



CTW
KENYA

9th
Edition



CTW KENYA

2024 SPONSORSHIP PACKAGE

9 - 11 JULY 2024

KENYATTA INTERNATIONAL CONVENTION CENTRE

Co-located with:



FASHION
& BEAUTY
AFRICA



AFRICA
SECURITY
SHOW 2024



AFRICA
TECHNOLOGY
SHOW 2024

AFRICA
FOOD
SHOW

Organized by



MIE EVENTS DMCC
— www.mieevents.com —



GEEx
Global Exhibitions INC.



NATIONAL STRATEGIC PARTNER

USD 50,000

- 120 sqm raw space at the Exhibition
- Announcement of sponsorship in all social media platforms
- Mention of sponsorship in all Press Conferences
- Dedicated page on the show website
- Logo on the show website with hyperlink to Sponsor's website
- Special promotions of Sponsor's services to exhibitors, partners and stakeholders
- Access to Exhibitor's database
- Conference/seminar slot during the show
- Branding on all show banners and signages before and during the show
- 2 full page colored Ad on the front and back cover of the show catalogue/ directory
- Hanging banner above the Sponsor stand in the exhibition
- Promotional video on the show website
- Digital banner on the main page of the show website
- Logo in all promotional materials of the show (brochure, flyer, newsletter, poster, banner, exhibition manual etc.,)
- Roll-Up posters in all Hall entrances and other strategic places during the exhibition
- Speech during the show opening ceremony
- Exclusive access to all Head of National Pavilions to set up -1on1- Meetings
- Promotion of Sponsor to Entire CTW Network



PLATINUM SPONSOR (EXCLUSIVE)

USD 40,000

- 90 sqm raw space at the Exhibition
- Announcement of sponsorship on all social media platforms
- Mention of sponsorship in all Press Conferences
- Dedicated page on the show website
- Logo on the show website with hyperlink to Sponsor's website
- Special promotions of Sponsor's services to exhibitors, partners and stakeholders
- Access to Exhibitor's database
- Logo on the visitor badges
- Branding on all show banners and signages before and during the show
- 2 full page colored Ad in the show catalogue/directory
- Hanging banner above the Sponsor stand in the exhibition
- Promotional video on the show website
- Digital banner on the main page of the show website
- Logo in all promotional materials of the show (brochure, flyer, newsletter, poster, banner, exhibition manual etc.,)
- Roll-Up posters in all Hall entrances and other strategic places during the exhibition
- Speech during the show opening ceremony
- Exclusive access to all Head of National Pavilions to set up -1on1- Meetings
- Promotion of Sponsor to Entire CTW Network



DIAMOND SPONSOR

USD 30,000

- 60 sqm raw space at the Exhibition
- Announcement of sponsorship on all social media platforms
- Mention of sponsorship in all Press Conferences
- Dedicated page on the show website
- Logo on the show website with hyperlink to Sponsor's website
- Special promotions of Sponsor's services to exhibitors, partners and stakeholders
- Access to Exhibitor's database
- Branding on all show banners and signages before and during the show
- 1 full page colored Ad in the show catalogue/directory
- Hanging banner above the Sponsor stand in the exhibition
- Digital banner on the main page of the show website
- Logo in all promotional materials of the show (brochure, flyer, newsletter, poster, banner, exhibition manual etc.,)
- Roll-Up posters in all Hall entrances and other strategic places during the exhibition



GOLD SPONSOR

USD 20,000

- 36 sqm raw space at the Exhibition
- Announcement of sponsorship in all social media platforms
- Dedicated page on the show website
- Logo on the show website with hyperlink to Sponsor's website
- Access to Exhibitor's database
- Branding on all show banners and signages before and during the show
- Digital banner on the main page of the show website
- Logo in all promotional materials of the show (brochure, flyer, newsletter, poster, banner, exhibition manual etc.,)
- Roll-Up posters in all Hall entrances and other strategic places during the exhibition
- Speech during the show opening ceremony



