

MAGICAL KENYA
Travel expo

2026 06-08
OCT
NAIROBI, KENYA

Partnership Opportunities

GROW YOUR BRAND

**Power The Most
Significant Event
In The Trade.**

Tailor Made for Your Brand

Visit www.mkte.co.ke and Register Now.

MKTE

2026 06-08
OCT
NAIROBI, KENYA

KTb Vision & Mission Powering MKTE 2026

Why this expo exists, and the national targets it is built to deliver

VISION



To be the most visited tourism destination in Africa

MISSION



To market Kenya as an all-year-round diverse, sustainable and authentic tourism destination

KES 1 Trillion
Tourism Revenue

5.5 Million
International Arrivals

7.5 Million
Domestic Bed Nights

MKTE 2026 — HOW THE EXPO DELIVERS THE MISSION

10,000+

Delegates driving visibility toward the 5.5M arrivals target

400+

Exhibitors showcasing year-round, diverse Kenyan tourism product

200+

Vetted global buyers generating deals that flow into KES 1T revenue goal

40+

Famtrip itineraries spotlighting authentic, sustainable destinations across Magical Kenya

Every sponsorship shilling at MKTE 2026 is direct investment into Kenya's national tourism targets, not just event visibility.

MKTE 2025 STATISTICS

7,600+

Attendees

67 Countries
Represented

10,852

B2B Meetings Booked

595 B2B
participants

365

Exhibitors

19 Countries
Represented

17

Industry & Academic
Seminars

450+ Average
attendance

206

Buyers

38 FAM Trips
Itineraries

KES 74.9M

PR Value

19M+ Impressions

2,271

Trade Visitors

25 Counties, Govt
& SAGAS

KES 102.1M

Revenue + Cash
Sponsorships

2026 – KEY PERFORMANCE INDICATORS & TARGETS

10,000+

Attendees

70+

Countries
Represented

10,000+

B2B Meetings Booked

600+

B2B participants

400+

Exhibitors

20+

Countries
Represented

20+

Industry & Academic
Seminars

500+

Average
attendance

200+

Buyers

40+

FAM Trips
Itineraries

KES 80M+

PR Value

20M+

Impressions

2,500+

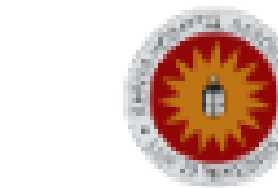
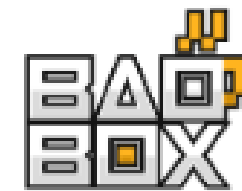
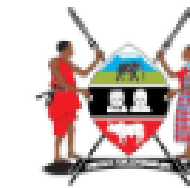
Trade Visitors

30+

Counties, Govt &
SAGAS

KES 135M+

Revenue + Cash Sponsorships



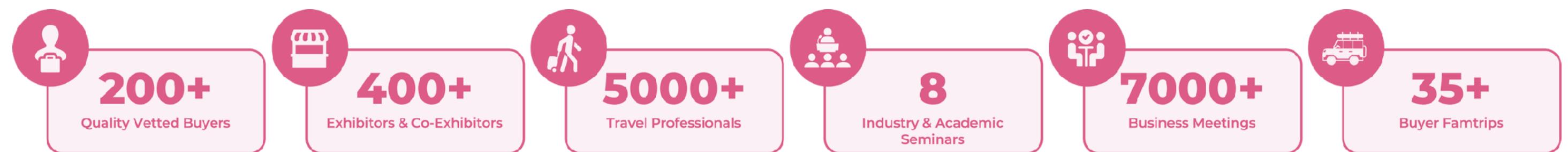
2025 Sponsors & Partners

MKTE 2026 VISION for Collaboration.

- Unmatched Exposure to over 10,000 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, investment forum, PPP round table investment discussions, seminars and familiarization trips.**



Exhibitors

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

Buyers

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

Trade Visitors & Delegates

- Over 10,000 Delegates and trade visitors from Africa and beyond, enriching the expo with diverse perspectives and opportunities.

Industry and Academic Seminar Tracks

MKTE 2026 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 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 40 itineraries in Kenya that showcase MICE, Holiday Destinations (ranging from luxury to budget level offerings).

