



SUGAR INDUSTRY INNOVATION SYMPOSIUM *and* **EXPO**



2026

EXHIBITOR HANDBOOK

#TUJENGE Edition

THEME: Rebounding Towards a Resilient and Sustainable Sugar Industry

8–10 December 2026

Grand Royal Swiss Hotel, Kisumu

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A comprehensive guide for organizations exhibiting at the Sugar Industry Innovation Symposium & Expo 2026, providing essential information on registration, exhibition packages, booth selection, logistics, marketing opportunities, event timelines, exhibitor guidelines and participation requirements to help you maximize your presence and achieve a successful exhibition experience.

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WELCOME NOTE



Jude Chesire
Chief Executive Officer

Welcome to the Sugar Industry Innovation Symposium & Expo 2026 (TUJENGE Edition).

On behalf of the Kenya Sugar Board, it is our pleasure to invite you to participate as an exhibitor at one of East Africa's premier platforms for innovation, business engagement and strategic partnerships within the sugar industry.

The Sugar Industry Innovation Symposium & Expo has evolved into far more than a traditional exhibition. It is a meeting point where industry leaders, policymakers, investors,

researchers, innovators, financial institutions, technology providers and farmers come together to exchange ideas, build partnerships and discover solutions that will shape the future of the sugar sector.

Under this year's theme, "Rebounding Towards a Resilient and Sustainable Sugar Industry," the Expo reflects the industry's renewed commitment to recovery, modernization and long-term competitiveness. The TUJENGE Edition embodies our collective responsibility to build stronger institutions, embrace innovation, unlock investment and create lasting value throughout the sugar value chain.

Whether your organization operates in agriculture, manufacturing, engineering, financial services, logistics, ICT, renewable energy, research, healthcare, education or any other sector supporting industrial development, the Expo offers an exceptional opportunity to position your brand before a highly targeted audience of decision-makers and industry influencers.

As an exhibitor, you will gain direct access to potential customers, investors, development partners and government institutions while showcasing your products, services and innovations in an environment specifically designed to foster business growth and meaningful collaboration.

We look forward to welcoming you to Kisumu and to partnering with you in making SIIS & Expo 2026 our most impactful edition yet.

The Sugar Industry Innovation Symposium & Expo is where ideas become partnerships, innovations become opportunities, and businesses become part of Kenya's journey towards a resilient and sustainable sugar industry. Together, TUJENGE.

WHY EXHIBIT?

Position Your Business at the Centre of Innovation, Investment and Opportunity



Exhibiting at the Sugar Industry Innovation Symposium & Expo 2026 places your organization at the heart of one of East Africa's most influential gatherings dedicated to the transformation of the sugar industry. Over three days, you will engage directly with decision-makers, industry leaders, policymakers, investors, researchers, innovators and thousands of stakeholders seeking products, services and partnerships that can strengthen the sugar value chain.

Reach Decision-Makers

The Expo attracts a highly targeted audience representing every segment of the sugar value chain and its supporting industries, including:

- National and County Governments
- Sugar Millers and Processors
- Out-grower Institutions and Farmer Organizations
- Financial Institutions and Investors
- Development Partners
- Researchers and Academic Institutions
- Technology and Engineering Companies
- Input Suppliers and Service Providers
- Consumer and Standards Organizations
- Regional and International Delegations

Whether you are launching a new product, expanding into new markets, strengthening existing relationships or increasing your brand's visibility, SIIS & Expo 2026 provides an environment designed to generate meaningful business opportunities and long-term partnerships.



Rather than marketing to the general public, exhibitors engage directly with organizations and individuals actively seeking solutions, partnerships and investment opportunities.

Generate Quality Business Leads

The Expo creates an environment where conversations translate into business.

Exhibitors will have opportunities to:

- Meet potential customers and institutional buyers.
- Establish strategic partnerships and distributorships.
- Engage directly with government agencies and regulators.
- Connect with investors and development finance institutions.
- Explore regional market opportunities.
- Build relationships with industry leaders and decision-makers.

The combination of structured networking sessions, exhibition traffic and business matchmaking significantly increases the quality of engagements compared to traditional trade fairs.

Showcase Your Innovations

Bring your products, technologies and services to life through live demonstrations and interactive engagement.

