



# SUGAR INDUSTRY and **EXPO** INNOVATION SYMPOSIUM



## EXHIBITOR HANDBOOK

### TUSONGE EDITION

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Kenya Sugar Board works alongside industry stakeholders to create platforms that enable business growth, innovation, and networking. Through the Sugar Industry Innovation Symposium and Expo, we demonstrate our commitment to supporting businesses by providing subsidized exhibition access and connecting them to over 2,700 targeted participants across East Africa’s largest sugar-focused summit.

Our approach is centered on value creation, empowering enterprises—whether startups, SMEs, or corporates—to showcase their products, services, and technologies to decision-makers and potential collaborators. We continue to invest in this ecosystem to foster competitiveness and growth.

## Welcome Note

Welcome to the 4th Annual Sugar Industry Innovation Symposium and Expo! On behalf of the Kenya Sugar Board, we are thrilled to have you join us as an exhibitor at this landmark event.

The Expo provides a vibrant platform for showcasing products, services, innovations, and ideas that intersect with – or extend beyond – the sugar industry. We believe in creating space for all sectors, not just agribusiness. Whether you're in fintech, insurance, energy, logistics, agrochemicals, ICT, retail, or manufacturing, your solutions can help shape the future of the value chain and its surrounding ecosystem.

The 2025 Expo will offer unparalleled access to a diverse and targeted audience, including government agencies, investors, producers, innovators, buyers, researchers, youth entrepreneurs, and development partners. We look forward to amplifying your brand, expanding your reach, and helping you connect with key decision-makers across Kenya and the East African region.

“The Sugar Industry Innovation & Expo isn't just about sugar – it's about synergy. We welcome every sector, every solution, and every voice that can help reimagine the value chain. From fintech to fertilizers, logistics to lifestyle – this is where industries converge to shape East Africa's future.”

# Why Exhibit? Key Benefits

## Market Reach and Access

- Engage directly with over 3,100 attendees over three days.
- Showcase your offerings to farmers, millers, manufacturers, institutions, and youth from 15+ sugar-producing counties and 6+ EAC nations.
- Access regional trade, government programs and private sector partnerships.

## Networking and Lead Generation

- Meet B2B, B2C, and B2G prospects in one venue.
- Build relationships with government delegations, researchers, youth innovators and trade representatives.
- Access to curated attendee lists (where applicable) for post-event follow-up.

## Empowered Selling Environment

- **Flat fee**, no-hassle setup with affordable pricing.
- Booth security, venue support, and cleaning provided.
- Digital amplification via the **Miwa Bora App**, the official industry-facing mobile platform.

## Booth Packages and Pricing



The Kenya Sugar Board offers subsidized exhibition rates to make participation accessible to businesses of all sizes.

### A. Kenyan Exhibitors

- **3m x 3m Booth** – KES 23,200
- **6m x 3m Booth** – KES 44,080 (*KES 2,320 discount*)
- **9m x 3m Booth** – KES 62,640 (*KES 6,960 discount*)

### B. Regional Exhibitors (*Uganda, Tanzania, Rwanda, Burundi, Ethiopia, South Sudan*)

- **3m x 3m Booth** – USD 200
- **6m x 3m Booth** – USD 380 (*USD 20 discount*)
- **9m x 3m Booth** – USD 540 (*USD 60 discount*)

### C. International Exhibitors (*All other countries*)

- **3m x 3m Booth** – USD 500
- **6m x 3m Booth** – USD 950 (*USD 50 discount*)
- **9m x 3m Booth** – USD 1,350 (*USD 150 discount*)

### Add-On: Plenary Speaking Slot

- **KES 38,800** (*Kenyan Exhibitors*)
- **USD 250** (*Non-Kenyan Exhibitors*)



*This add-on gives you a 10-minute daily speaking opportunity during the main plenary sessions – ideal for product launches, service demos, or high-impact marketing.*

## Custom Booth Options

Need a larger setup? We offer customized exhibition solutions. Contact us directly at [info@sugarinnovation.go.ke](mailto:info@sugarinnovation.go.ke) or +254 703 802 247 to discuss layout and pricing.

