



KILIFI COUNTY
INTERNATIONAL
INVESTMENT
CONFERENCE

EXHIBITOR & SPONSOR TOOLKIT

KCIIIC 2024

*THEME: ACCELERATING GROWTH
THROUGH PARTNERSHIPS*

4-6 DEC 2024

 **Vipingo Ridge**

Organized by:
County Government of Kilifi





KILIFI COUNTY INTERNATIONAL INVESTMENT CONFERENCE



Overview of the Conference

Kilifi County International Investment Conference (KCIIC) 2024 is a premier event designed to promote investment opportunities and foster economic development in Kilifi County, Kenya. The conference serves as a platform for local and international investors, government officials, industry players, and stakeholders to connect, network, and explore potential partnerships.

The conference offers a range of activities, including informative sessions, deal rooms, keynote speeches, and networking opportunities. Attendees can learn about investment prospects in various sectors, such as agriculture, tourism, manufacturing, and technology. Additionally, the event provides a platform for showcasing Kilifi County's unique selling points, including its natural beauty, historical heritage, and growing population.

Kilifi County International Investment Conference aims to attract investment, create jobs, and contribute to the overall development of Kilifi County.



By bringing together key stakeholders and facilitating discussions on investment opportunities, the conference plays a crucial role in promoting economic growth and prosperity in the region.

The conference is expected to attract a diverse range of participants, including investors, government officials, business leaders, and experts from various fields. Through its comprehensive program and engaging activities, KCIIC 2024 offers a valuable opportunity for attendees to explore investment possibilities, build relationships, and contribute to the future of Kilifi County.



Why **Exhibit** at KCIIC 2024?

- Showcase your company to a wide audience from Kenya, East Africa, and beyond.
- Connect with potential clients and stay updated on industry trends.
- Network with other businesses and exhibitors.

This kit provides various logistical information for a successful exhibition. It includes details about the event, venue location, stand placement, and other useful facts. It is never too early to start planning your participation. We encourage you to carefully review this kit, acquaint yourself with the terms and conditions, and utilize the checklist. Please share this document with any staff or contractors who will be attending the expo on the day.

We wish you every success at the 2024 Kilifi County International Investment Conference and look forward to welcoming you on **4th to 6th December, 2024**

Contact Information for Organizers

For all the general inquiries and questions relating to the Kilifi County International Investment Conference (KCIIC 2024) exhibitor booking, and reservations please contact:

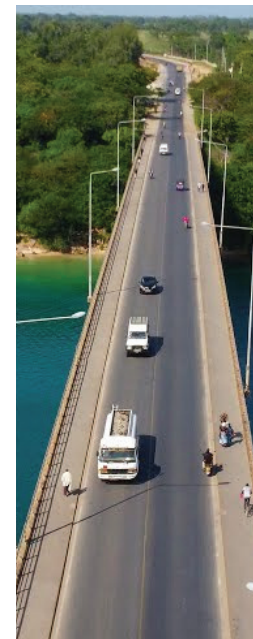
Kilifi County

Name: Joseph Katana

Tel: (M): +254 722 678 921

Email: jkatana@kilifi.go.ke

Date, Time, and Venue



KCIIC 2024

4-6 DEC 2024
📍 Vipingo Ridge

THEME:
ACCELERATING GROWTH
THROUGH PARTNERSHIPS

Time: 8.00am – 5.00pm

*Parking for all attendees
will be available.*



Exhibitor Logistics

a) Booth Guidelines

i) Booth Assignment

- Booth allocation is determined on-site, on a **first-come, first-served** basis.
- Exhibition areas are segmented based on sponsorship categories.
- All booths are subject to identical rules, with the organizer retaining the right to verify adherence at any time.
- The deadline for booth allocation/booking is **15th November 2024**

ii) Booth Set up

- Booth setup adheres to the general floor plan established by the Organizer.
- Exhibitors are responsible for stand decoration, ensuring compliance with the booth supplier's general terms and conditions.

iii) Space Allotment

- Exhibitors are **prohibited** from assigning, subletting, or apportioning any part of their allotted space.
- Each booth display must maintain a professional and business-like appearance.

iv) Company Representation

- Each stand will prominently feature the official company name of the Exhibitor, as provided during registration.
- Any requested changes to the fascia name must be submitted in writing to the Organizer **at least two weeks before** the Exhibition commences.

b) Exhibitor Kit Content

Inclusions

Your booth comes with the following essential items for your convenience:



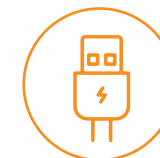
2 chairs



1 table



1 wastebasket



Charging port/
power supply



Additional Requests: Exhibitors requiring special power needs should submit a separate request, indicating their specific needs. Please be aware that additional costs may apply for these requests.