Whether you are introducing digital platforms, agricultural technologies, machinery, financial products, research solutions, renewable-energy technologies, logistics services or consumer products, the Expo provides an ideal platform to demonstrate their value directly to potential users and partners.

Organizations seeking greater visibility may also participate in the Elevated Pitch Sessions, providing an opportunity to present their solutions to a focused audience during the Symposium programme.

Expand Your Regional Presence

SIIS & Expo attracts participants from across Kenya, the East African Community and other international markets.

The event provides opportunities to:

- Explore regional trade opportunities.
- Build relationships with cross-border partners.
- Increase export visibility.
- Understand emerging regional market trends.
- Position your organization for future expansion.

For businesses seeking growth beyond domestic markets, the Expo offers a strategic gateway to the wider regional sugar economy.

Strengthen Your Brand



Participation extends well beyond your exhibition booth.

Confirmed exhibitors benefit from extensive visibility before, during and after the event through:

- Official Symposium website listings.
- The Miwa Bora mobile application.
- Official event catalogue.
- Social media campaigns.
- Professional event photography and videography.
- Media coverage and post-event publications.
- Recognition through the Best Exhibitor Awards.

These promotional activities help extend your organization's reach long after the Symposium has concluded.

Become Part of the Industry's Transformation

The Sugar Industry Innovation Symposium & Expo is more than an exhibition—it is a platform for shaping the future of Kenya's sugar industry.

Every exhibitor contributes to advancing innovation, promoting investment, strengthening partnerships and accelerating the adoption of practical solutions that improve productivity, competitiveness and sustainability across the value chain.

By exhibiting at SIIS & Expo 2026, your organization becomes part of a collective movement to build a stronger, more resilient and more prosperous sugar industry.

Your booth is more than an exhibition space—it is a platform to connect, influence, innovate and grow.
Together, TUJENGE.

EXHIBITION PACKAGES & PRICING

Flexible Exhibition Packages Designed for Organizations of Every Size

The Kenya Sugar Board is committed to making participation in the Sugar Industry Innovation Symposium & Expo accessible to organizations of all sizes. Whether you are a startup introducing a new innovation, an established enterprise expanding your market presence, or an international organization exploring opportunities within Kenya's sugar industry, our exhibition packages are designed to provide exceptional value and meaningful exposure.

Each booth package includes a professionally prepared exhibition space, essential utilities, marketing support and access to one of East Africa's leading platforms for innovation, networking and business development.



A. Kenyan Exhibitors

- **3m x 3m Booth – KES 45,000**
Ideal for startups, SMEs, service providers and organizations seeking an efficient exhibition presence.
- **6m x 3m Booth – KES 85,500 (Save KES 4,500)**
Suitable for organizations requiring additional demonstration space, product displays or meeting areas.
- **9m x 3m Booth – KES 121,500 (Save KES 13,500)**
Designed for major exhibitors, corporate organizations and institutions seeking maximum visibility and larger interactive displays.

B. Regional Exhibitors (Uganda, Tanzania, Rwanda, Burundi, Ethiopia, South Sudan and other East African Community partner states where applicable.)

- **3m x 3m Booth – USD 400**
- **6m x 3m Booth – USD 760 (Save USD 40)**
- **9m x 3m Booth – USD 1,080 (Save USD 120)**

C. International Exhibitors (All other countries)

- **3m x 3m Booth – USD 750**
- **6m x 3m Booth – USD 1,425 (Save USD 75)**
- **9m x 3m Booth – USD 2,025 (Save USD 225)**

Optional Add-On

Elevated Pitch Session

Take your visibility beyond the exhibition floor.

Organizations may reserve an Elevated Pitch Session to present their products, technologies, research or services directly to Symposium delegates during specially curated innovation showcase sessions.

- **KES 35,000** (*Kenyan Exhibitors*)
- **USD 250** (*Regional and International Exhibitors*)



Each pitch session provides approximately 15 minutes to:

- Demonstrate products or technologies.
- Introduce innovative solutions.
- Present research outcomes.
- Engage directly with industry stakeholders.
- Generate commercial and investment interest.
- Build strategic partnerships.

Elevated Pitch Sessions are subject to programme scheduling and approval by the Kenya Sugar Board to ensure alignment with the Symposium theme and objectives.

Custom Exhibition Solutions

Need a larger exhibition footprint or a tailored exhibition experience?

