

A large center pivot irrigation system is shown in a lush green field. The system consists of a long metal structure supported by a series of wheels, with a main pipe and many smaller lateral pipes extending from it. The structure is curved, following the arc of the field. The sky is blue with some clouds. A green rectangular box with white text is overlaid on the upper part of the image.

THE INTERNATIONAL AGRICUTURE TRADE SHOW

THEME

“Empowering Agriculture Through Responsible Leadership”

*This succinct key message encapsulates the essence of **Nane Nane 2024**, emphasizing the critical role of responsible **local leaders in driving positive change and sustainable development in agriculture**.*

It conveys the idea that by selecting and supporting capable leaders, communities can empower their agricultural sectors to thrive, innovate, and contribute to a better future for all

STRATEGIC EXHIBITION APPROACH

Theme Integration:

- **Main Theme:** "*Empowering Agriculture Through Responsible Leadership.*"
- **Sub-Themes:** Leadership, innovation, technology, and sustainability in agriculture.

Key Exhibition areas:

- **Information area;** Central dedicated area for guests to access various exhibition information.
- **Exhibition booths;** VR experiences, touchscreen kiosks, and live demonstrations to engage visitors.
- **Common area:** Comfortable seating areas for discussions, forums, and networking events.
- **Conference areas;** Dedicated areas for conferences and meeting.
- **Ministry booth;** Dedicated booth for the ministry.

Content and Messaging:

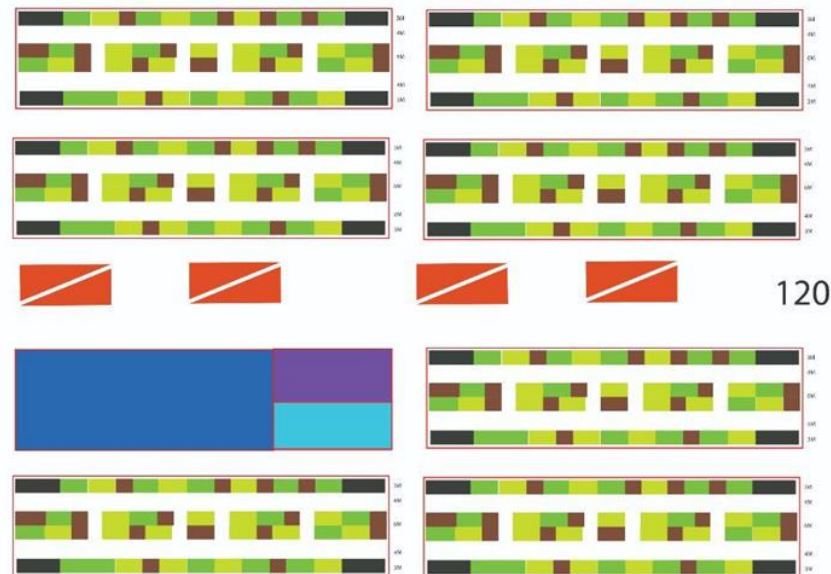
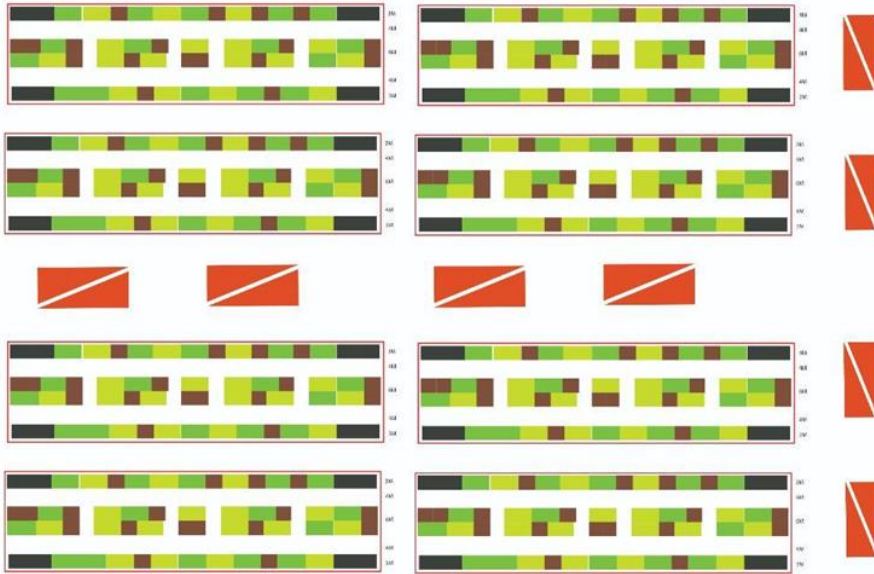
- **Single-Minded Messaging:** Clear, impactful messaging focused on the benefits of responsible leadership in agriculture.
- **Multilingual Content:** Ensure all informational materials are available in both Swahili and English to reach a wider audience.
- **Visual Storytelling:** Use infographics, videos, and success stories to convey the message effectively.