SPONSORSHIP TIERS

MKTE 2026 introduces a diversity of partnership opportunities.





Key Benefits

- ▶ **Prime branding**, both digital and venue, partner appreciation boards, note boards, pens, lanyards, bags hosted buyer lounge and catalogue
- ▶ **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
- ▶ **VIP access** to all official functions.
- ▶ **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 2026 Catalogue (any first one front page)
https://issuu.com/goplacesdigital/docs/mkte_2025_online_version
- ▶ **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, catalogue
- ▶ **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 2026 Catalog (any one last 3 pages)
https://issuu.com/goplacesdigital/docs/mkte_2025_online_version
- ▶ **10 Access Passes**



Key Benefits

- ▶ Standard branding
- ▶ Media mentions
- ▶ Booth space - 9sqm (sponsors can bring 3 partners in their booth)
- ▶ 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 2026 inside the Catalogue
https://issuu.com/goplacesdigital/docs/mkte_2025_online_version
- ▶ 5 Access Passes



Key Benefits

- ▶ Logo placement
- ▶ Booth space - 9sqm (sponsors can bring 3 partners in their booth)
- ▶ Social media mentions
- ▶ Half page advert MKTE 2026 inside the Catalogue
https://issuu.com/goplacesdigital/docs/mkte_2025_online_version
- ▶ 3 Access Passes
- ▶ Keynote speaking slot at seminar.
- ▶ Prime visibility opportunities during the event. E.g. brochures placed in gift bags.



