

*Gulfood360*  
AFRICA  
*Kenya*

**4-6 MAY 2027**  
NAIROBI

KENYATTA INTERNATIONAL  
CONVENTION CENTRE

ENDORSED BY  
GOVERNMENT  
OF KENYA



Ministry of  
Investments  
Trade &  
Industry

Ministry of  
Agriculture  
& Livestock  
Development

Office of  
the Special  
Envoy on  
Technology



Agriculture &  
Food Authority  
Kenya

**FARM ➔ FACTORY ➔ FUTURE**

**AFRICA'S BIGGEST 360 ECOSYSTEM  
POWERING FOOD, TECH & TRADE**

**SPONSORSHIP BROCHURE**

GULFOOD360KENYA.COM | #GULFOODKENYA

# COUNTRY PARTNER

USD 100,000

EXCLUSIVE



A distinctive badge that merits the highest visibility and sponsorship benefits for all the national companies participating under the 'Country Partner'.

Country Partner receives maximum marketing support with the logo featured among major communication collaterals, prominent branding on-site, dedicated social media posts and PR coverage.

## PRE-EVENT

- Logo and hyperlink on the homepage
- Logo on printed event collaterals
- Logo on show newsletters
- Logo on onsite signage (wherever applicable)
- Logo on interactive floor plan
- Banner with hyperlink on website homepage
- Banner with hyperlink on mobile app
- Sponsor mention on Gulfood360 Kenya social channels
- Logo, hyperlink, and company profile on the sponsor webpage
- A dedicated email broadcast to the entire Gulfood360 Kenya database
- Dedicated sponsor page on the Gulfood360 Kenya website (Sponsor to provide content, links, images, etc. Fixed layout of sponsor page)
- Social media promotions 2 months building up to the show (sponsor to provide content, links, images, etc.)

## AT EVENT

- Logo on onsite branding around venue (wherever relevant)
- 15 carpet tiles from relevant hall entrance leading to sponsor stand
- 1 x venue branding opportunities
- 1x Speaking session at the conference
- Full coverage of the stand with interview and promoted on all social media channels
- 1 x VIP table at Gulfood360 Kenya exhibitor networking event

## POST EVENT

- Logo on post show report sent out to the database
- Logo on thank you e-mail for all visitors post show

# STRATEGIC SPONSOR

USD 70,000

EXCLUSIVE



The pinnacle package for your company. A strategic show sponsor gets the most premium branding spaces across the show venue, visibility across marketing campaigns in major newspapers and trade magazines, digital and social media marketing campaigns, PR features and more.

## PRE-EVENT

- Logo and hyperlink on homepage
- Logo on printed event collaterals
- Logo on show newsletters
- Logo on advertising campaigns
- Logo on interactive floorplan / mobile app
- Sponsor mention on show social media channels
- Dedicated page on the show website
- Banner with hyperlink on website homepage
- Exclusive email to visitor database promoting
- Sponsor participation in content
- Tier 1 branding – Sponsors branding where relevant

## AT EVENT

- Logo around venue wherever relevant
- 1x Digital screen branding – logo to appear for 12 seconds
- Exclusive onsite branding opportunity x2
- VIP Pillars x1 middle
- Pillar Branding x2
- Flags Branding x4

## SPEAKING OPPORTUNITY

- Keynote x1 day (15 mins)
- Speaker must be senior level
- Content to be confirmed with Gulfood360 Kenya conference team
- Panel discussion x1 – content & speakers to be curated with Gulfood360 Kenya conference team

## POST EVENT

- Logo on Post Show Report sent out to database
- Acknowledgement in post-show press release
- Logo presence on *Thank You* email sent to all visitors post-show

# PLATINUM SPONSOR

**USD 55,000**



As the Platinum sponsor, your company gets the most premium branding spaces across the show venue, visibility across marketing campaigns in major newspapers and trade magazines, digital marketing campaign, PR features and more.