Customized exhibition spaces can be developed for organizations requiring:

- Larger booth configurations.
- Product demonstration zones.
- Equipment display areas.
- Outdoor exhibition space.
- Corporate pavilions.
- Country or institutional showcases.
- Branded experiential spaces.

To discuss custom exhibition requirements, kindly contact the Secretariat:

info@sugarinnovation.go.ke or +254 703 802 247



BOOTH INCLUSIONS & LOGISTICS

Everything You Need for a Professional Exhibition Experience

Every exhibition package has been carefully designed to provide exhibitors with a functional, comfortable and professional environment for showcasing products, services, technologies and innovations.

From booth preparation to venue services, the Kenya Sugar Board and the Symposium Secretariat will ensure that exhibitors can focus on engaging visitors while we take care of the operational details.

The following standard inclusions apply to all exhibition packages.

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

Booth Branding

Every confirmed exhibitor will receive a professionally produced booth nameplate displaying the organization's official name.

Exhibitors are encouraged to personalize their exhibition spaces through branded banners, pull-up displays, product showcases, digital displays and promotional materials that reflect their corporate identity.

To ensure a safe and visually consistent exhibition environment, all custom installations must comply with venue regulations and may not obstruct neighbouring booths or public walkways.

Large structures, suspended displays or special installations must receive prior approval from the Symposium Secretariat.

Additional Booth Enhancements

Organizations wishing to create a more immersive exhibition experience may request additional services, including:

- LED display screens
- Television or digital display monitors
- Branded display counters
- Lockable storage cabinets
- Additional tables and seating
- Product display shelving
- Floral décor
- Carpeting enhancements
- Extra electrical outlets
- Additional lighting
- Internet upgrades (where available)

Additional requests are subject to availability and may attract supplementary charges.



Complimentary Hospitality

To ensure exhibitors remain comfortable throughout the event, complimentary lunch and refreshments will be provided daily for all registered booth personnel within the allocation for each booth package.

Organizations are encouraged to register only the number of representatives included within their selected booth package.

Additional personnel may not attend the exhibition as they may not be eligible for complimentary meals unless prior arrangements have been made with the Secretariat.



Setup and Dismantling

The Secretariat will provide exhibitors with a detailed move-in and move-out schedule prior to the event.

Exhibitors will be allocated sufficient time to:

- Prepare booth displays.
- Test electrical equipment.
- Arrange products and promotional materials.
- Conduct final branding checks before the exhibition opens.

Similarly, dismantling will commence only after the official closure of the Expo to ensure the safety of exhibitors and visitors.

Detailed logistical instructions, venue access procedures and exhibitor accreditation information will be communicated closer to the event.

MARKETING & PROMOTION SUPPORT

Amplifying Your Brand Before, During and After the Expo



Exhibiting at the Sugar Industry Innovation Symposium & Expo extends far beyond your physical booth. Every confirmed exhibitor benefits from a coordinated marketing and communications campaign designed to maximize visibility, increase engagement and extend brand exposure before, during and after the event.

Our objective is to ensure that your participation continues generating value long after the exhibition closes by connecting your organization with industry stakeholders across multiple communication platforms.

Official Symposium Website

Your organization will be featured on the official Sugar Industry Innovation Symposium & Expo website, providing delegates and visitors with easy access to your company profile and areas of specialization.

Where applicable, your listing may include:

- Company logo
- Organization profile
- Website link
- Contact information
- Booth location

Official Event Catalogue

Every confirmed exhibitor will receive a dedicated company profile within the official Symposium Catalogue distributed to delegates in both printed and digital formats.

Each profile will include:

- Organization name
- Company description
- Products and services
- Contact information
- Booth number