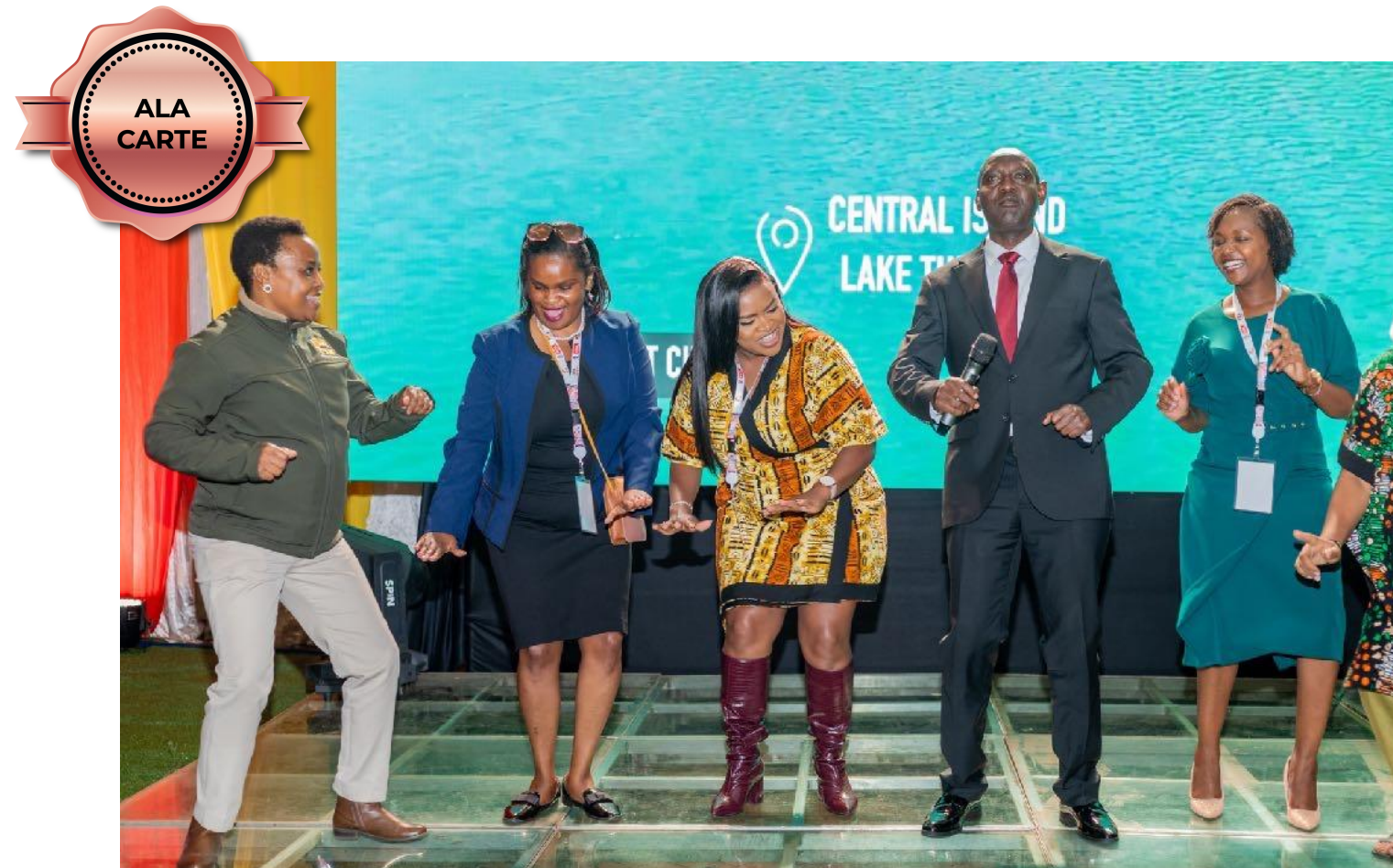
Key Opportunities

- ▶ Hosted media FAM trips
- ▶ Hosted buyers' FAM trips
- ▶ Themed cocktails
- ▶ Buyers' lounge
- ▶ Themed seminars
- ▶ Notebooks
- ▶ Lanyards
- ▶ Information booth
- ▶ Expo merchandise bags
- ▶ Panelist sponsorship

Sponsorship	Value	General Benefit
Airline Tickets (Domestic and International)	International and domestic rebated rates / complimentary tickets for buyers, trade visitors and hosted media	▶ 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.	▶ 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	▶ 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	▶ 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	▶ Social media mentions ▶ Direct interaction with buyers ▶ Sponsor Appreciation via Board Recognition ▶ Further benefits to be determined by sponsorship value



Themed Cocktail:



Value Proposition

Sponsorship of the cocktail event (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 700)
- ▶ 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).

Buyers' lounge:



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. "Buyers' 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)

Themed Seminars:



Value Proposition

Enhance your brand association with high level themed Seminars.

This presents an exclusive high impact opportunity to have your brand stand out at the high level ATIF themed seminar exhibition.

Kshs. 2,000,000

General Benefit

- ▶ Full naming rights i.e. "MKTE themed Roundtable/panelist brought to by PARTNERS NAME"
- ▶ Partners desk to promote your brand/product and participate in the roundtable/panel.
- ▶ 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)
- ▶ One complimentary exhibition booth

Expo Merchandise bags:



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

Value Proposition

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

4,000 attendee bags offer you prime exposure.

