



Exhibitors Information Pack



EXHIBITORS INSTRUCTIONS

Thank you for booking a stand to exhibit at the Kenya Innovation Week, which is being held at The Sarit Expo Centre, Nairobi from 6th – 8th Dec 2022.

The expo aims to bring together established companies across a broad spectrum of industries from within the science, technology, engineering and business innovation sectors showcasing the latest products and services available.

As an Exhibitor you have:

- a platform for your company to showcase your products and services to regional businesses looking to make use of the latest technology and innovations available within your sector;
- a setting for you to engage with potential clients;
- a setting where as a business owner/decision maker you can bring yourself up to speed with the latest products/technology available to help drive your business forward;
- a setting where you can network with other Exhibitors/businesses;

In this pack we aim to provide all the information needed to enable you to make the most out of your exhibiting experience with us. The pack contains useful information on the event, venue location, stand location and many more useful facts.

Please take the time to read through this pack and familiarize yourself with the terms and conditions and checklist and share this document with any of your staff or contractors who will also be attending the expo on the day.

We wish you every success at the Kenya Innovation Week 2022 and look forward to seeing you in December.



GENERAL INFORMATION

For all general enquiries prior to the event or if you have any questions in relation to your stand or booking, please contact Charles Katua on **0720 650 592** or via c.katua@innovationagency.go.ke who will assist with any questions you may have.

EXHIBITION INFORMATION

Venue Address

Sarit Expo Centre, Westlands, Nairobi.

Venue Information and Parking Arrangements

There will be a parking area at the venue set aside for Exhibitors and this will be utilised on a first-come-first-served basis. Access and parking space will be granted to all participants at a standard rate as agreed on by Sarit Expo Centre.

Exhibition Set Up Times

Access to your zone for stand setup is available from **12 noon – 5 pm on Monday, 5th of December 2022.**

PLEASE NOTE THAT EXPENSIVE EQUIPMENT SHOULD NOT BE LEFT UNATTENDED OVERNIGHT.

Expo opening hours

As an Exhibitor your stand needs to be ready by 8.00am ready to accept visitors from 9am to 4.30pm on Tuesday 6th December.

Floor Plan of Venue



To view what booth numbers are available and which Exhibitors have booked already, please follow this link: <https://kenyainnovationweek.com/exhibition>



Floor Plan and Allocation of Booths

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 in no way constitute grounds for the Exhibitor to unilaterally terminate his participation commitment.

Booth Sharing / Collective Participation

The official holder of the stand agrees to declare the firm or companies being hosted in the stand. An additional registration fee will be charged for each extra firm hosted. Only the firms thus declared will have the right to appear on the booth and on the exhibition catalog. The number of firms hosted is limited to 1 firm per 9 sqm booth. Group pavilions are subject to the same rules. The Organiser reserves the right to verify adherence to this commitment at any time.

Setup, Furnishing and Decoration of the Booth

Booth setup is carried out according to the general floor plan established by the Organiser. The decoration of the stands is done by the Exhibitors under their own responsibility. It must comply with the general terms and condition of the exhibition.

How Much Is an Exhibition Booth and What Is Included?

The standard cost of a booth is;

- **Ksh. 100,000** for local Exhibitors
- **USD 2500** for international Exhibitors

A standard booth will include:

- A booth space/area is 3m x 3m*. See sample diagram below.



Each stand will have the Exhibitor's official company name on the curved fascia, as written on the registration form. Any Exhibitor who wishes to use a fascia name which is different to that submitted on the Registration Form must submit notice of this change to the Organiser in writing at least one month prior to the commencement of the Exhibition.

The Organiser will provide the Exhibitor with a rectangular table, 2 conference chairs, 2 spot lights and a power outlet per stand. Any extra furniture or accessories may be requested at the Exhibitor's expense.

*** If you require a stand larger than 3m x 3m you can book multiple adjacent stands to increase your overall stand size.**

**** 1 power socket is available for each stand, if additional power is required please notify us on your Exhibitor Booking Form – depending on your requirements this may be chargeable.**



PROMOTION AND MARKETING

All Exhibitors are entitled to a 250-word corporate write-up in the official Kenya Innovation Week 2022 catalogue (a minimum of 2,500 catalogues will be published) and a logo linking your company website will be put on the 2nd Kenya Innovation Week website. All these items should be sent to the Organiser not later than 15th November 2022. Kindly note that for any material received thereafter, the Organiser does not guarantee inclusion.

A full PR and advertising campaign is well underway. For all Exhibitors, digital co-branded posters indicating that they will be exhibiting at KIW will be circulated on social and to KIW partners.