## PRE-EVENT

- Logo and hyperlink on the homepage
- Logo on printed event collaterals
- Logo on show e-newsletters
- Logo on advertising campaigns
- Logo on interactive floor plan
- Banner with hyperlink on website homepage (Sponsor to provide content)
- Banner with hyperlink on mobile app
- Dedicated sponsor page on the Gulfood360 Kenya website (Sponsor to provide content, links, images, etc. fixed layout of sponsor page)
- Social media promotions 2 months building up to the show (Sponsor to provide content, links, images, etc.)

## AT EVENT

- Logo around venue wherever relevant
- 10 carpet tiles from relevant hall entrance leading to sponsor stand
- 1x venue branding opportunities
- 3m x 3m hanging banner over the stand
- Sponsor advert on select venue screens
- Full coverage of the stand with interview and promoted on all social media channels
- 1x VIP table at Gulfood360 Kenya exhibitor networking event

## POST EVENT

- Logo on post show report sent out to the database
- Logo presence on *Thank You* email sent to all visitors post-show

# GOLD SPONSOR

**USD 41,000**

An exceptional opportunity to gain brand visibility before, during and after the show. Gold Sponsors get consistently featured across our marketing campaigns, high visibility on-site, and great promotional opportunities during the show.

## PRE-EVENT

- Logo and hyperlink on the homepage
- Logo on printed event collaterals
- Logo on show newsletters
- Logo on advertising campaigns
- Logo on interactive floor plan
- Banner with hyperlink on website homepage
- Banner with hyperlink on mobile app
- Social media promotions 2 months building up to the show (Sponsor to provide content, links, images, etc.)

## AT EVENT

- Logo around venue wherever relevant
- 8 carpet tiles from relevant hall entrance leading to sponsor stand
- 2 venue branding opportunities
- 2m x 2m hanging banner over the stand
- Full coverage of the stand with interview and promoted on all social media channels
- 1 x Sponsor advert on select venue screens

## POST EVENT

- Logo on post show report sent out to the database
- Logo on thank you e-mail for all visitors post show





# SILVER SPONSOR

**USD 28,000**

The silver sponsorship package offers top-tier benefits. Strong brand visibility across the marketing campaigns, high-profile branding at the venue and across post-show collaterals to help keep your business and brand top-of-mind.

## PRE-EVENT

- Logo and hyperlink on the homepage
- Logo on printed event collaterals
- Logo on show newsletters
- Logo on advertising campaigns
- Logo on interactive floor plan / mobile app

## AT EVENT

- Logo around venue wherever relevant
- 5 carpet tiles from relevant hall entrance leading to sponsor stand
- 1 venue branding opportunity
- 2m x 2m hanging banner over the stand
- Sponsor advert on select venue screens

## POST EVENT

- Logo on post show report sent out to the database
- Logo on thank you e-mail for all visitors post show

# CATEGORY SPONSOR

**USD 17,000**

Own your category and be the name behind the products that power the F&B world.

As the exclusive Category Sponsor, your brand becomes the face of the sector and beyond. This premier sponsorship package places your business at the heart of buyer interest and decision-making.

Enjoy top-tier visibility across pre-show campaigns, high-impact branding at the venue and extended post-show exposure.

## PRE-EVENT

- Logo and hyperlink on the homepage
- Logo on printed event collaterals
- Logo on show newsletters
- Logo on advertising campaigns
- Logo on interactive floor plan / mobile app
- Banner with hyperlink on website homepage
- Banner with hyperlink on mobile app
- Sponsor mention on Gulfood360 Kenya social channels

## AT EVENT

- Logo around venue wherever relevant
- 5 carpet tiles from relevant hall entrance leading to sponsor stand
- 1 venue branding opportunities
- 3m x 3m hanging banner over the stand
- Logo on relevant in-hall / directional hanging banners for the category
- Sponsor advert on select venue screens

## POST EVENT

- Logo on post show report sent out to the database
- Logo on thank you e-mail for all visitors post show





# LANYARD SPONSOR

**USD 41,000**

A best-seller on-site opportunity, the Visitor Badge Lanyard Sponsor will gain brand visibility on the badges worn by all your customers and prospects. Plus, the chance to be featured among many marketing collaterals.