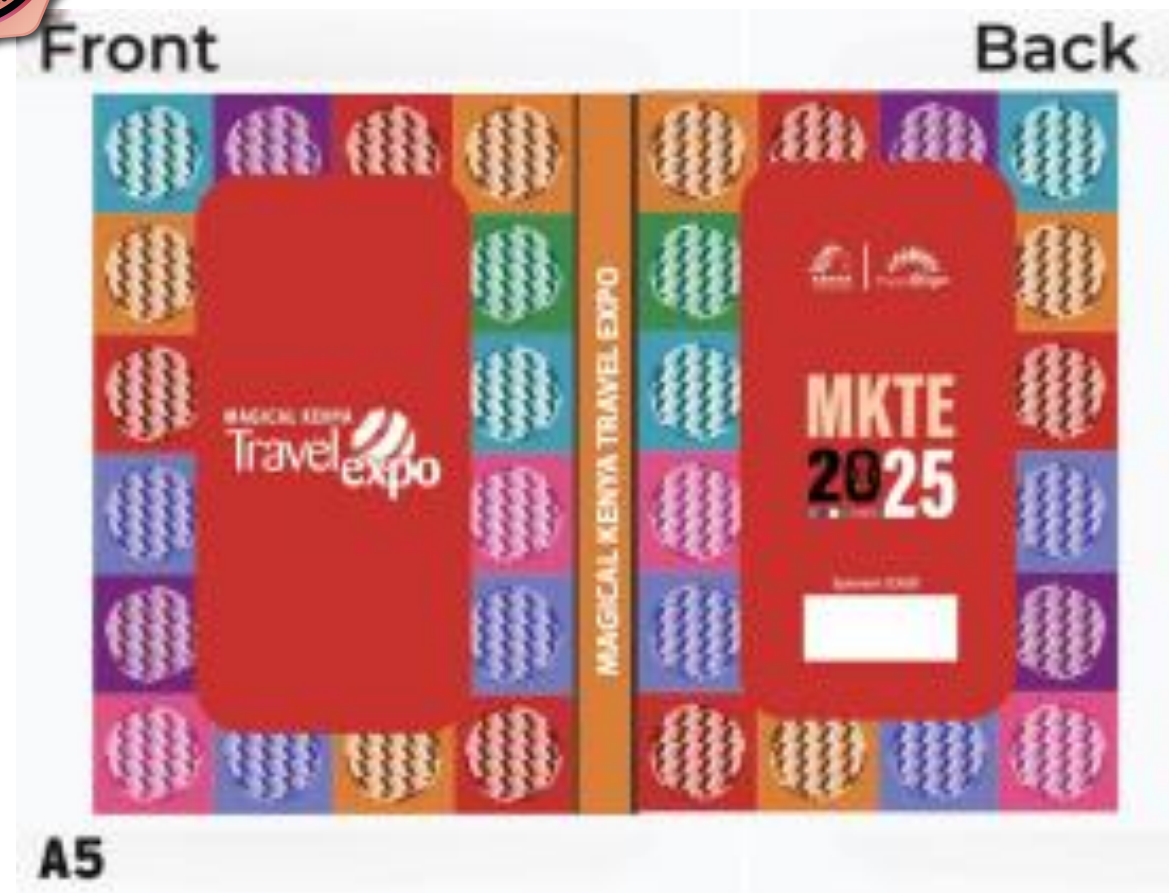
VIPs, Hosted Buyers, Media, Trade Visitors, Media and Exhibitors receive bags on arrival a registration, carrying your brand with them throughout the expo.

Kshs. 2,000,000

General Benefit

- ▶ 4,000 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.

VIP guests, Hosted buyers and media to receive 1 notebook and 1 pen in their welcome pack.

Kshs. 1,600,000

General Benefit

- ▶ 2,000 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)

Expo Lanyards :



Value Proposition

10,000 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. 3,000,000

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)
- ▶ Booth space - 9sqm - sponsors can bring 3 partners in their booth

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 2026
- ▶ A dedicated feature about your brand/product on the MKTE 2026 social media pages (copy and logo to be provided by partner)

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.

