

2024 AGRI-BUSINESS TRADE FAIR Dates: 12th, 13th & 14th SEPTEMBER, 2024

**THEME: PROMOTING CLIMATE SMART AGRIPRENEURSHIP AND VALUE
ADDITION TO SPUR INDUSTRIALIZATION FOR SUSTAINABLE
DEVELOPMENT**

There are four (4) categories for you to choose for your sponsorship in the Agri-business Trade Fair. The benefits will be pre-trade fair, during the trade fair and post-trade fair.

SPONSORS BENEFITS AND PRIVILEGES

Platinum Sponsors

Kshs.1,000,000.00

- Media recognition of the organization in the advertisements (logo)
- Visual recognition through placement of company collateral in all the areas of the trade fair
- Event website banner advert on the University website (logo)
- Joint participation in the 3-day road show to the neighboring counties – display of company banner as well as chance to provide company merchandise to members of the public
- Invitation to the Vice-Chancellors' reception
- Invitation to the Vice-Chancellors' dinner
- Premium position in the sponsors arena
- On-site promotion and sales – provision of a 100 seater exhibition tent to display company products and services (company to do own branding)
- On-site training and presentations – provision of a 50-seater tent (company to do own branding)
- Lunch for 10 guests per day
- **20 on-site demonstration plots** – provision of demonstration plots to be used to showcase products offered by the company. Additional plots will be provided at **Kshs 5,000/-** per plot.
- Networking opportunity – forum to meet with stakeholders' in the agribusiness trade chain (both suppliers and purchasers)
- Forum to have interact with the participants during the daily program presentations (inclusive of brief description and logo)

Gold Sponsors

Kshs.500,000.00

- Media recognition of the organization in the advertisements (logo)
- Visual recognition through placement of company collateral in sponsors arena and demonstration plots
- Event website banner advert on the University website (logo)
- Joint participation in the 3-day road show to the neighboring counties – display of company banner as well as chance to provide company merchandise to members of the public
- Invitation to the Vice-Chancellors’ reception
- Invitation to the Vice-Chancellors’ dinner
- On-site promotion and sales – provision of a 100 seater exhibition tent to display company products and services (company to do own branding)
- **10 on-site demonstration plots** – provision of a demonstration plots to be used to showcase products offered by the company. Additional plots will be provided at **Kshs 5,000/-** per plot.
- Lunch for 5 guests per day
- Networking opportunity – forum to meet with stakeholders’ in the agribusiness trade chain (both suppliers and purchasers)
- Forum to have interact with the participants during the daily program presentations (inclusive of brief description and logo)

Silver Sponsors

Kshs.250,000.00

- Media recognition of the organization in the advertisements (listing)
- Visual recognition through placement of company collateral in sponsors arena
- Event website banner advert on the University website (listing)
- Joint participation in the 3-day road show to the neighboring counties (listing)
- Invitation to the Vice-Chancellors’ reception
- Invitation to the Vice-Chancellors’ dinner
- On-site promotion and sales – provision of a 100 seater exhibition tent to display company products and services (company to do own branding)

- **5 on-site demonstration plots** – provision of a demonstration plots to be used to showcase products offered by the company. Additional plots will be provided at **Kshs 5,000/-** per plot.
- Lunch for 4 guests per day
- Networking opportunity – forum to meet with stakeholders’ in the agribusiness trade chain (both suppliers and purchasers)

Bronze Sponsors

Kshs.150,000.00

- Media recognition of the organization in the advertisements (listing)
- Visual recognition through placement of company collateral in sponsors arena
- Event website banner advert on the University website (listing)
- Joint participation in the 3-day road show to the neighboring counties (listing)
- Invitation to the Vice-Chancellors’ reception
- Invitation to the Vice-Chancellors’ dinner
- On-site promotion and sales – provision of a 100 seater exhibition tent to display company products and services (company to do own branding)
- Lunch for 3 guests per day
- **3 on-site demonstration plots** – provision of a demonstration plots to be used to showcase products offered by the company. Additional plots will be provided at **Kshs 5,000/-** per plot.
- Networking opportunity – forum to meet with stakeholders’ in the agribusiness trade chain (both suppliers and purchasers)

DIRECT BENEFITS

Highlights:

- Agritech Talks (Youth in Agribusiness and Climate Smart Farming).
- Large Scale Farmers Forum.
- County Agriculture, Livestock and Fisheries CEC’s and CO’s Forum with UOE Agriculture and Fisheries Professors.
- North Rift Economic Block (NOREB) and Lake Victoria Basin Economic Bloc (LREB) Exhibition.
- Farm Input Suppliers e.g. Seed, Fertilizers, Chemicals.
- Fish Farming and Crop Demonstration Plots.
- Grain Handling and Processing.
- Farm Machinery and Equipment Suppliers.

- Livestock Exhibition and Dairy Equipment Suppliers.
- Service Providers; Banks, Insurance, Colleges and Universities.
- Animal Auction and Sale.
- Ploughing Contest.
- Animal Auction and Sales.
- Opportunities at the County Governments.

Opportunities:

- Opportunity to reach the targeted event visitors (farmers and interested stakeholders).
- To reach a wider audience, the event will be Streamed Live (Online) on our YouTube channel.
- Enhance the company's visibility in the North Rift and Lake regions.
- Enhance the company's image as well as products and services.
- Create awareness of the company's interest in supporting the agribusiness trade.
- Opportunity to train your potential customers on the use of your products and services. Companies will have the opportunity to conduct online trainings.
- Perfect business environment to interact, establish linkages and get feedback from your consumers on your products and services.
- An opportunity to network with your consumers and explore new business opportunities for your products and services.
- An appropriate environment to launch new products and services to your consumers.
- Stakeholders open forum where the industry and exhibitors will engage the wider society.

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