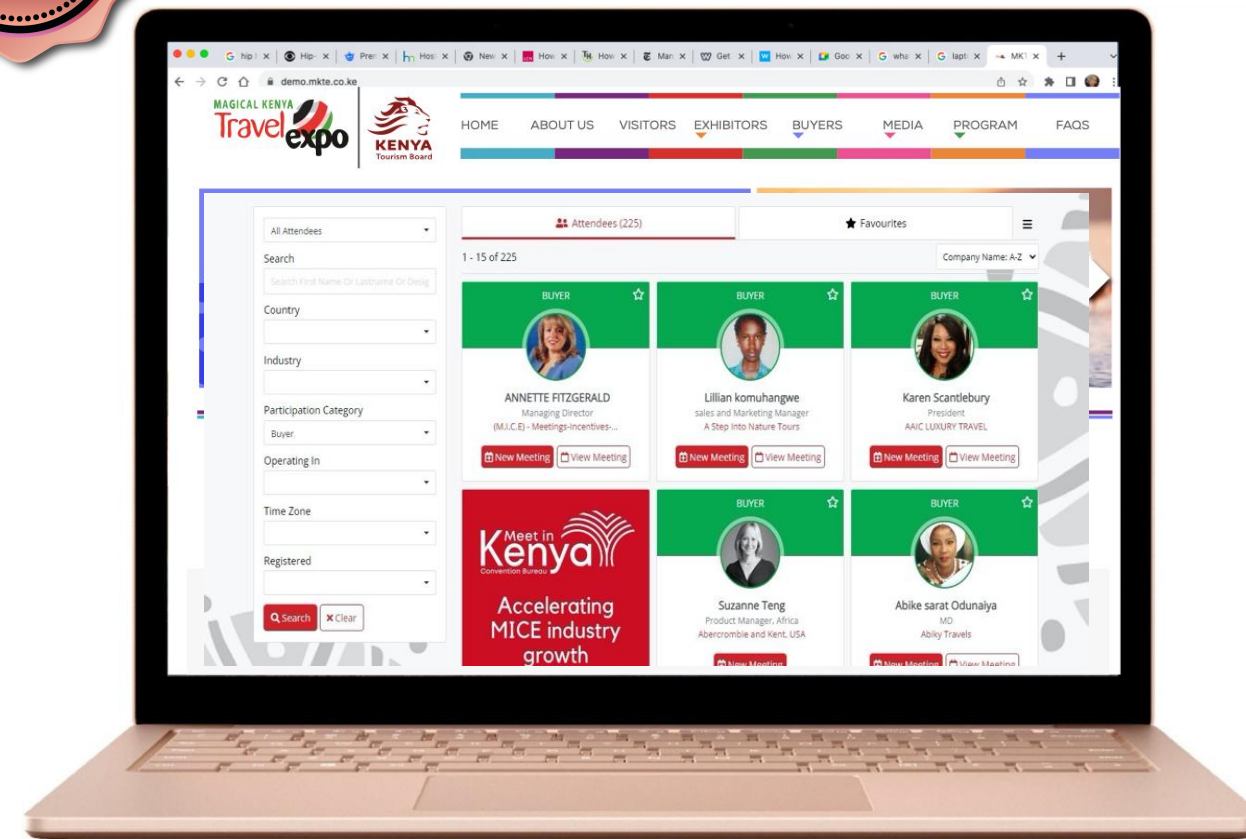
Banner will be prominently displayed on the footer of the MKTE website. Channel traffic directly to your website with an active click-through on the banner.

Kshs. 70,000

General Benefit

- ▶ Footer advert on the MKTE 2025 public
- ▶ MKTE Website <https://mkte.co.ke/>
- ▶ Banner Requirement: 1920 x 540px as png or jpeg files

Match making advert: On the Match-Making Platform



Value Proposition

The ultimate in online advertising during the live event!