## Booth Inclusions and Logistics

Each exhibitor booth is designed to provide a functional and professional setup for showcasing your products, services, or innovations. The standard inclusions for every booth size are as follows:

Feature	3m x 3m Booth	6m x 3m Booth	9m x 3m Booth
<b>Furniture</b>	1 exhibition table (2m) and 2 chairs	2 exhibition tables and 4 chairs	3 exhibition tables and 6 chairs
<b>Electrical Access</b>	2 dual 240V sockets	3 dual 240V sockets	5 dual 240V sockets
<b>Booth Branding</b>	Custom booth nameplate and decor set up according to brand	Custom booth nameplate and decor set up according to brand	Custom booth nameplate and decor set up according to brand
<b>Wi-Fi Access</b>	Complimentary high-speed internet	Complimentary high-speed internet	Complimentary high-speed internet
<b>Drinking Water</b>	Daily supply (minimum 6 bottles)	Daily supply (minimum 12 bottles)	Daily supply (minimum 18 bottles)
<b>Cleaning Services</b>	Nightly booth area cleaning	Nightly booth area cleaning	Nightly booth area cleaning
<b>Security</b>	24/7 venue security coverage	24/7 venue security coverage	24/7 venue security coverage
<b>Personnel</b>	Up to 3	Up to 5	Up to 7

### Important Note on Booth Customization & Personnel Meals

Exhibitors may request **additional furnishings or utilities**—such as digital screens, branded display racks, custom furniture, or extra seating—by submitting a formal request no later than **November 15, 2025**. All such requests are **subject to availability and additional cost**.

Each booth will be supplied with a **customized nameplate** displaying the exhibitor's brand name and/or logo. Exhibitors are encouraged to **personalize their booth décor** to reflect their brand identity, provided that all setup complies with **venue safety regulations** and **does not obstruct adjacent booths**. Prior approval is required for **large installations or unique branding elements**.

To maintain smooth operations and uphold service quality, **complimentary lunch and refreshments will be provided exclusively to registered booth personnel**. As such, exhibitors must **adhere strictly to the personnel limits** outlined in the booth specification table. Additional personnel may not be eligible for complimentary meals and may require advance authorization or incur a catering surcharge.



# Marketing & Promotion Support

To ensure maximum visibility and engagement before, during, and after the event, the Kenya Sugar Board offers a robust marketing and branding package for all confirmed exhibitors:

## Included Marketing Benefits

- **Event Website Listing:** Company logo and profile listed on the official symposium website with backlink to your company site.
- **Social Media Mentions:** Strategic features on our official LinkedIn, Facebook, Instagram, TikTok and Twitter/X channels.
- **Event Catalogue:** A 100-word company profile included in the official printed and digital event catalogue.
- **Miwa Bora App Feature:** Your booth and products/services will be highlighted in the Kenya Sugar Board's mobile application used by stakeholders across Kenya.
- **Photography & Videography:** High-quality images and videos of your booth, used in our post-event content and made available for your own marketing.



## Optional Add-Ons

- **Speaking Slot at Plenary:** KES 34,800 (or USD 250 for non-Kenyans) for a 10-minute speaking opportunity during daily plenary sessions.
- **Branding Opportunities:** Lanyards, venue banners, conference bags, coffee break branding, roll-ups in key areas (Rates available on request).
- **Product Showcase in Innovation Zone:** Prime space for demonstrating your flagship product in front of the plenary audience (limited slots available).



# Security & Safety

The Kenya Sugar Board and the Grand Royal Swiss Hotel are committed to providing a safe, professional, and secure exhibition environment for all attendees and exhibitors.

## Security Measures

- On-site 24-hour security for the exhibition zone.
- Controlled access to venue with authorized exhibitor and guest badge checkpoints.
- Fire exits, extinguishers, and first aid stations clearly marked and accessible.
- Exhibitors are encouraged to secure valuable items overnight or remove them at day's end.
- Optional: Exhibitors can submit an inventory of high-value items for additional security coverage and accountability via the Secretariat.



## Health & Safety Compliance:

- Booth installations must comply with fire, structural, and public safety regulations.
- No open flames or hazardous materials are allowed unless pre-approved in writing.

