



EXHIBITION PROPOSAL

28TH AUGUST – 30TH AUGUST 2015

JOMO KENYATTA
SPORTS GROUND

PRESENTED BY:



1 ABOUT THE EVENT

Business Expo County Edition is a comprehensive multi sector trade portal created to help business owners in all the Counties in Kenya grow their businesses by providing an avenue to meet potential clients and business agents within and around the Counties. Exhibitions are a quantifiable, proven and highly cost effective business tool that offer a one to one marketing experience that is second to none.

Its with this backdrop of information that Business Expo County Edition in collaboration with the County Government of Kisumu intends to hold this kind of its own Exhibition dubbed Business Expo, **Kisumu County Edition 2015.**

This annual event intends to bring together Corporate, Large, Medium and Small Companies and Institutions doing businesses in Kisumu County and other parts of the Country for an experiential marketing exhibition, through which they will be able to connect people to their brands or ideas, through a face to face experience that engages them and asks them to participate or at least respond.

The event is scheduled to take place on the 28th to 30th of August 2015 at the Jomo Kenyatta Sports Ground

WHY EXHIBIT AT THIS EVENT

This Business Exhibition will give companies and institutions an opportunity to market their products and services face-to-face to exhibition visitors, invited guests and potential target clients.

The exhibition provides a unique business development platform, offering direct access to potential target clients and some of the business decision makers from around Kisumu County and the entire Republic of Kenya.

Companies and institutions will be able to connect their brand messaging with members of the public and potential target clients, thus helps one make informed decisions on the importance of choosing the right products and services.

The event will help thousands of visitors benefit from the information, advice and support that will be on offer – not just from business support agencies but also the exhibitors themselves.

Exhibition visitors will have the opportunity of sourcing new suppliers, making valuable business contacts and attending informative workshops and clinics.

Inter Business relations will be enhanced between the self employed, the multinationals, most experienced business managers to those who are exploring their first business ideas. There will be a range of interesting features and lots of networking and business opportunities.

There will be something on offer for everyone – sponsors, exhibitors and visitors.

HOW WILL YOU BENEFIT DURING THIS EVENT

RECOGNITION:

Your company/institution brand will be recognized on all avenues of the event publicity. This will involve logos and adverts appearing on all promotional items i.e. face book page, website page, billboards, banners, posters and fliers.

BRAND AMBASSADORS:

Your company/institution will be allowed to have brand ambassadors distributed across the venue for purposes of activation.

ROAD SHOWS:

Your company/institution will be featured and will do activations during road shows. The road show will run for seven days prior to the event dates and it will cover the whole of Kisumu County and the neighbouring Counties.

Your company/institution will get a seat for two people at the cocktail dinner. They will also be mentioned by the MC at both the cocktail and exhibition venues.

COCKTAIL DINNER:

Your company/institution will get a seat for two people at the cocktail dinner. They will also be mentioned by the MC at both the cocktail and exhibition venues.

4 MECHANICS

We intend to make this event as interesting and worthwhile as possible for all of our visitors and exhibitors. For this to be possible we are partnering with The Standard Media Group in rewarding Kisumu County residents and other visitors who will be attending this exhibition.

During the period of this exhibition we will be running a raffle and the entry coupon for the draw will be available in The Counties publication which is found inside The Standard newspapers every day. Exhibition visitor who wants to win any of the prizes will be expected to produce a filled in coupon or buy at the entry point a copy of The Standard newspaper then fill in the raffle coupon which will be inside The Counties pull out. The filled in coupon will then automatically enter one into a draw which will be running as the exhibition goes on.

We will also be talking to other sponsors and exhibitors to give us prizes that will be won in the draw during this exhibition and we believe the response will be positive because some companies that are expected to take part in the exhibition have some products on promotion.

We are hopeful the event will attract more interest from the residents of Kisumu County and beyond and this will in turn give a lot of value to all the participants.

On the 28th August there will be **The Exhibitors Cocktail Dinner** (venue to be confirmed). This will be to introduce the exhibitors to each other while enabling them to network. We have invited the Kisumu County Governor to grace this occasion.

On the 29th and 30th August the exhibition venue will be set up. The venue will be well branded by different sponsors and all the tents/stands will be decorated on companies and institutions corporate colours. The tents will be used as customer care desks and for product displays where participating companies/institutions will be able to interact with people while doing activations.

We will have an event stage complete with a sound system. There will be a lot of entertainment and performances from musicians and comedians to engage and entertain crowds at the main event venue.

There will be a Family Fun day on Sunday the 30th August where there will be performances, bouncing castles and face painting for children.

