



Exhibitor Handbook

Introduction

Welcome to the Sugar Industry Innovation Symposium and Expo 2024! We extend our warmest gratitude for your participation as an exhibitor at this prestigious event, set to take place from the 3rd to the 5th of December 2024, at the Grand Royal Swiss Hotel in Kisumu.

The Sugar Industry Innovation Symposium and Expo serves as a pivotal platform for industry stakeholders, innovators, policymakers, and researchers to converge, collaborate, and explore cutting-edge advancements within the sugar industry. By showcasing your products, services, and innovations at our expo, you are contributing to the collective effort of driving innovation, sustainability, and growth within the sugar value chain.

As an exhibitor, you'll enjoy the opportunity to:

- Showcase your products, services, and innovations to a diverse audience of industry professionals and stakeholders.
- Network with key decision-makers, industry leaders, and potential collaborators.
- Gain visibility and exposure for your brand, products, and services.
- Forge strategic partnerships and explore new business opportunities within the sugar industry.

This Exhibitor Information Pack is curated to provide you with all the essential details and resources needed to make your exhibition experience seamless and successful.

General Enquiries/Who to Contact

For any enquiries or assistance throughout the exhibition process, please feel free to contact our dedicated Exhibitor Relations Manager Ms. Purity Makena at info@sugarinnovation.org/+254 725 455 972. Our team is here to support you and address any questions or concerns you may have.



Exhibition Information

Venue Address

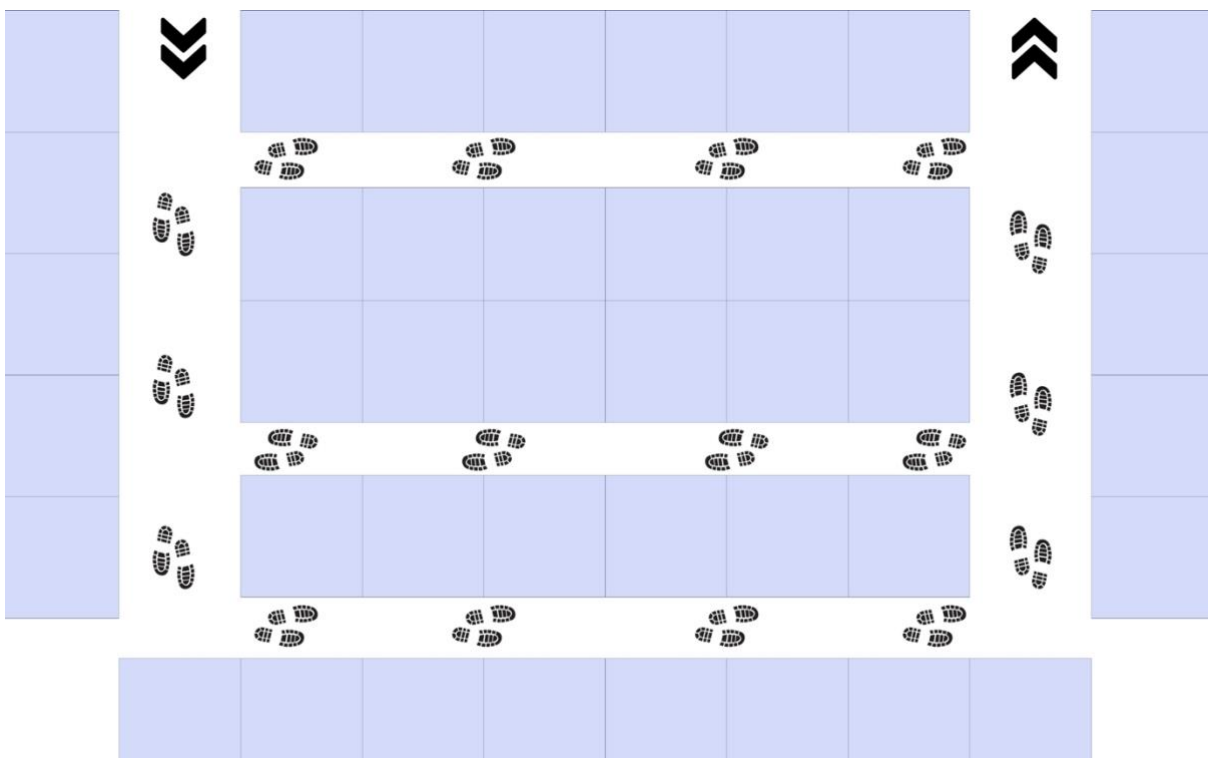
The exhibition will be held at the Grand Royal Swiss Hotel in Kisumu from the 3rd to the 5th of December 2024.