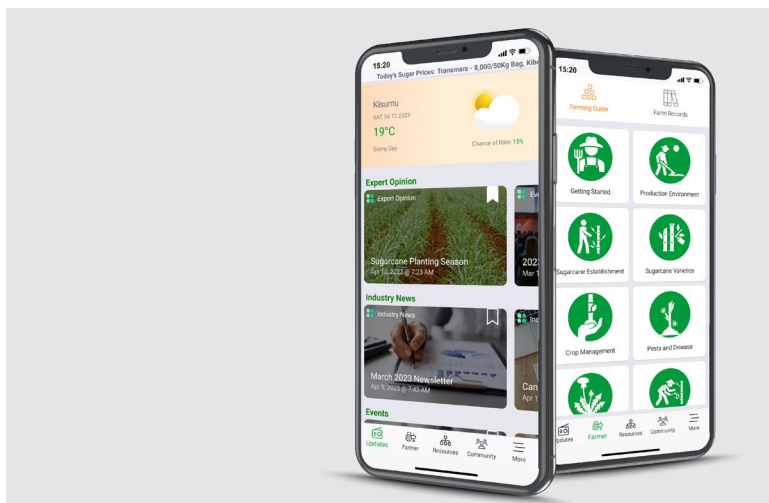
The catalogue serves as a lasting reference for delegates seeking to reconnect with exhibitors after the event.

Miwa Bora Mobile Application

As the official digital platform of the Kenya Sugar Board and SIIS & Expo 2026, Miwa Bora will provide exhibitors with year-round visibility to stakeholders across the sugar industry.

Your organization will be featured through:

- Exhibitor directory
- Booth locator
- Company profile
- Product and service listings
- Event notifications
- Symposium updates



This ensures your brand remains visible both during and after the Symposium.

Social Media Campaigns



Confirmed exhibitors will benefit from coordinated promotion across the Symposium's official digital platforms, including:

- LinkedIn
- Facebook
- X (formerly Twitter)
- Instagram
- TikTok

Selected exhibitors, innovations and product launches may also be featured through dedicated spotlight campaigns leading up to the event.

Professional Photography & Videography

Our official media team will capture professional photographs and video footage throughout the Expo.

Subject to availability, exhibitors may receive:

- Professional booth photographs
- Product showcase images
- Visitor engagement photos
- Short promotional video clips
- Event highlight coverage

These assets may be used by exhibitors for their own marketing and corporate communications after the event.



Media Visibility

The Symposium attracts considerable attention from national, regional and sector-specific media.

Subject to editorial selection and media schedules, exhibitors may benefit from:

- Television coverage
- Radio interviews
- Print media mentions
- Online news coverage
- Industry publications
- Official Kenya Sugar Board communication channels



Organizations launching major innovations or announcing strategic partnerships are encouraged to notify the Secretariat in advance to facilitate potential media engagement.

Optional Promotional Opportunities

Organizations seeking additional visibility may take advantage of premium promotional opportunities, including:

Elevated Pitch Session

Present your innovation, product or service directly to Symposium delegates through a dedicated 15-minute presentation.



Maximizing Your Exhibition Success

To help you achieve the greatest return on your investment, we encourage exhibitors to: Customized exhibition spaces can be developed for organizations requiring:

- Launch new products during the Symposium.
- Schedule demonstrations throughout the day.
- Display clear branding and messaging.
- Bring sufficient promotional materials.
- Capture visitor contact information.
- Engage actively with delegates.
- Participate in networking sessions.
- Leverage social media before and during the event.
- Encourage clients and partners to visit your booth.

Organizations that actively engage with visitors consistently achieve stronger business outcomes and greater post-event visibility.

EXHIBITION AWARD

Best Booth Award



Every exhibition tells a story. At the Sugar Industry Innovation Symposium & Expo 2026, we celebrate the exhibitor that tells it best.

The Best Booth Award recognizes the organization that delivers the most outstanding exhibition experience through creativity, professionalism, visitor engagement and overall presentation. More than simply rewarding an attractive display, the award celebrates exhibitors who inspire delegates, showcase innovation effectively and create meaningful interactions throughout the Expo.

The award is presented during the Networking Cocktail on the evening of Day Two, one of the Symposium's signature social events

attended by delegates, exhibitors, partners and invited guests. The announcement is made before a live audience, adding excitement and prestige to the evening's celebrations.

How the Winner is Selected

The Best Booth Award is unique because it is decided by the people who experience the exhibition firsthand.

Throughout the Expo, Symposium delegates will vote for their favourite exhibition booth via SMS, selecting the exhibitor they believe has delivered the best overall exhibition experience.

Voting provides every participant with an opportunity to recognize excellence while encouraging exhibitors to engage visitors, present their solutions professionally and create welcoming, informative exhibition spaces.



The results will be posted live on the event website and independently verified before being announced during the Networking Cocktail.