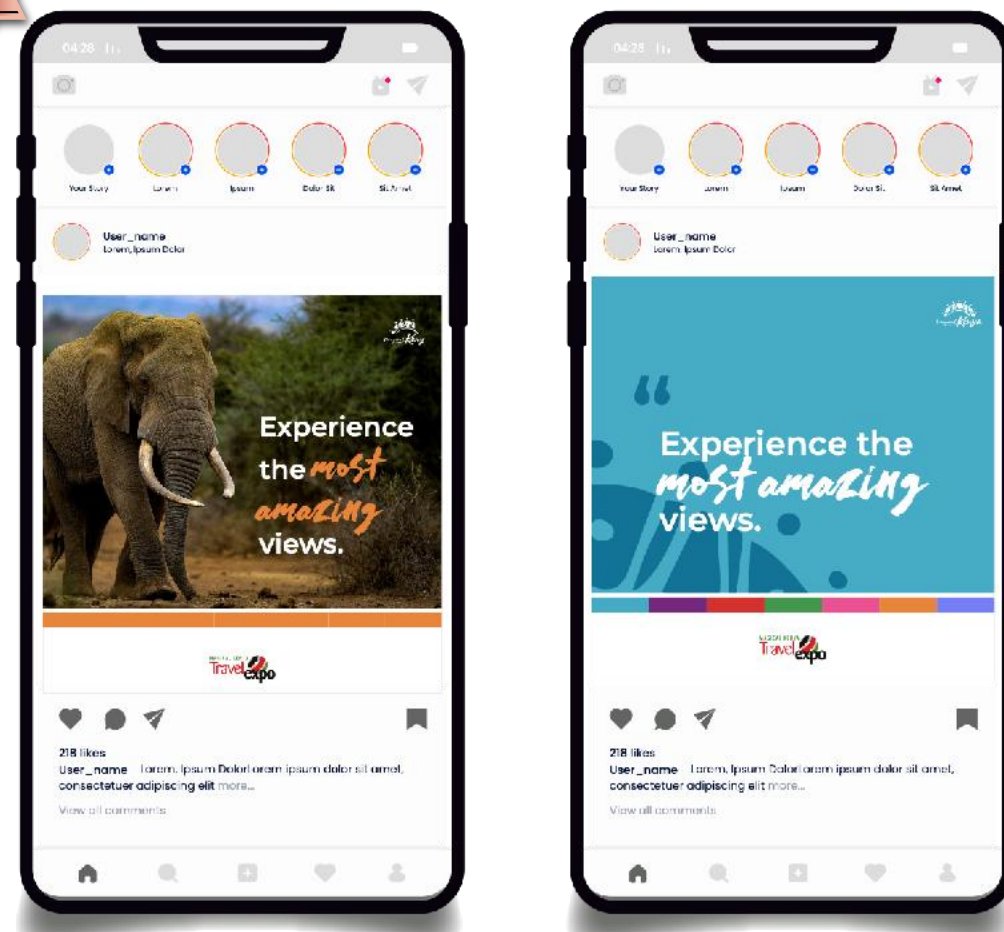
Kshs. 750,000
(Sponsorship for single seminar/talk)

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)

ADVERTISING Opportunities

Social Media posts & Video Post :