Scan the QR-Code below to find exact location on Google Maps.



Floor Plan, Allocation and Pricing of Booths

A detailed floor plan outlining the layout of the exhibition area is provided below.



Please note that booth allocations will be determined based on various factors, including sponsorship level, booth size, and exhibitor preferences.

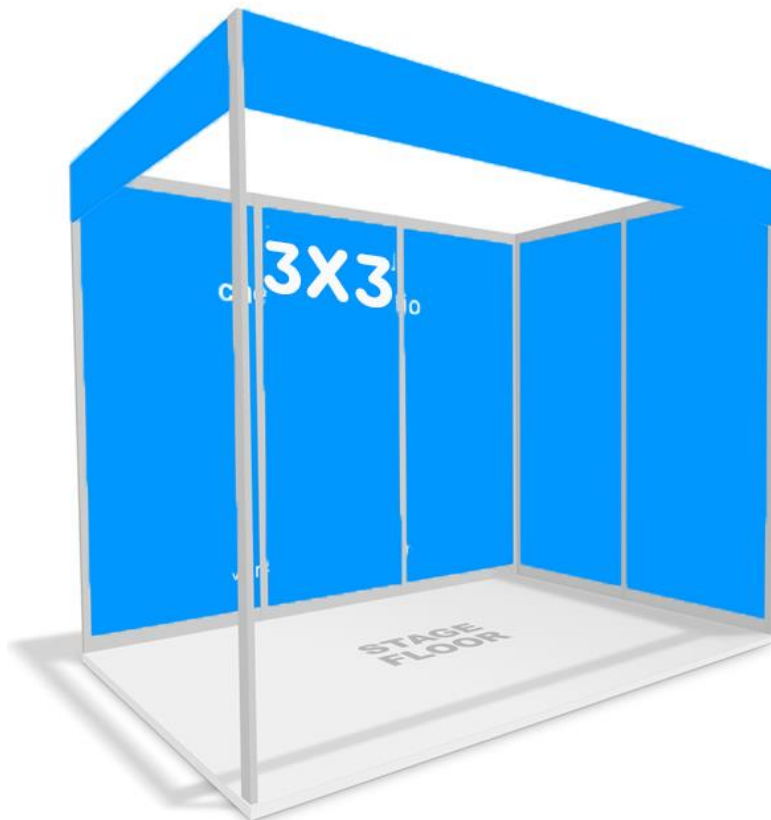
The prices listed below are for standard 3-square-meter booths.



- Early Bird Rate (available until August 15th, 2024): Kes. 14,999 and USD 500 for international exhibitors
- Regular Rate (after August 15th, 2024): Kes. 49,995 and USD 799 for international exhibitors

For exhibitors requiring additional space beyond the standard booth size, customized options are available.

Please contact our team directly to discuss your requirements and receive a personalized quote tailored to your needs.



For the latest updates on booth allocations and availability, please visit our website regularly <https://sugarinnovation.org/exhibition>. Our dedicated team is also available to assist with any questions or concerns you may have regarding booth selection and pricing.

Set Up, Furnishing, and Booth Decor

1. Booth Set Up

Exhibitors are responsible for setting up their booths according to the floor plan established. Booth set up can be done up to two days in advance, with access to the zone available from Sunday, 1st December at 10 AM until Monday, 2nd December, 2024 at 6 PM.



2. Decor

Booth decor must comply with the following general terms and conditions:

- All decor must be in good taste and adhere to relevant health and safety regulations.
- Any structural modifications or installations must be approved by the Symposium Organizing Committee in advance.
- Exhibitors are responsible for ensuring that their decor does not obstruct neighbouring booths or pose any hazards to attendees.