What We Look For

While every delegate will vote based on their overall experience, outstanding booths typically demonstrate:

- Professional booth presentation and visual appeal.
- Creativity and originality in design.
- Effective communication of products, services or innovations.
- Knowledgeable and welcoming exhibition staff.
- Interactive demonstrations and visitor engagement.
- Clear branding and messaging.
- Overall visitor experience.

The award celebrates organizations that combine professionalism with meaningful engagement rather than booth size alone.



The Award

The winning organization will receive:

The SIIS & Expo 2026 Best Booth Trophy

In addition, every member of the winning exhibition team will receive:

- Official Sugar Industry Innovation Symposium Jacket
- Official Sugar Industry Innovation Symposium Umbrella

Most importantly, the winning organization earns industry-wide recognition as the recipient of the Best Booth Award at SIIS & Expo 2026—a distinction that reflects excellence in presentation, innovation and stakeholder engagement.

The winning exhibitor will also be featured across the Symposium's official communication channels, including the website, Miwa Bora platform and social media pages.

Put Your Best Foot Forward

The Best Booth Award is more than a competition—it's an opportunity to distinguish your organization among the industry's leading innovators and solution providers.

Whether your booth is large or small, success comes from thoughtful presentation, genuine engagement and a commitment to creating an exceptional experience for every visitor.

Bring your creativity. Showcase your innovation. Engage your audience.

You could leave SIIS & Expo 2026 with more than new business opportunities—you could leave as the proud winner of the Best Booth Award.

SAFETY, SECURITY & EXHIBITOR SUPPORT

Creating a Safe, Professional and Successful Exhibition Experience

The Kenya Sugar Board is committed to providing exhibitors, delegates and visitors with a safe, secure and well-managed environment throughout the Sugar Industry Innovation Symposium & Expo 2026.

Working closely with the venue management, emergency services and event partners, we have put measures in place to ensure exhibitors can focus on engaging visitors while we manage the operational environment.

Our goal is simple: deliver a professional exhibition experience where every participant feels safe, supported and welcomed.



Exhibition Security



Professional security personnel will be deployed throughout the venue for the duration of the Symposium, including during exhibition setup, event days and dismantling.

Security measures will include:

- 24-hour venue security.
- Controlled access to exhibition areas.
- Exhibitor accreditation verification.
- Overnight patrols.
- CCTV surveillance in designated public areas.
- Crowd management during peak visitor periods.

While every reasonable precaution will be taken, exhibitors remain responsible for safeguarding their own equipment, valuables and confidential materials.

Access Control

Only accredited individuals will be permitted access to the exhibition floor during official exhibition hours.

Each exhibiting organization will receive exhibitor badges based on its selected exhibition package.

Exhibitors are encouraged to wear their accreditation badges at all times to facilitate access and enhance security.

Lost accreditation badges should be reported immediately to the Secretariat.

Health & Emergency Preparedness



The safety and wellbeing of all participants remain a priority.

Throughout the event, the following services will be available:

- On-site first aid station.
- Qualified medical personnel.
- Emergency response procedures.
- Clearly marked emergency exits.
- Fire safety equipment.
- Venue evacuation protocols.

In the unlikely event of an emergency, exhibitors are requested to follow instructions issued by event officials and venue management.

Support Throughout the Event

Our Exhibition Support Team will be available throughout the Symposium to assist exhibitors with operational needs, including:

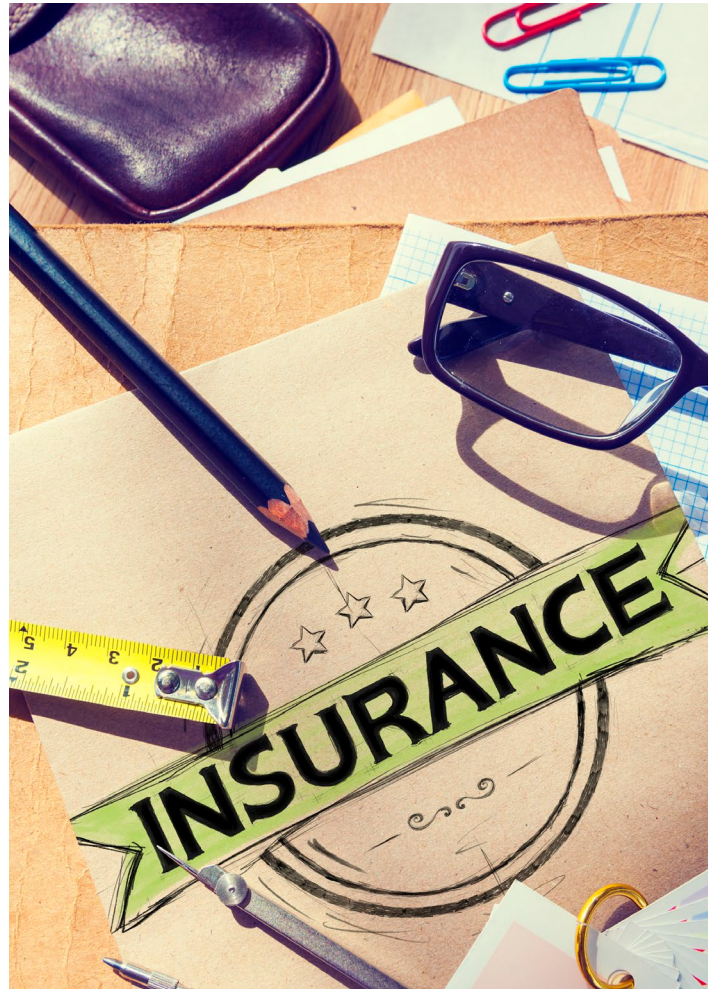
- Booth location assistance.
- Registration support.
- General enquiries.
- Technical coordination.
- Venue logistics.
- Programme information.
- Lost and found services.

Should you require assistance at any point during the event, simply approach the nearest event official or visit the Exhibitor Support Desk.

Insurance & Liability

Exhibitors are encouraged to arrange appropriate insurance for valuable equipment, products and exhibition materials.

The Kenya Sugar Board and the Symposium Secretariat cannot accept responsibility for loss of or damage to exhibitor property resulting from circumstances beyond their reasonable control.



Our Commitment

Hosting a successful exhibition requires more than providing booth space—it requires creating an environment where organizations can confidently showcase their innovations, engage with stakeholders and build lasting business relationships.

Every member of the Symposium team is committed to delivering an event that reflects professionalism, hospitality and the high standards expected of Kenya's premier sugar industry exhibition.

Your safety, your success and your experience matter to us. Together, we will create an exhibition environment where innovation, business and collaboration can thrive.

REGISTRATION & PAYMENT

A Simple, Secure and Fully Digital Registration Experience



The Sugar Industry Innovation Symposium & Expo 2026 offers a fully digital exhibitor registration process, allowing organizations to register, obtain official documentation, make secure online payments, select exhibition booths and manage their exhibition teams from a single platform.

Whether you are ready to confirm your participation immediately or are still seeking internal approvals, our registration system is designed to support you at every stage of the journey.

Step 1: Register Your Organization

Visit the official Symposium website:

www.sugarinnovation.go.ke

Navigate to:

Registration -> Exhibitor Registration

or visit:

www.sugarinnovation.go.ke/registration/exhibitor

A representative of your organization should complete the online registration form by providing:

- Organization details
- Contact information
- Representative details
- Preferred exhibition package
- Billing information

Once submitted, your exhibitor application will be created in the system.

Step 2: Choose How You Wish to Proceed

After completing your registration, you have two options depending on your organization's procurement process.

Option A – Obtain an Invoice

If you require internal approvals before making payment, you may request:

- A Pro Forma Invoice
- An Official Invitation Letter

These documents can be downloaded immediately from the registration portal and used to support your organization's approval and procurement processes.

Your application will remain available for payment once approvals have been obtained.

Option B – Pay Online Immediately

If you are ready to confirm your participation, you may proceed directly to secure online payment through the integrated eCitizen payment gateway.

The platform supports multiple payment options, including:

- M-Pesa
- Debit and Credit Cards
- Bank Transfers
- Other payment methods available through eCitizen

Once payment has been successfully completed, your participation is immediately confirmed.

Step 3: Receive Your Confirmation

Following successful payment, the system will automatically issue:

- An Official Payment Receipt
- Confirmation of your exhibition registration
- A secure booth selection link

The booth selection link is unique to your organization and remains valid for 24 hours.

Step 4: Select Your Booth

Using your secure link, you will be able to view the available exhibition layout and select your preferred booth location.

Booths are allocated on a first-paid, first-selected basis.