## PRE-EVENT

- Logo and hyperlink on the homepage
- Logo on printed event collaterals
- Logo on show newsletters
- Logo on advertising campaigns

## POST EVENT

- Logo on post show report sent out to the exhibitor database
- Logo on thank you e-mail for all visitors post show

\* Sponsor to produce and provide lanyards. Final quantity will be confirmed by organiser. Sponsor lanyards will be placed at every registration point for visitor to use.

# BADGE SPONSOR

USD 28,000

Trade Visitor Badges are an excellent sponsorship opportunity which give you maximum visibility on the show floor. Get prominent brand visibility by placing your logo on the Gulfood360 Kenya Badge used by all exhibitors, visitors, buyers and speakers at the show.

## PRE-EVENT

- Logo and hyperlink on the homepage
- Logo on printed event collaterals
- Logo on show newsletters
- Logo on advertising campaigns

## POST EVENT

- Logo on post show report sent out to the database





# T-SHIRTS SPONSOR

**USD 9,700**

Get prominent branding across a key show asset. Multiple show staff will adorn your branding alongside Gulfood360 branding, to give your onfloor presence a huge boost.

## PRE-EVENT

- Logo and hyperlink on the homepage
- Logo on printed event collaterals
- Logo on show newsletters
- Logo on advertising campaigns

## POST EVENT

- Logo on post show report sent out to the database

# MOBILE APP SPONSOR

**USD 14,000**

## PRE-EVENT

- Logo on mobile app flash screen
- Banner and hyperlink on the mobile app
- Logo and hyperlink on the website homepage
- Logo on printed event collaterals
- Logo on show newsletters
- Logo inclusion on relevant app pages
- Opportunity to activate push notifications within app, 3 pre-event
- Coverage on all social media channel platforms

## AT EVENT

- Logo around venue wherever relevant
- Opportunity to activate push notifications within app, 5 at the event (once a day)

## POST EVENT

- Logo on post show report sent out to the database





# REGISTRATION SPONSOR

**USD 41,000**

The Registration Area is the first point of engagement for hundreds of thousands attending and participating at the show. Sponsor this area to gain great visibility and brand mileage.

Sponsorship rates vary as per the location of each Registration Area, make sure you book the prime spot soon.

## PRE-EVENT

- Logo and hyperlink on the website homepage
- Logo on printed event collaterals
- Logo on show e-newsletters
- Logo on advertising campaigns
- Logo on mobile app

## AT EVENT

- 8 carpet tiles
- Branding on registration desk and backdrop (60% branding show, 40% branding client)
- Logo on the cash desk
- Logo on fast-track registration areas

## POST EVENT

- Logo on post-show report e-newsletter

# WEBSITE SPONSOR

Our website attracts a large global audience who are interested in not only participating and attending the show, but also in staying updated on the latest show happenings.

## Homepage Banner

USD 1,400

## Subpage Banner

USD 900

Price for a duration of 30 days. Sponsor to prepare artwork and provide website link for banner.



## REGISTRATION PENS

**USD 28,000**

The Gulfood360 Kenya pens will be in demand for attendees to use at the registration points and during the show. Become the registration pens sponsor and let hundreds of thousands of visitors become your walking brand ambassadors.



## BAG SPONSOR

**USD 4,200**

The Gulfood360 Kenya carrier bags will be in demand for attendees to carry brochures, samples and other collateral collected during the show. Become the bag sponsor and let hundreds of thousands of visitors become your walking brand ambassadors.