# Exhibitor Registration & Payment

To participate as an exhibitor, kindly follow the steps below:

## Step 1: Express Interest

Visit our official registration page at:

<https://sugarinnovation.org/registration/exhibitor>

Fill out the brief form to express interest and share your preferred booth size.

## Step 2: Receive Invoice

Upon form submission, an official invoice will be sent to your email. You may make payment either:

- **Via Bank Transfer or M-PESA** (details provided on the invoice)
- **Directly on our Website** using secure payment options

## Step 3: Confirm & Select Booth Position

Once payment is received:

- You will receive a **confirmation receipt**.
- You'll be granted **exclusive access to our Digital Pavilion Planner** – an interactive booth selection interface where you can choose your optimal location within the venue based on live availability.

**Important:** Booth positions are assigned on a first-paid, first-choose basis. We highly recommend early payment to secure strategic high-traffic zones.

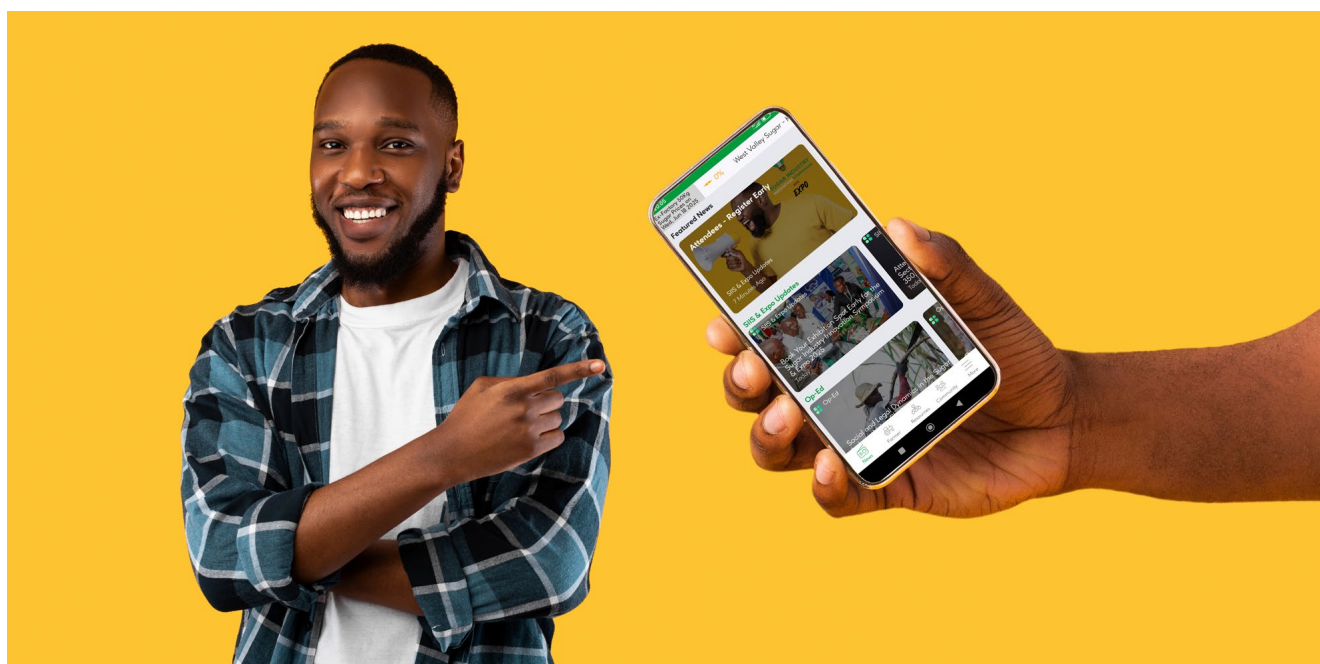


## Stay Updated on Miwa Bora

Stay informed and engaged through **Miwa Bora**, the official mobile app for the Sugar Industry Innovation Symposium & Expo 2025.

All key updates will be posted on the app, including:

- Speaker announcements
- Chief guest confirmations
- Program releases
- Call for papers & accepted submissions
- Event alerts & live updates



## #TUSONGE... Pamoja





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