To avoid disappointment, exhibitors are encouraged to complete booth selection as soon as possible after receiving their secure link.

Once your booth has been selected, the allocation becomes reserved for your organization.

Step 5: Manage Your Exhibition Team

After booth allocation has been completed, your organization will receive secure login credentials for the Exhibitor Portal.

From this portal, you will be able to:

- Register your exhibition team members.
- Manage exhibitor accreditation.
- Update organization information.
- Receive event announcements and logistical updates.
- Access important Symposium documents.

Please note that the number of accredited team members permitted depends on your selected booth package.

Additional representatives may attend the Symposium by registering separately as delegates where applicable.



Should you encounter any difficulties during registration, payment or booth selection, our Secretariat will be pleased to assist you.

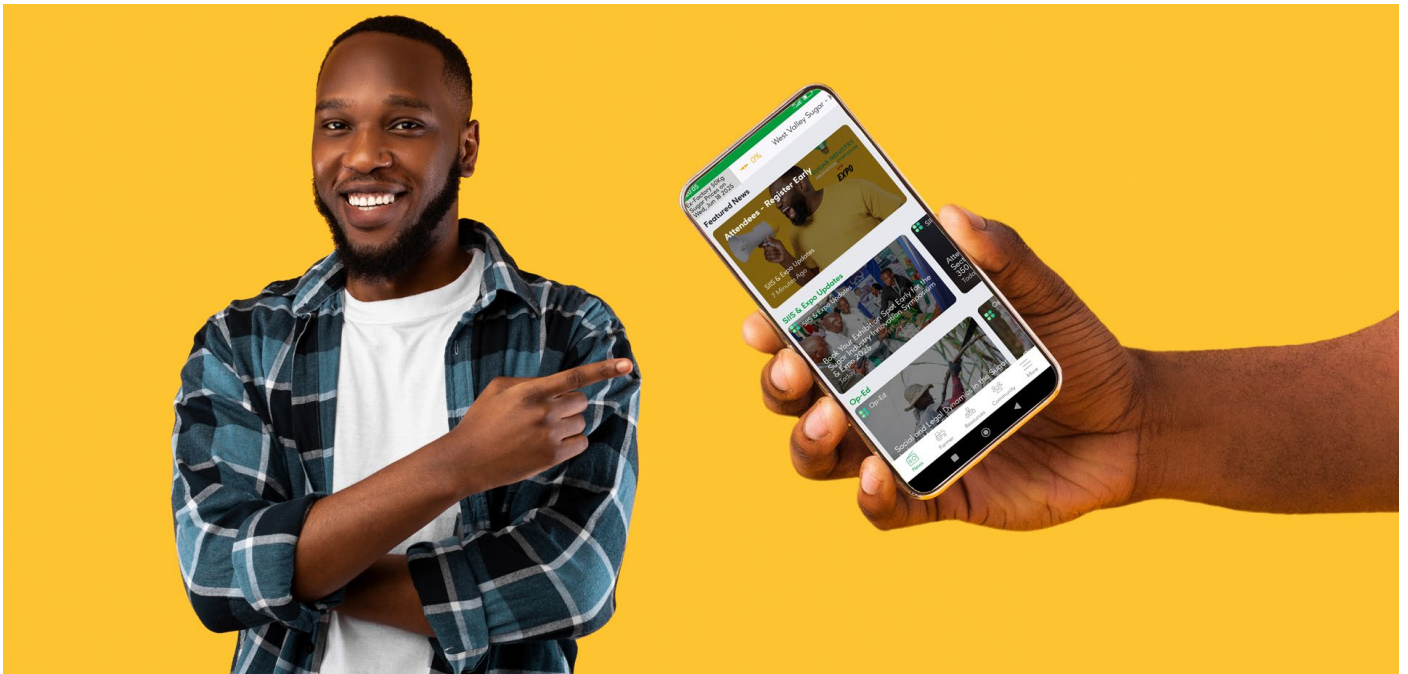
info@sugarinnovation.go.ke or +254 703 802 247

Stay Updated on Miwa Bora

Stay informed and engaged through **Miwa Bora**, the official mobile app for the Sugar Industry Innovation Symposium & Expo 2026.

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



#TUJENGE



SUGAR INDUSTRY INNOVATION SYMPOSIUM and **EXPO**



Get in Touch

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Our Location

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