SILVER SPONSOR

USD 15,000

- 18 sqm raw space at the Exhibition
- Announcement of sponsorship on all social media platforms
- Dedicated page on the show website
- Logo on the show website with hyperlink to Sponsor's website
- Access to Exhibitor's database
- Branding on all show banners and signages before and during the show
- Digital banner on the main page of the show website
- Logo in all promotional materials of the show (brochure, flyer, newsletter, poster, banner, exhibition manual etc.,)
- Roll-Up posters in all Hall entrances and other strategic places during the exhibition



BRONZE SPONSOR

USD 10,000

- Company name and logo prominent on all promotional materials, publications (electronic and hard copy) and any merchandise approved by the Organizer
- Acknowledgement on slide presentations template as Sponsor (name and logo will appear on screen before and after presentations in both plenary and concurrent sessions)
- Complimentary exhibitor registrations
- Complimentary welcome dinner invitations
- Single booth (9sqm Shell Scheme) and 20% discount on additional booths (up to 2 booths)

CTW KENYA PROMOTIONAL MATERIALS



Billboard Ads



Web Banner Ads



Digital & Print Ads



Outdoor Ads

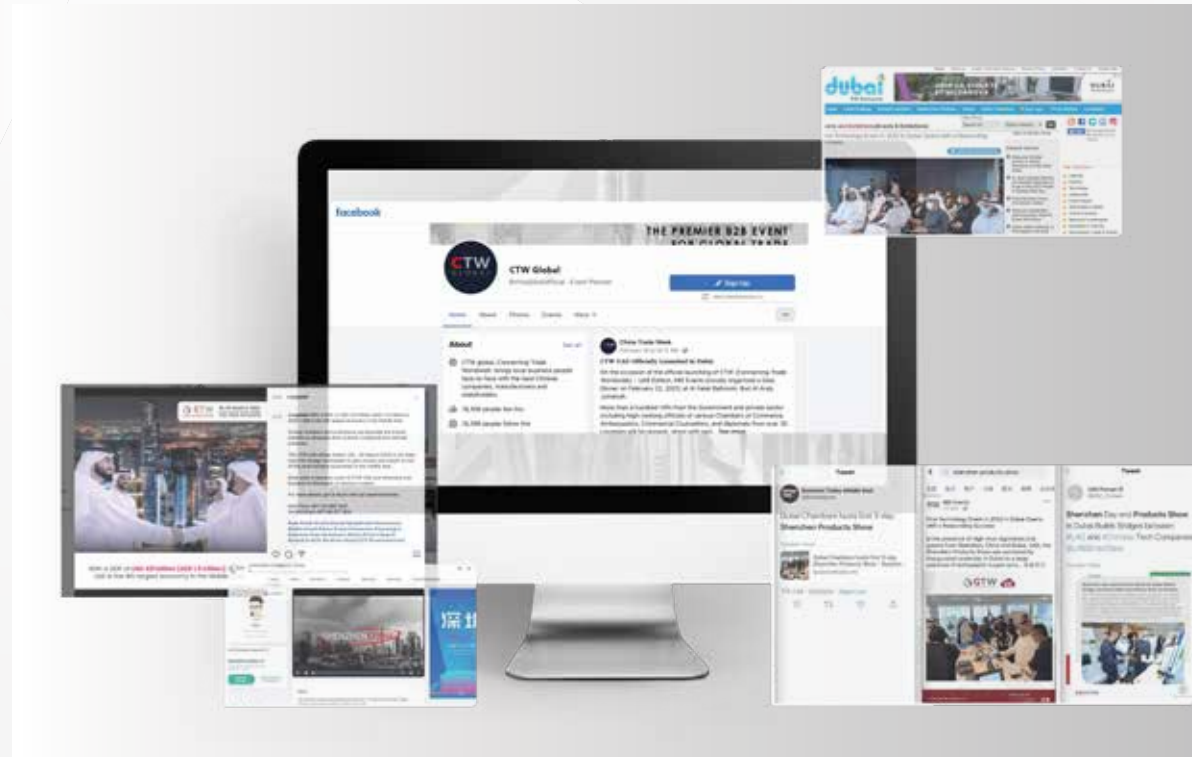


Radio Ads



TV Ads

CTW KENYA BRAND VISIBILITY



Reach out to a wider audience and maximize the visibility with our social media platforms. Connect with thousands of potential clients and increase brand exposure!