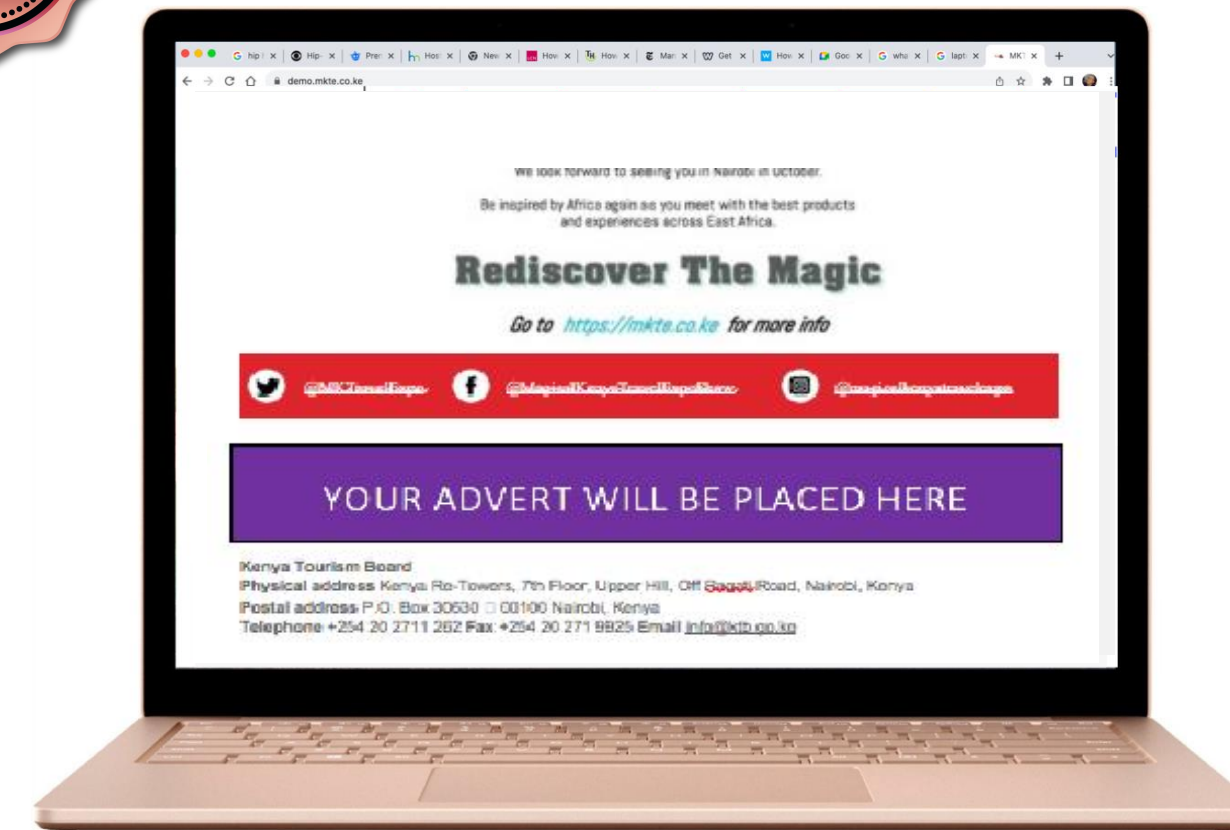
Key advertising placement to be viewed by all attendees. A perfect opportunity for new product launches or to highlight your brand as a market leader.

Kshs. 50,000 per month

General Benefit

- ▶ 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

Hosted Buyer mailers:



Value Proposition

Target exhibitors and buyers through regular mailers.

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.

Kshs. 50,000

General Benefit

- ▶ Footer advert on designated mailers
- ▶ Each specific number of days
- ▶ Requirements: 1920 x 540px as PNG or JPEG files

Catalogue:



Value Proposition

Designing, digital and printing of the catalogue as well as providing a digital version

Kshs. 4,000,000 + printing of 1,000 copies for distribution

General Benefit

- ▶ Exclusive branding rights on the catalogue along side KTB and MKTE logos.
- ▶ Networking invitations
- ▶ Online presence across all platforms; social media, mailers, home page, match-making page
- ▶ Visibility opportunities during the event. E.g. brochures placed in the gift bags
- ▶ Full page advert MKTE 2025 Catalog

MKTE 2025 Is Here!

1st to 3rd OCT, 2025



Uhuru Gardens,
NAIROBI

REGISTER NOW!!

BUYERS | EXHIBITORS | TRADE VISITORS | MEDIA

*Registration Ongoing
For All Categories*

Register NOW at www.mkte.co.ke



Contact Us:

Join us in shaping the future of African tourism. Be part of a legacy of sustainability, innovation, and collaboration at MKTE 2025.

Contact MKTE 2025 Sponsorship Office

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Events Promotions Ltd is the official organizer of The Magical Kenya Travel Expo.

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