Value Proposition

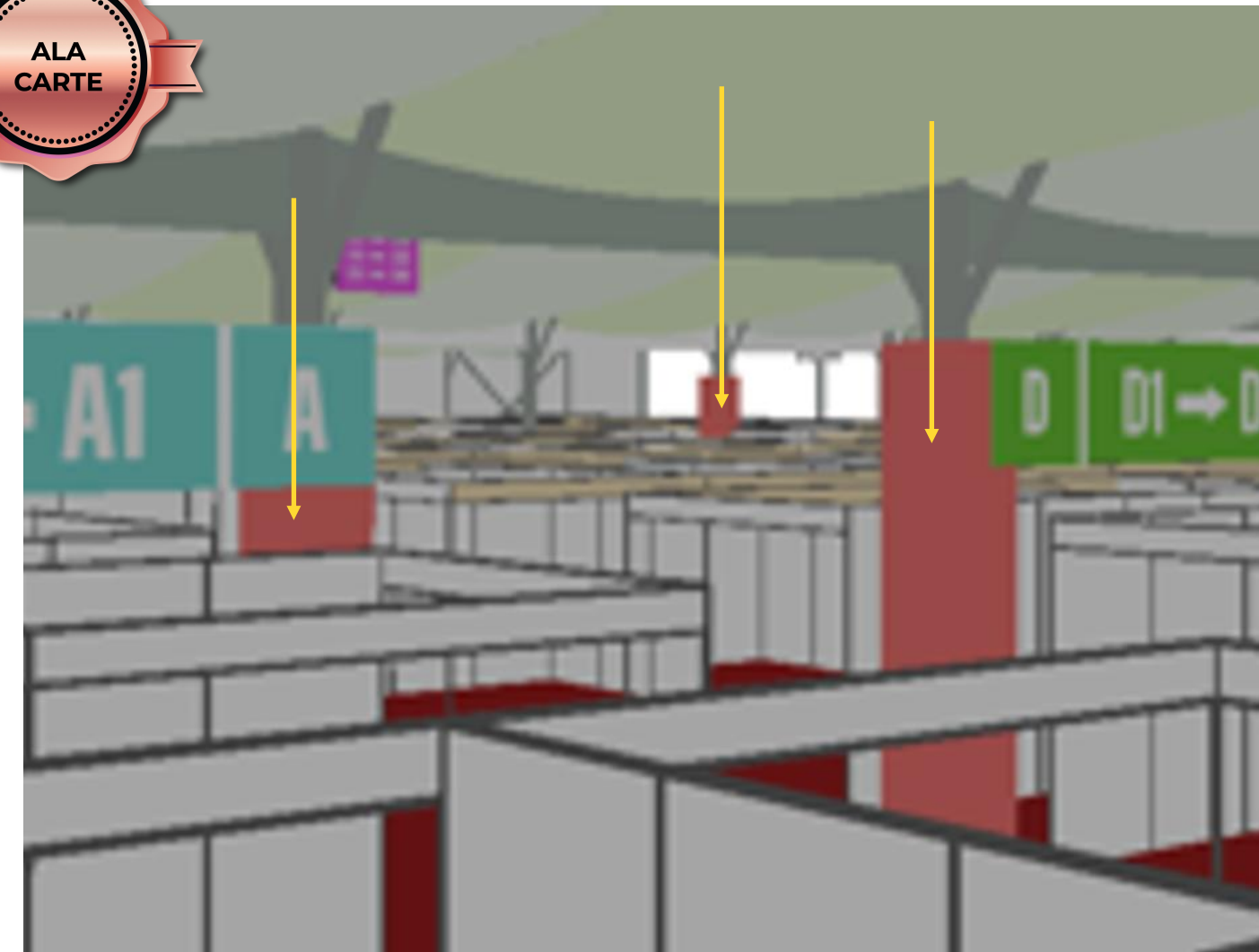
Corporate

- Social media static posts at **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

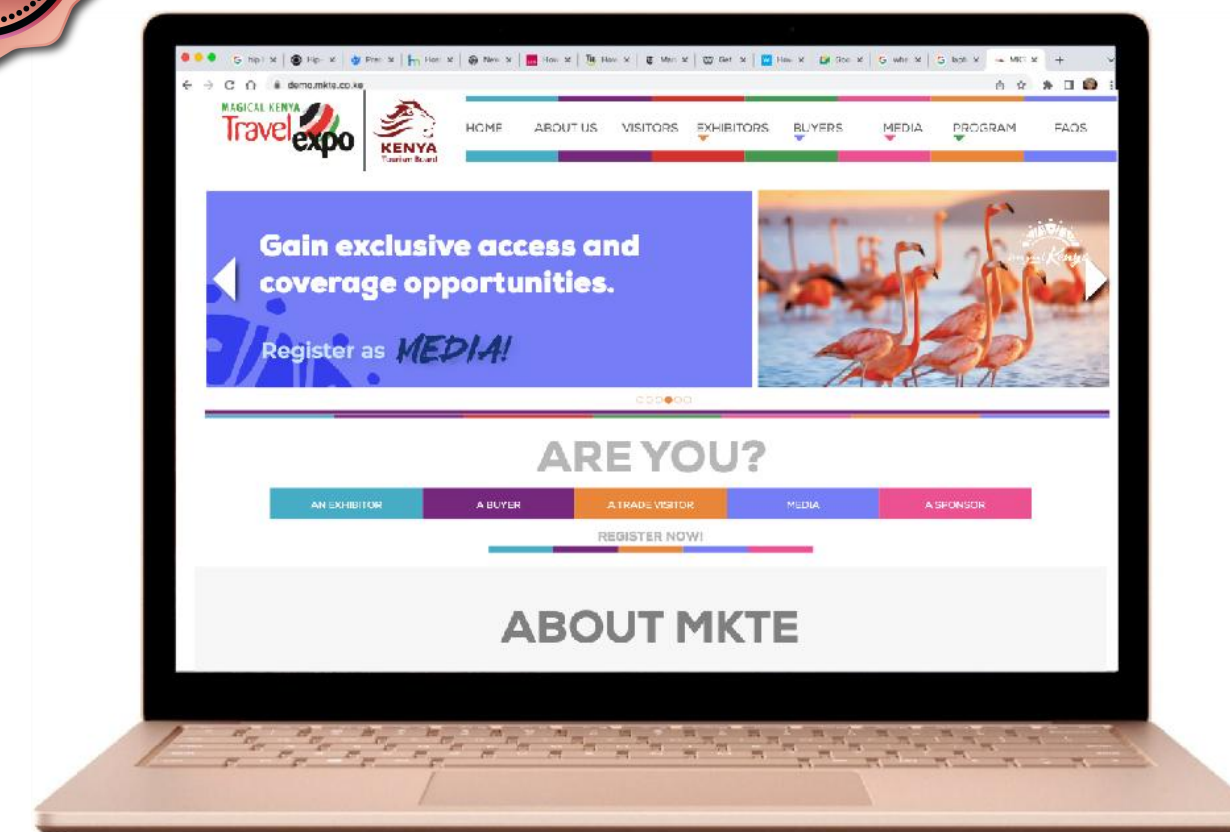
Gain visibility for your brand by having your on-screen advert rotationally played on our mega placed screen at a high traffic location at the expo venue.