BRANDING

- Overview
- Booths categories
- Information area
- Common area
- Conference area



195M



120

Aerial View

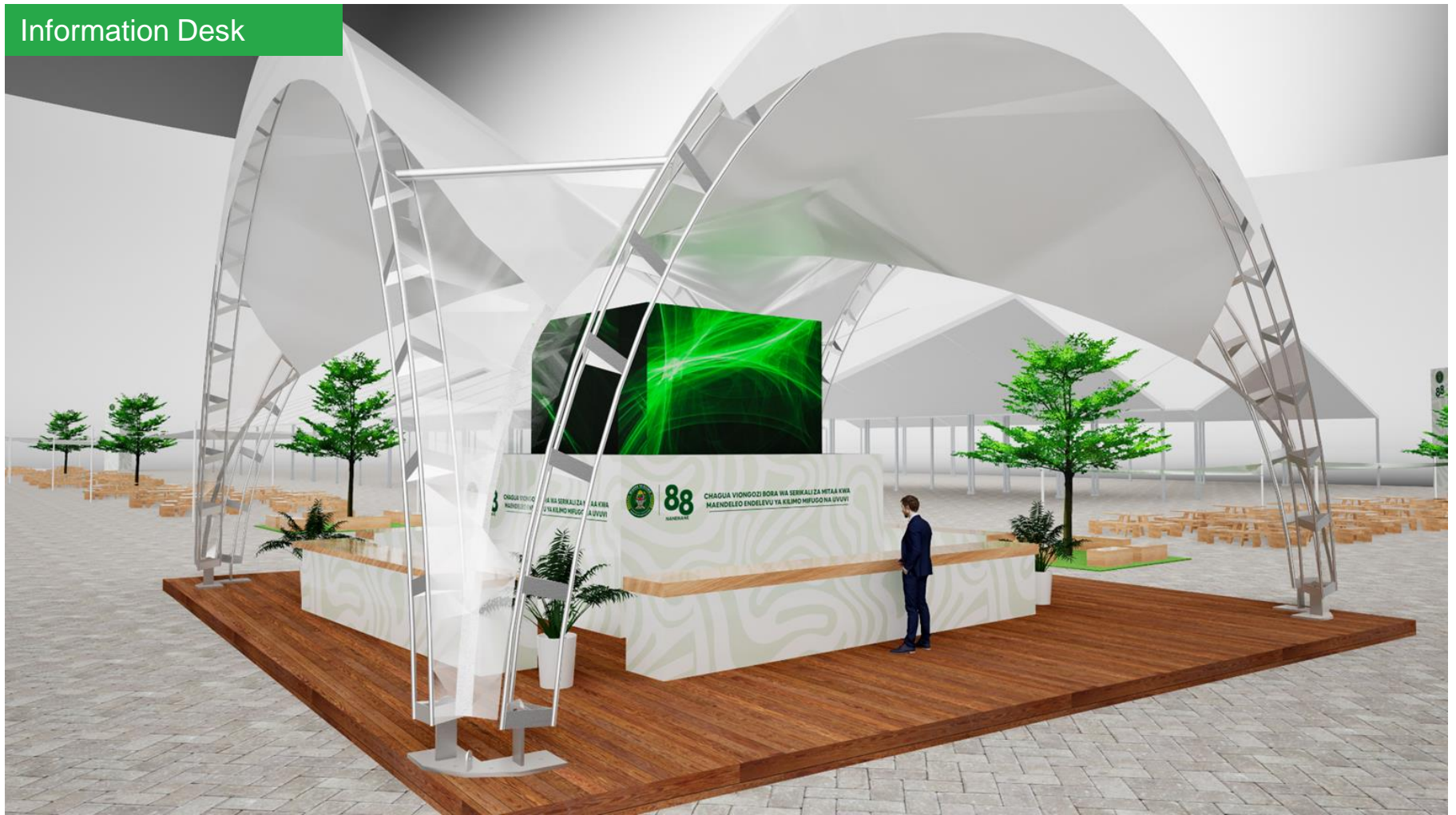


Aerial View





Information Desk



Common Area



BOOTHS CATEGORY

Booth Summary

Booth Type	Size	Layout	Technology	Prices in Tsh	Branding Opportunities
TIER 1	9x3 Meters (27 SQM)	Reception Desk & Chair, 2 Coaches, Coffee Table	55-inch TV Screen	5,000,000/=	Customizable Branding
TIER 2	6x3 Meters (18 SQM)	Reception Desk & Chair, 2 Coaches, Coffee Table	55-inch TV Screen	3,500,000/=	Customizable Branding
TIER 3	3x3 Meters (9 SQM)	Reception Desk & Chair, 2 Coffee Chairs	50-inch TV Screen	3,000,000/=	Customizable Branding
TIER 4 Shared Booth Pods	3X1.5 Meters (4.5 SQM)	Compact Booth Pods with Branding Opportunities	50-inch TV Screen	1,000,000/=	Customizable Branding

Tier 1 - 9x3



Booth Features:

- Booth Branding
- Floor platform
- Electricity Installation
- TV Screen 55' - 2Pcs
- Branded Registration/Counter Table - 4pcs
- Counter Chairs - 4pcs
- Single Sofa - 2pcs
- Double Sofa - 1pc
- Coffee Table - 1pc
- Fan
- Flower pots - 2pcs

Tire - 1 - 9x3



Tier 1 - 9x3



Tier 1 - 9x3



Tier 2 - 3x6



Booth Features:

- Booth Branding
- Floor platform
- Electricity Installation
- TV Screen 55" - 1Pcs
- Branded Registration/Counter Table - 1pcs
- Counter Chairs - 2pcs
- Single Sofa - 2pcs
- Double Sofa - 1pc
- Coffee Table - 1pc



Tier 2 - 3x6



Tier 3 - 3x3



Booth Features:

- Size - 3x3 Meters
- Reception Desk & Chair
- TV Screen 55 Inches
- Branding Opportunities

Tier 4 - 3x1.5 - (Pods)



Features:

- Booth Branding
- Registration Table - 1pc
- Banquet Chair - 1pc
- **50 INCHS TV**

Tier 4 - Pods



Tier 4 - 3x1.5 -
(Pods)



Booth Arrangement



Booth Arrangement



Conference Center



Conference Capacity - 300