## IN-HALL PROMOTER

**USD 1,150**

*(per promoter for the duration of the show)*

Get strong brand and business promotion opportunities with our approved promoter staff distributing your collaterals throughout the event venue.





## HANGING BANNER

*(Per sqm. Per stand + installation and rigging costs)*

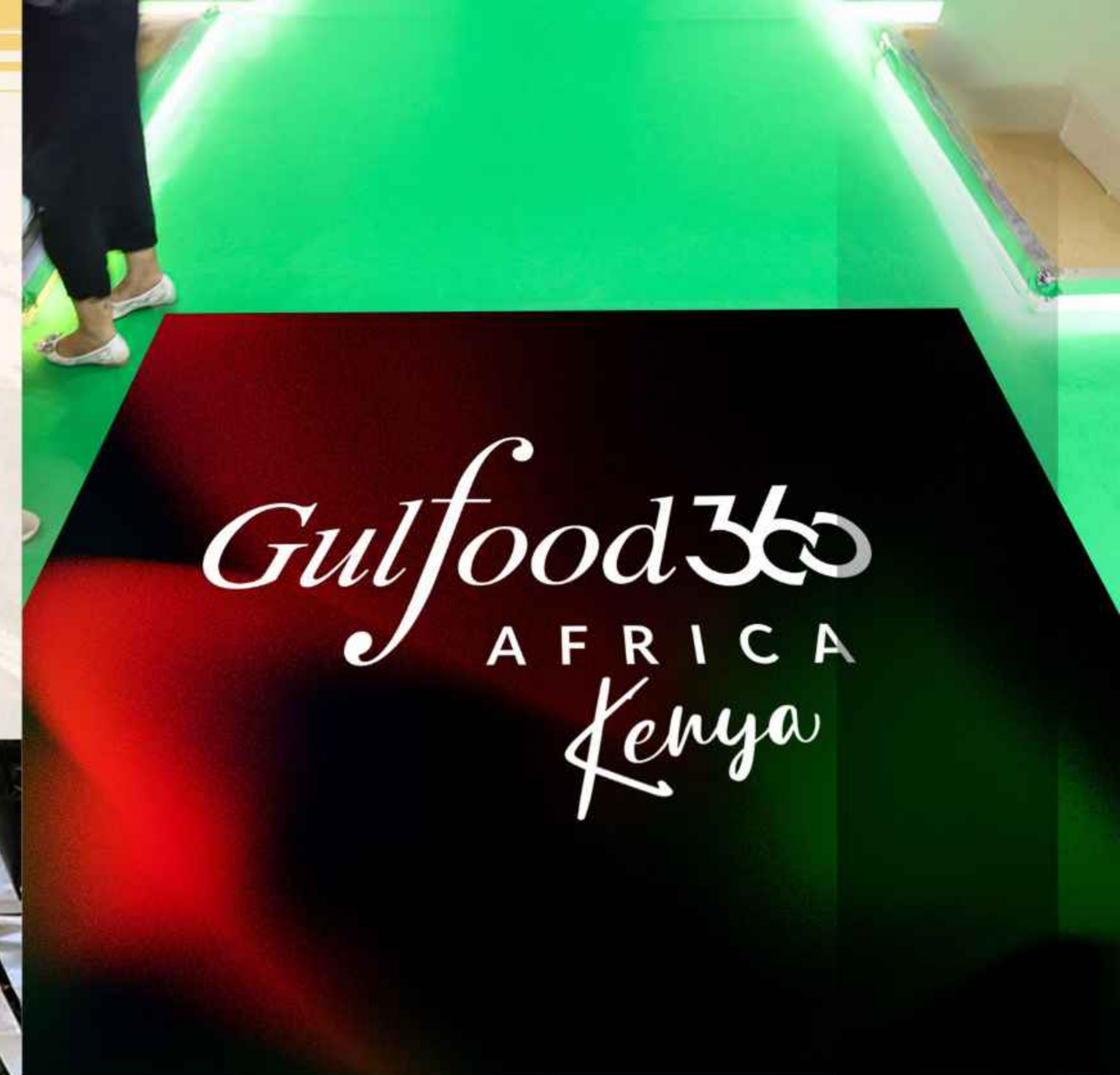
Spotlight your stand among the rest, so buyers will be able to see your brand from afar. The banner creative will be provided by you.