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 2026 public website.

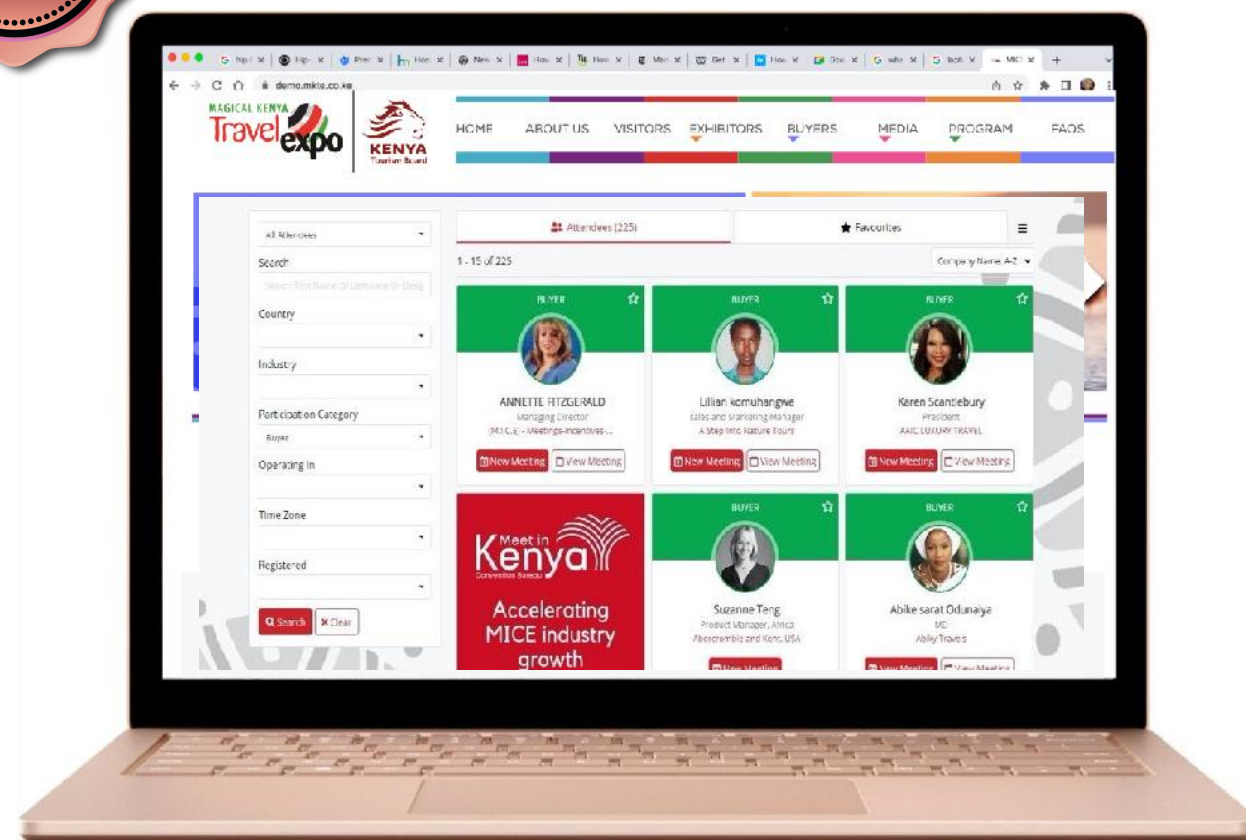
Banner will be prominently displayed on the footer of the MKTE website. Channel traffic directly to your website with an active click-through on the banner.