The cocktail dinner will start from 6:00 pm to 10:00 pm and exhibition will be open from 9:00 am to 6:30 pm on both days.

HOW WILL YOU BENEFIT BY SPONSORING THIS EVENT?

BRANDING RIGHTS:

Platinum sponsor will get 40%, Gold sponsor 20%, Silver sponsor 10% and Bronze sponsor 5% branding opportunity respectively before and during the event.

ROAD SHOWS:

Platinum and Gold sponsors will be the main feature and we will be doing activations on their behalf during road shows.

BRAND AMBASSADORS:

Platinum, Gold, Silver and Bronze sponsors will be allowed to have brand ambassadors distributed across the venue for purposes of activation.

STRATEGIC POSITIONING:

Platinum and Gold sponsors will get to choose the positioning of their expo tents/stands.

MEDIA CAMPAIGNS:

While advertising the event, customized media campaigns will be run on behalf of the sponsors.

COCKTAIL DINNER:

Platinum and Gold sponsors will receive two tables each seating five people while Silver and Bronze sponsors will receive one table seating five people at the cocktail dinner. All the sponsors will present speeches and do presentation on their product and services.

OUTDOOR VISIBILITY:

We will have billboard, banners and posters advertising bearing sponsors and exhibitors logos displayed in strategic places within the county.

ROAD SHOWS

We will run Road shows for a week prior to event days to create awareness about the event.

PRINT:

We intend to book press articles and advertisements in major papers giving details of the event. We will also have newspaper ads/pullouts.

SOCIAL MEDIA:

We will have an Event page & fan page branding and invitations (Face book Ads & promoted posts). We will use Social Media influencers to drive various aspects of the campaign.

MEDIA PUBLICITY:

We intend to have TV adverts and documentaries about the Exhibition and Kisumu County. We will also have radio commercials, presenter mentions and interviews which will be incorporated into program schedules to generate hype for the expo event on radio stations for days prior to the event.

The Standard Media Group is our Media Partner in this event. With leading brands like The Standard, The Saturday and The Sunday Standard newspapers, The Nairobiian, The Counties publication, PDS, KTN, Radio Maisha and Standard Digital World, we believe that having them will be of great value to this event. The exhibition will get the best publicity in terms of print, radio and TV awareness campaigns.

The exhibition participating charges will be going for different rates depending on the size of tents and the category of sponsorship as specified below:

<i>Size/Category</i>	<i>Amount (KES)</i>
<i>EXHIBITOR – 1</i>	<i>100,000</i>
<i>EXHIBITOR - 2</i>	<i>200,000</i>
<i>BRONE SPONSOR</i>	<i>1,000,000</i>
<i>SILVER SPONSOR</i>	<i>1,500,000</i>
<i>GOLD SPONSOR</i>	<i>2,000,000</i>
<i>PLATINUM SPONSOR</i>	<i>3,000,000</i>

The packages above will include a exhibition stand for both days and a seat for two at the cocktail dinner for exhibitors.



EXPECTED RESULTS

Grab the targeted market immediate attention.

Spur increase in business activities in the County by giving support and providing assistance in identifying, purchasing and securing different products and services.

Result in a dramatic products and services sales growth for companies and institutions.

Together we shall position Kisumu County as a leading business hub in East Africa and beyond.

We expect about fifty thousand people to attend this event.

Target population 50,000



**THE COUNTY GOVERNMENT OF KISUMU**

Office of the County Executive Member, Communication, Information and Technology

Date: 16th June 2015

To Whom It May Concern

Dear Sir/Madam

RE: KISUMU BUSINESS EXHIBITION

This is to inform you that The County Government of Kisumu in partnership with Business Expo County Edition have planned to organize a business exhibition dubbed Business Expo, Kisumu County Edition 2015 which will be held at the Jomo Kenyatta Sports Ground on the 28th to 30th August 2015.

This event will bring together corporate, large, medium and small companies and institutions doing their businesses within and around Kisumu County to showcase their products and services to the general public. It will also be a good opportunity for networking amongst different Companies, Institutions and the relevant Departments of the County Government of Kisumu.

I take this opportunity to invite you to participate in this event and to introduce to you Business Expo County Edition as the organizers of this upcoming Kisumu event. The Company's representatives will work in collaboration with the County Government of Kisumu team during the business exhibition and therefore any assistance and participation in this event will be highly appreciated from us.

Yours faithfully

Michael Onyango

Executive Member-Communication, Information & Technology

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We hereby kindly express our well wishes and kind gratitudes for even going through our proposal. We believe that your partnership with us in this upcoming event will be a breathtaking task and a valuable one too.

Looking forward to partner with you.

Thanking you in advance.



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