All Exhibitors will also get their logos and company names listed in the catalogue displayed at the entrance of the event venue.

The exhibiting firms will also be displayed on the official KIW 2022 booklet and program.

The Exhibitors will also be interviewed on camera about their products and receive appropriate coverage and mentions on the official KIW 2022 Exhibitor documentary. All Exhibitors will receive a copy of the same for their own use and for consumption by the general public.

High quality photos of the Exhibitors and their products will also be captured and shared to the Exhibitors.

includes We need as much information as possible regarding your business as well as details of new products that you may be launching at the exhibition. Kindly forward any material directly to comms@innovationagency.go.ke

SECURITY

The venue will provide overall security, but not individual booth security. With the large number of people involved during the build-up and break down periods, it is difficult to recognize trespassers so small valuable items should be protected at all times. Insurance cover is essential and it is also advisable to have someone at your stand at all times. Exhibitors should arrange for a representative to be at their booth during the build-up period to receive goods and deliveries. Exhibitors will be required to submit an inventory of delicate items they leave on the booth for noting by the security officers.

LOADING

Loading should be done via the loading bay. As soon as unloading/loading has taken place during the allocated time period, vehicles are to be removed from this area to allow other Exhibitors access.



The Organisers cannot accept delivery of any goods on behalf of an Exhibitor, nor will the Organisers accept any responsibility whatsoever for the safety or condition of any items unloaded and/or left on site, in the absence of Exhibitors. The Organisers cannot accept any responsibility for goods damaged on the exhibition premises.

BOOTH CLEANING

Waste bins will be available at each stand. Exhibitors are responsible to remove any build-up and tear down waste materials. Cleaning will be done daily after closing time. However, for the security of your property, no cleaning will be done by the Organisers inside the stands. Exhibitors are to ensure that they keep the inside of their stands clean. To eliminate any confusion and for security purposes, only rubbish left in the aisle after closing times, will be removed.

BOOTH ENTERTAINMENT

Audio entertainment is the responsibility of the Organizer who is the only party authorized to play back-ground music and to broadcast announcements, if necessary, at the request of the Exhibitors. It's strictly forbidden for Exhibitors to broadcast any musical background, message or announcement beyond the sound level prescribed by the Organiser.



PAYMENT METHOD

Payment for exhibition booths is required in advance of the event. Any Exhibitor who fails to make payments when due, expressly waives all rights in the reservation and use of space.

To secure your Exhibitors stand please follow [this link](#) to the exhibition page on our website. You will be able to see a live version of what zones and stand numbers are available and book the zone and stand which suits you and your business best. All outstanding balances are due by 30th November 2022, and are to be made payable to Kenya National Innovation Agency. The Bank Account details are listed below:

Account Name: Kenya National Innovation Agency

Name of Bank: Kenya Commercial Bank

Bank Branch: Kipande House

Account Number: 1236339398

Swift Code: KCBLENX

Bank Code: 01

Please Note: The Kenya Innovation Week team will ensure that the website is updated daily with new stands booked to avoid companies booking stands that have already been taken – in the event of a double booking it will be allocated according to the first order received.

With regards to payments, Exhibitors will NOT be issued their passes nor allowed onto their booths unless the Organisers have received full payment of booths.

EXHIBITOR REGISTRATION PACKET

All Exhibitors are required to pick their registration packet on Monday 5th December 2022 from 08:00 am – 6:00 pm at the exhibition area. The items include:

- 2 Exhibitor Passes– issued on arrival. These passes are to be used for the three days to gain access to the exhibition area and the conference sessions.
- Conference materials for the Exhibitor Delegate
- Lunch coupons for the 3 days for each participant

Please Note: Exhibitors will NOT be issued their badges nor allowed into their stands unless the Organisers have received full payment.



DISMANTLING AND MOVE-OUT

Dismantling of exhibits may begin at the end of the last day of the exhibition. All Stands should be cleared and all Exhibitor materials removed by 2200hrs on Friday 6th December 2022(unless extra move-out arrangements have been agreed with the Organizer).

De-rig can only occur once the public have vacated the site and the de-rig announcement has been made. This is due to venue and supplier demands. The organizing committee reserves the right to amend these times should the need arise.

No dismantling or packing will be permitted prior to the close of the show.

ORGANISERS' OFFICE

The Kenya Innovation Week Secretariat office will be located in the exhibition hall, within convenient reach of all Exhibitors. The Organisers' office will be open daily during exhibition hours and the organizing staff will be there to assist you with any queries or problems you may have.

Our contact details are:

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