



WELCOME TO THE 13TH ANNUAL DELEGATES CONFERENCE

EXHIBIT AND SPONSORSHIP PROSPECTORS

Theme: Reengineering the teaching profession in the 21st century for effective curriculum reforms

Dates: 7th – 10th November 2017



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NATIONAL STEERING COMMITTEE

1. Mr. Shem Ndolo, National Chairman
2. Mr. David Mavuta, National Secretary
3. Mr. Josephat Otiende, National Treasurer
4. Mr. Nicholas Gathemia, Vice Chairman
5. Mr. Phillip Mitei, Deputy National Secretary
6. Mr. Grantone Mwaliko, Publicity organizing Secretary
7. Mr. Kennedy Kyeva, Deputy National Treasurer
8. Mr. Isaak Giro Deputy, Publicity Organizing
9. Ms. Winfred Sila, Women Representative

WHY YOU NEED TO PARTICIPATE IN THE KEPSHA 13TH ADC

The Kenya Primary School Headteachers (KEPSHA) Annual Delegates Conference (ADC) is aimed at providing a forum for engaging head teachers and stakeholders in the education sector. Over the years there has been an increase in the participation of leading corporate organizations who offer valuable assistance and opportunities. The 12th ADC brought together over 10,000

delegates drawn from all the 47 Counties in the Country. Over 100 sponsors and exhibitors attended the conference which offered an opportunity to show case products to school managers and education stakeholders. The number of participants is expected to increase given the popularity of this event. KEPSHA takes this early opportunity to cordially invite you to participate in the 13th ADC as a sponsor or exhibitor.

TARGET AUDIENCE

The target audience for the KEPSHA ADC is the over 10,000 head teachers from public primary schools and stakeholders in the general education sector.

BENEFITS OF PARTICIPATION

They include:

- ◆ Secure a presence at a meeting of over 10, 000 educators and policy makers.
- ◆ Promote your products or services to a broad and diverse audience of school managers
- ◆ Provide an important product or service to delegates.
- ◆ Support KEPSHA and its growing membership through involvement in the Association's Annual Delegates Conference

Further benefits include having your organization's name listed in the:

- ◆ KEPSHA 13th ADC Program distributed to over 10,000 school managers and stakeholders

- ◆ KEPSHA 13th ADC Final program, distributed onsite to all conference delegates, members of press and speakers.
- ◆ In the KEPSHA, Primary Head Magazine for 2017

13TH ANNUAL DELEGATES CONFERENCE SPONSORS BENEFITS

No.	Category	Amount in Kshs.	Privileges
1	Platinum	10,000,000.00	<ul style="list-style-type: none"> • Exclusive branding rights to the conference on teardrop/ flag banners, programme and stationary. • Having their logo highlighted as title sponsor on all publicity materials. • Big exhibition tent. • Full page advert on the magazine • Company CEO invited as main speaker for a plenary session to highlight the company's vision for the education sector. • One page message from CEO on the Magazine. • 15 roll up banners strategically placed inside the venue. • CEO message to be highlighted in the newspaper supplement. • Acknowledgement as Platinum sponsor throughout the Conference. • Exclusive signage rights in main Conference room during Conference sessions and signage rights in auxiliary rooms. • Joint signage rights with Gold sponsors at Registration.

			<ul style="list-style-type: none"> • Complimentary brochure for insertion in delegate satchels (four pages maximum supplied by company).
2	Gold	5,000,000.00	<ul style="list-style-type: none"> • Partial branding rights to the conference on banners, teardrop/flag banners. • Logo placed on all advertising and publicity materials. • Big exhibition tent. • Full page advert on the magazine • Company CEO invited to speak at the conference. • 10 roll up banners. • Recognition as Gold sponsor on all printed Conference documents, including Registration Brochure and Conference Program. • Acknowledgement as Gold sponsor throughout the Conference. • Signage rights in auxiliary rooms along with Platinum sponsor. • Joint signage rights with Platinum sponsor at Registration.
3	Silver	3,000,000.00	<ul style="list-style-type: none"> • Logo placed on all advertising and publicity materials. • Medium exhibition tent. • Half page advert in the magazine. • Partial branding rights on banners, teardrop/flag banners • 4 roll up banners per sponsor
4	Bronze	1,500,000.00	<ul style="list-style-type: none"> • Logo placed on all advertising and publicity materials. • Standard exhibition tent. • Quarter page advert in the magazine • Partial branding right on banners, tear drop/flag banners. • 2 roll up banners per sponsor

IMPORTANT SPONSORS/EXHIBITOR'S INFORMATION

Exhibit Dates

Exhibits will be open on Tuesday, November 7th through Friday 10th November 2017.

Exhibit Ground Hours & Activities

Exhibits will be located in the Grounds of Sheikh Zayed Children Welfare Centre from 8:00 a.m. to 4.00 p.m. daily

Important Notes:

Exhibit booths **MUST** be staffed during all open hall hours and activities.

Admission to Sessions

- Each Exhibiting company is allowed 4 badges for booth staff. Exhibiting companies who need additional badges will be charged Ksh. 2,500.00 per additional staff member for access to the Exhibit Ground only.
- Badges will be available on-site at the Exhibitor Registration Desk on Monday 6th November 2017.

RESTRICTION OF EXHIBITS

Conference management reserves right to:

- a. Reject for any reason, without explanation, any exhibit application submitted for the KEPSHA ADC;
- b. Reject, prohibit, restrict, or otherwise require modification of any exhibit for any reason; and
- c. Evict or bar any exhibitor whose exhibit, materials, or conduct is

objectionable to Conference management for any reason.

Violation of any regulations on the part of the exhibitor, its employees or agents shall void the right to occupy space, and such exhibitor will forfeit to KEPSHA all monies which may have been paid. The violations include: drunkenness, smoking and other gross misconduct. Upon evidence of violation, management may re-enter and take possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages which management may incur thereby.

GENERAL EXHIBITION

You will be provided with a tent, chairs and desk as per the stated charges.

<u>TENT SIZE</u>	<u>COST</u>
14 x 20 feet. Plus desk and chair	Ksh. 150,000.00
14 x 10 feet. Plus desk and chair	Ksh. 100,000.00
10 x 10 feet. Plus desk and chair	Ksh. 90,000.00

RATES FOR ADVERT IN THE "THE PRIMARY HEADS" MAGAZINE-2017

Effective as from 1st June 2017

Size	Price
Double Spread	180,000.00
Full page inside	120,000.00
Half page inside	75,000.00
Quarter Page Inside	45,000.00
Classified Inside	20,000.00

Rates are exclusive of VAT

Art Work: Client to provide own art works with specified measurements as below;

EXHIBIT SPACE AND SPONSOR APPLICATION FORM

Exhibitor or Sponsor Information

This information will be used for listing in the final program.

Company Name: _____

Contact Person: _____

Address: _____

Town: _____ Postal Code: _____

Postal Code: _____ Country: _____

Telephone: _____

Website: _____

Email: _____

For All your enquiries regarding this conference please use the contacts below:

KEPSHA National Secretariat

Olenguruone Road, Kileleshwa, APT2

P.O. Box 35598 - 00100

Phone: (254) 725 864 448/ 0205226775

Email: kepshanationaladc2017@kepsha.or.ke

Website: www.kepsha.or.ke

Sponsor and Exhibitor Management Contact

Ms. Rebecca Otieno, CEO, KEPSHA