2 x 3 metre

**USD 700**

6 x 2 metre

**USD 1,150**



## ENTRANCE SCREEN SPONSORSHIP

**USD 1,800**

Showcase your brand through 10-second videos or animated graphics, played repeatedly across the show's busiest areas — located at the hall entrances near high visitor traffic junctions.



## DIRECTIONAL CARPETS

**USD 140**

*Per Carpet Tile, Per Placement (minimum 15 tiles)*

Make it really easy for your buyers to find you! They can follow the carpet signage direct to your stand. Available in several formats, these make sure you stand out from your competition. Artwork and production to be managed by the sponsor.



# CONFERENCE HEADLINE SPONSOR

**USD 21,000**

Align your brand with one of key themes of the conference. With a highly visible speaking position in front of decision makers and to retell the amazing work your company is doing in key sectors influencing the Global F&B industry. Our content team will work with you to curate the agenda and speakers.

## PRE-EVENT

- Prominent logo placement and hyperlink on the summit website page
- Logo featured on printed event collateral
- Inclusion in summit e-newsletters
- Logo on advertising campaigns
- Visibility in the official mobile app
- Sponsor mentions across official social media channels

## AT EVENT

- Logo display across the summit venue and conference areas
- Logo presence at summit stages and designated networking areas
- Priority positioning in the event app and on-site digital screens

## POST SHOW

- Logo inclusion in the official post-show report
- Sponsor acknowledgement in post-event press releases
- Logo in the delegate thank-you email

# INVESTOR LOUNGE SPONSOR

**USD 8,300**

The Investor Lounge is a key area for the sponsor to meet and network with high profile investors and VIP's from multiple sectors from around the globe attending the event. Expect to meet key partners from the government and private sectors. Prior to and throughout the show this area will be highlighted as a key area of the show, with access by special invitation only. The exclusive Investor Lounge sponsor will be able to gain maximum exposure, network at the highest level and promote itself to the global Agro-foodtech industry.

## PRE-EVENT

- Customised e-invitations sent on your behalf to your target audience
- Company logo on Gulfood Green website as one of the main partners
- Official partnership announcement on social media channels

## AT EVENT

- Exclusive branding within the lounge (60% branding show, 40% branding client)
- Logo on the Investor e-invitation
- Private area reserved for the sponsor within the lounge

## THOUGHT LEADERSHIP

- Speaking opportunity on the startup pitch stage
- Judging opportunity in the startup competition

## POST EVENT

- Logo on post show report sent out to the exhibitor database





# STARTUP SPONSORSHIP

**USD 14,000**

## PRE-EVENT

- 1x Seat on the Judging panel
- Keynote on day one of the show – startup stage (15 mins)
- 1 x Panel speaking opportunity at the Summit

## AT EVENT

- Logo and hyperlink on the event homepage & startup competition page
- Logo on printed event collaterals
- Logo on show newsletters
- Logo on advertising campaigns relating to startup competition
- Banner with hyperlink on all marketing communications relating to the competition
- Video interview with your company's representative discussing the competition to be distributed on all marketing channels
- Logo at the startup stage and around venue wherever relevant
- 4 x startup pods opportunity; to provide 4 startup the opportunity to exhibit and join the competition (2sqm each)
- Opportunity to give additional branded prizes participants (provided by sponsor)

## POST-EVENT

- Logo on post show report sent out to the database

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**LET'S TALK** ➔

**WE'LL HELP YOU FIND YOUR IDEAL FIT AT  
GULFOOD 360 AFRICA**

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