Security Reminder: It is strongly advised that valuable portable equipment, such as laptops, should not be left unattended overnight. Ensuring the security of your possessions contributes to a safe and successful exhibition experience.

c) Exhibitor Registration

All exhibitors are required to pick their summit badges on **3rd December 2024 from 02:00 pm – 6:00 pm** at **Vipingo Ridge** event registration desk. Please note the following with respect to registration:

- One (1) Summit badges will be issued for every exhibitor.
- In case you require to have technical support personnel within your booth during the period of the Summit, kindly notify the Organizers who will issue you with ONE (1) crew badge.

d) Load-In and Load-Out Procedures

1) Loading

Loading should take place via the loading bay. Once unloading or loading has occurred within the allocated

time, vehicles are promptly removed from this area to allow other exhibitors access. **The organizers cannot accept delivery of any goods on behalf of an exhibitor**, nor will they assume any responsibility whatsoever for the safety or condition of items that have been unloaded and/or left on-site in the absence of exhibitors. Additionally, the organizers cannot be held responsible for any goods damaged on the exhibition premises.

e) Set Up

- Please arrive with enough time to set up your booth.
- Access to the KCIIC 2024 Expo area will be available for exhibitor setup on **Saturday 30th November 2024 to from 8:00 AM to to Monday, 2nd December 2024, at 5:00 pm.**
- All booths must be set up by **Monday 2nd December 2024, at 5:00pm**
- Actual occupancy of the assigned exhibit space is required by the Exhibitor. If the Exhibitor does not occupy/staff the space, all rights of an Exhibitor (Press Room distribution, etc.) may be revoked.
- All the exhibitors set up crew must wear a safety helmet and reflector jacket during the set up period.



- All exhibits/displays must remain staffed and fully intact until official opening of the exhibition.
- Exhibitor's vendors should vacate the site by Tuesday, 3rd December, 2024, at 2:00pm

f) Booth Cleaning

- We will provide waste bins to each stand/booth. Exhibitors are responsible for maintaining cleanliness in their booths at all times. Routine cleaning will occur daily after closing time. However, for the security of your property, the organizers will not clean inside the stands. Exhibitors should ensure that the interior of their stands remains tidy. Only rubbish left in the aisle after closing time will be removed.
- Exhibitors are also responsible for disposing of excessive trash, including display materials, carpet, padding, crates, and/or pallets during exhibitor set-up, tear-down, and move-out. Please clear out your booth completely. Any excessive materials left in the booth at the end of the event will be considered trash.
- Hazardous waste - Hazardous waste requires special arrangements to be prepared in advance of event dismantlement with either the facility or a local independent disposal company. Exhibitors are responsible for all costs associated with such specialized removal.

g) Set Down

- Exhibit teardown will be on **Friday 6th December, 2024** from **5:00 PM to 8:00 PM** and **Saturday, 7th December, 2024** from **8:00 AM to 12:00 PM**
- Premature dismantling and teardown are strictly prohibited during the entire summit duration and exhibition hours.
- Extra Move-Out Arrangements: If additional move-out arrangements are required, please communicate with the organizer in advance.
- De-Rigging Protocol: De-rigging can only begin after the public has completely evacuated the site and an official announcement has been made.

h) Booth Entertainment

The responsibility for audio entertainment lies with the Organizer, who is the sole party authorized to play background music and broadcast announcements, if needed, upon request from the Exhibitors. **The use of any speaker systems, including amplified ones, is strictly prohibited.** Any sound projection must be at normal conversation levels.

i) On-Site Assistance and Support

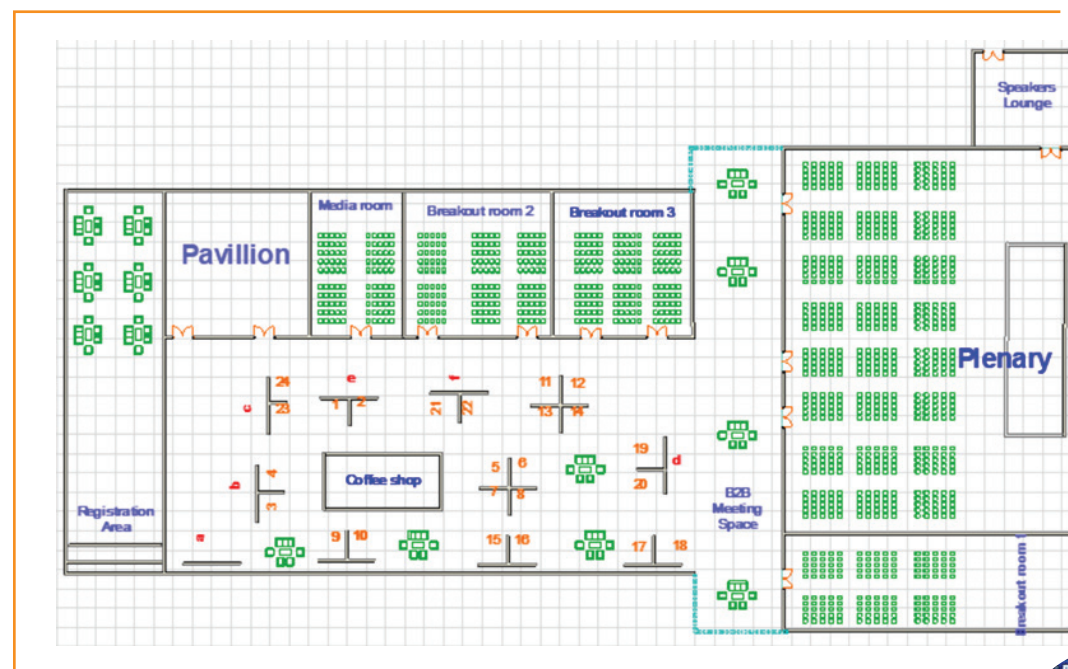
You will have assistance on site from the Zuri Events Team, who are the event coordinators. Please contact: samuel@zurievents.com