CUSTOMIZED SPONSORSHIP PACKAGE

	VIP BUYERS LOUNGE SPONSOR	Get your company associated with the VIP buyers lounge.
	WELCOME DINNER SPONSOR USD 15,000	The Welcome Dinner provides an ideal opportunity to showcase your company to all delegates in an informal environment. It is the first function of the exhibition and has a very positive vibe as exhibitors, partners, VIPs & Sponsors come together to network.
	CATERING SPONSOR USD 3,000	Gain exposure for your company throughout meal breaks on your allocated day of the conference, with the option of securing all three catering sponsorship spaces.
	USB DRIVE SPONSOR USD 8,000	This is an ideal way to promote your company as a 'knowledge broker' or supporter of international trade. It will contain the event documentation, marketing material and will be used by attendees & delegates during and after the event.
	WIFI SPONSOR USD 8,000	Wi-Fi at events is no longer just 'nice to have'. Reliable Wi-Fi is a critical must-have productivity tool. Your company will be promoted to the full exhibition through the Wi-Fi login portal. Help visitors, exhibitors and delegation stay connected by sponsoring the W-Fi connection.
	CHARGING STATION SPONSOR USD 4,000	As a sponsor of a charging station, your company will be promoted to the full conference delegation during all meal breaks in the exhibition hall. The charging station will be branded with your company logo and message.

CTW KENYA EXCLUSIVE PAVILION OFFERS

Country Pavilion Package

Pavilion Stand Benefits

- Bespoke Designed Pavilion Booth
- Meeting Space
- Prominent Stand Location
- Pavilion Highlight & Promotions
- Speaking Opportunities Conference & Seminar
- Opening Ceremony Participation
- Branding Exposure Prior, During & Post Show in all Promotional/ Marketing Campaigns
- B2B Meetings
- Workshop / Seminar Opportunities
- Tours
- 1 on 1 Media Interview



PAVILION SPACE INCLUDES



Booth
Carpet



Booth Panels/
Structure



Increased
Branding



Lighting &
Fixtures



Power
Socket



Fascia
Board



CTW
K E N Y A

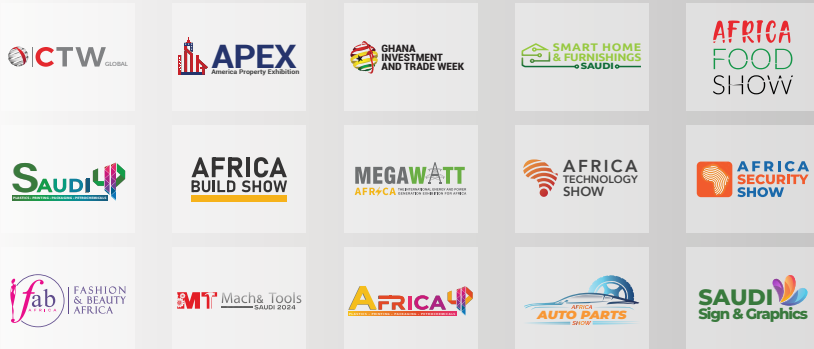


ABOUT THE ORGANIZER

ABOUT MIE GROUPS

- Founded in 2000: Professional exhibitions, trading and consulting organization
- International Offices in Dubai, KSA & USA
3 Offices in Africa
8 Offices across China
- Organized over 100,000 + international trading companies to exhibit in the Middle East & Africa
- Helping business growth of global entrepreneurs around the world

MIE GLOBAL PLATFORMS



BOOK YOUR STAND NOW!



Visit our website:

China Trade Week | www.ctwkenya.com