Kshs. 70,000

General Benefit

- ▶ Footer advert on the MKTE 2026 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!

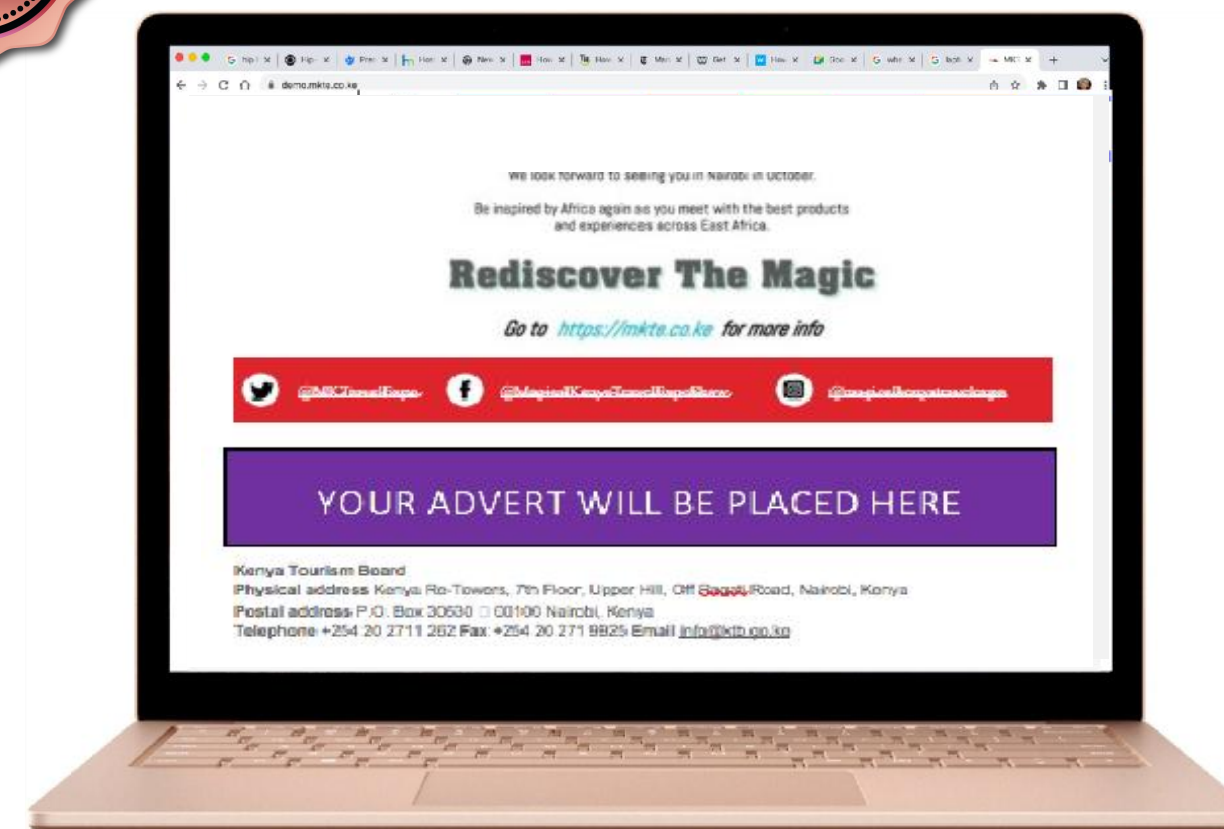
Key advertising placement to be viewed by all attendees. A perfect opportunity for new product launches or to highlight your brand as a market leader.

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 2026 Catalog

Visit www.mkte.co.ke and **Register Now.**

Welcome to
**MAGICAL KENYA
TRAVEL EXPO**
6TH - 8TH OCT

MKTE' 2026
NAIROBI, KENYA

Register Now!!
Registration Ongoing For All Categories
BUYERS | EXHIBITORS | TRADE VISITORS | MEDIA

MKTE

2026

NAIROBI, KENYA

Contact MKTE 2026 Sponsorship Office

Events & Promotions Ltd

Email: sponsorship@mkte26.co.ke

Name : **Kamau John** - Sponsorship lead

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

Visit www.mkte.co.ke and Register Now.

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