3. Furnishing

Each booth will be equipped with a 2-Metre table and two plastic chairs, provided by the organizer. Exhibitors may request additional furnishing and equipment, such as TV screens and mounts, for an additional fee.

Requests for additional furnishings must be made in advance to ensure availability.

4. Personnel Limit

Each booth is allowed a maximum of three personnel at any given time. This ensures that exhibitors have ample space to engage with visitors and showcase their offerings effectively.

5. Power and Internet

To facilitate exhibitor presentations and demonstrations, each booth will be equipped with a **double-plated power outlet**. Exhibitors are encouraged to bring their own power extensions for added convenience. Additionally, unlimited internet access will be provided to ensure seamless connectivity throughout the event.

Should you have any further questions or special requests regarding booth set up and decor, please don't hesitate to contact our team.

Promotion and Marketing

While exhibitors are encouraged to leverage their own communication channels, we are committed to providing comprehensive coverage and exposure across various platforms.

1. **Official Channels:** Exhibitors will benefit from prominent coverage and mentions on the Symposium's official website, social media channels, email blasts, and print media. Our dedicated marketing team will ensure that exhibitor profiles and offerings receive the attention they deserve both before, during, and after the event.
2. **Mobile Application Marketing:** Exhibitors will also be featured on the AFA - Sugar Directorate's premiere Industry-targeted Mobile Application, Miwa Bora. This platform offers visibility to industry stakeholders and decision-makers, ensuring that exhibitors reach a highly targeted audience.
3. **Visual Content:** To enhance exhibitor visibility and engagement, we will provide high-resolution photos and videos of the event, including exhibitor booths and



product showcases. This visual content will be shared across our digital channels, amplifying the reach and impact of exhibitor promotions.

Security

While security personnel will be stationed throughout the venue to maintain overall safety, exhibitors are encouraged to take proactive measures to safeguard their booths and belongings.

Exhibitors are responsible for the security of their individual booths and assets. We encourage exhibitors to have personnel manning their booths at all times, especially during peak exhibition hours. Additionally, exhibitors may consider obtaining insurance coverage for added protection against unforeseen circumstances.

To enhance security measures, exhibitors are encouraged to submit a daily inventory of sensitive items to the venue's head of security. This proactive approach will help ensure that any discrepancies or losses can be promptly addressed and investigated. Exhibitors will be introduced to the venue's head of security upon request for seamless communication and coordination.

Booth Cleaning

Waste bins will be strategically positioned throughout the exhibition pavilion for convenient disposal of waste.

Exhibitors are reminded to maintain the cleanliness of their booths by disposing of any waste generated within their designated areas. Our dedicated cleaning staff will conduct daily rounds after closing time to ensure the cleanliness and security of the venue aisles.

Payment Method

Payments for exhibition booths are detailed in the invoices provided upon request. To streamline the payment process and ensure prompt confirmation, please request an invoice by emailing info@sugarinnovation.org or calling us at +254 725 455 972.

Exhibitor Registration and Badges

All exhibitors are required to register for the event on the Symposium website, <https://sugarinnovation.org/registration/exhibitor> and collect exhibitor badges prior to setting up their booths. Badges must be worn at all times during the exhibition period.



Dismantling and Move out

Dismantling may commence on the final day of the event, (the 5th of December), and all materials must be cleared from the venue by 1300 hours on the 6th of December.

To facilitate a smooth transition, the event organizers will oversee the dismantling of tents and other infrastructure by 1500 hours on the 6th of December. Any items left behind after this time may be subject to removal by the event host.

Please note that exhibitors are solely responsible for the safe and timely removal of their belongings, and the event organizers will not be liable for any loss or damage incurred during the move-out process.

As part of our commitment to providing support to our exhibitors, we will have a dedicated Symposium Secretariat booth. This booth will serve as an information and support center throughout the duration of the event, offering personalized assistance and guidance to exhibitors.

Additionally, the Symposium Secretariat booth will serve as a hub for important announcements, updates, and networking opportunities, providing exhibitors with valuable insights and connections to enhance their participation in the event.