j) Security

The venue is responsible for overall security, but individual booth security is not provided. Identifying trespassers can be challenging given the large number of people involved during the build-up and breakdown periods. Therefore, exhibitors should take precautions to protect small valuable items. Insurance coverage is essential, and it is advisable to have someone present at your booth. During the build-up period, exhibitors should arrange for a representative to be available to receive goods and deliveries. Additionally, exhibitors are required to submit a daily inventory of delicate items left on their booth to an accredited security officer for record-keeping.

Remember, vigilance and cooperation are crucial for a successful exhibition!

Floor Plan of Venue



To view what booth numbers are available and which Exhibitors have booked already, please follow this <https://invest.kilifi.go.ke/product-category/conference-exhibitors/>

The floor plan features booths of different sizes

- **Platinum sponsor – 6mx2m**
- **General Exhibitor: 3m x 2m**

The exhibition plan and the allocation of the booths and spaces for the exhibition are fixed according to the rules decided by the Organiser. In case of exceptional necessity, the Organiser may modify the configuration of the exhibition plan before the opening of the exhibition and inform the Exhibitors concerned. This change may not constitute grounds for the Exhibitor to unilaterally terminate his participation commitment.





Booth Prices

- Exhibitors – International Companies: **Kshs. 300,000.00**
- Exhibitors – Local Companies: **Kshs. 150,000.00**

Promotion And Marketing

All Exhibitors are entitled to be listed on the exhibitor catalog. To facilitate this, an exhibitor should submit the following:

- Official company name
- Official company logo – High resolution
- Website URL
- 100-word description of the company/ product being exhibited.
- Contact email and phone number of the company

This information will be used in:

- Booth labeling
- Website catalog
- Social media Advertising
- Exhibition map

The Exhibitors will receive appropriate coverage and mentions about their products on the official KCIIIC 2024 – Exhibitor post-event highlight video.

High-quality photos and videos of the Exhibitors and their products will also be captured and published on the event website, YouTube channel, and social media.



Booth Booking

Payment for exhibition booths is required in advance of the event. Any Exhibitor who fails to make payments by **20th November, 2024**, expressly waives all rights in the reservation and use of space.

To reserve your Exhibitors booth please make payment to:

Account name : **Kilifi County International Investment Conference**

Account number : **04605645646359**

Bank name : **I&M Bank**

Branch name : **Kilifi**

Bank code : **57**

Branch code : **010**

Swift code : **IMBLKENA**

Please Note:

- Exhibitors will not be issued their passes nor allowed onto their booths unless the organizers have received full payment.
- All sales are final and non-refundable.

For enquiries: Contact:

Name: **Joseph Katana**

Tel: (M): **+254 722 678 921**

Email: **jkatana@kilifi.go.ke**



Exhibitor FAQ

Q: What are the benefits of participating as an exhibitor?

You have the opportunity to showcase your products and services to audiences from Kenya, East Africa, and to the world and engage with potential clients, stay updated on industry trends, and network with fellow exhibitors and businesses.

Q: What comes with my booth?

- A booth space of 3m by 2m
- 1 Table
- 2 Chairs
- 1 Small Wastebasket

Q: When can exhibitors set up their booths?

Exhibitors can set up their booths on Saturday 30th November, 2024 from 8:00 AM to Monday, 2nd December, 2024 at 5:00 PM. All booths are required to be set up by Monday, 2nd December, 2024 at 5:00 PM

Q: How do my employees who will be at the exhibition booth register?

Please register on this link:
<https://invest.kilifi.go.ke/product-category/partnership-sponsorship/>

Q: Will on-site assistance be available?

Yes, assistance will be provided on-site by the Zuri Events Team, who are the event coordinators. For more information, please contact Samuel Wambua - samuel@zurievents.com

Q: Do I make my own arrangements for meals/water?

There will be a food court provided at the event site, where exhibitors can purchase their meals during the duration of the exhibition.

Q: What are the restrictions of my booth?

- Booth materials may not extend the dimension of your booth space
- Sightlines cannot be blocked
- No amplified sound around your booth





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Q: Can I tear down my booth early?

NO. Your booth must remain furnished and staffed until the summit ends on 6th December 2024 at 5:00 PM.

Q: Will there be Internet Access?

Wireless internet access will be provided for the entire summit. The Wi-Fi password will be provided upon registration.

Q: Are there sponsorship upgrades available to enhance my presence at the summit?

YES! There are several opportunities including an upgrade in booth placement and a double booth!

Please write to:

Name: Joseph Katana

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For Further information Visit:
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