



**THE AGRICULTURAL SOCIETY OF KENYA**  
*“Your Leading Exhibition Partner”*

## **JUDGING BROCHURE**



## BACKGROUND

The Agricultural Society of Kenya (ASK) was founded in December 1901 under the name East African Agricultural and Horticultural Society. The central objective was to promote agricultural development based on European settlement.

This was the brainchild of John Ainsworth, who was the Sub-Commissioner for Ukambani Province. The first show was held in Nairobi (Jevanje Gardens) in 1902. The Society provided a platform to showcase best practices in agriculture and livestock management as well as other related sectors with Nairobi as the headquarters. Over the years, it has expanded its horizon to sixteen branches in the country.

## VISION

A world class exhibition forum.

## MISSION

To provide a platform for exhibitions and networking that spur development in agriculture, trade and allied sectors.

## MANDATE

1. To promote excellence in agriculture,
2. To provide forums for the exchange of information and learning in agriculture and agribusiness,
3. To participate in developing agriculture and related policies, trade policies and markets,
4. To collaborate with stakeholders in embracing innovation, research and technology through exhibitions geared towards disseminating agricultural and commercial technology; as well as
5. To provide platforms for marketing and trade in agriculture as well as allied sectors.

## CORE VALUES

1. Professionalism
2. Accountability
3. Teamwork
4. Reliability
5. Integrity
6. Customer focus

## TRADE FAIR JUDGING PROCESS

### 1. WHAT IS JUDGING?

Judging is a formal decision-making by one or more judges at a contest or competition. The judging process is meant to determine the best stand in different categories or classes and showcase best practices undertaken by various exhibitors in building the nation.

### 2. PURPOSE OF JUDGING

The purpose of judging is to evaluate all exhibitors based on the established judging criteria formulated by the Society. Judges are qualified and experienced individuals who are selected through a rigorous and thorough process by the Society. Where it is realized that conflict of interest exists for any particular judge in relation to the areas or exhibitors to be judged, the respective judge is disqualified from judging.

### 3. WHAT IS THE OBJECTIVE OF JUDGING EXHIBITORS STANDS?

The judging process evaluates and determines the best stand registered for a particular judging class. The process also assesses creativity, innovation, consistency and utilization of Technology. Other areas of assessment include; presentation skills by the staff, customer service, query handling and demonstration of knowledge of a product or service. The judges also check the best interpretation of the show theme.

### 4. WHEN DOES JUDGING TAKE PLACE?

Judging is conducted on the first day of the show, commencing from 8.30 am. The deadline for entry for judging is provided by the branches as per the scheduled annex. Entries received after the deadline may be considered subject to payment of a late entry charges which is an additional 25% of the judging fee.

All Exhibitors are required to confirm with the Society's Trade offices whether they have been registered for judging at least two weeks prior to the commencement of the show. Judging Brief for exhibitors who have registered for judging are held on the Saturday preceding the start of the show.

Exhibitors who have expressed interest to be judged are required to complete form "Schedule B" attached and return it to the office immediately. They are also required to fill in the correct class they want to be judged in and which is relevant to the exhibition they have.

### 5. TRADE CLASSES-guidelines

There are 46 Trade classes which are listed as follows;

1. The Stand that best Interprets Current Show Theme.
  - a. Government stand
  - b. Education and/or Research
  - c. Agricultural based
  - d. Non Agro based
2. The Best Large Trade Stand (Commercial & Industrial).
3. The Best Medium Trade Stand (Commercial & Industrial).
4. The Best Small Trade Stand (Commercial & Industrial).
5. The Best Local Stand in Strategies of International Trade & Exports.
6. The Best Foreign Exhibition Stand.
7. The Best Government Ministries Stand.
8. The Best Regulatory Authority and Corporation Stand.

9. The Best Non – Agricultural Based statutory board Stand
10. The Best Agricultural Based Statutory Board/Commission Stand.
11. The Best County and County Departments Stand.
12. The most Striking Display (Demonstration of Locally Manufactured Products).
13. The Best Local Manufacturers Stand (Consumable)
14. The Best Local Manufactures Stand (Non- Consumable)
15. The Best Bank Stand.
16. The Best Micro – Financial Services Stand.
17. The Best Financial Institution other than Bank.
18. The Best Co-operative Movement and /or Sacco Stand.
19. The Best University Stand.
20. The Best Tertiary Level Education Institution Stand other than university.
21. The Best Stand in Research and Development.
22. The Best Innovation and Invention Stand.
23. The Best Government Social Functions Stand
24. The best Stand that Promote National Cohesion and Integration Development.
25. The Best N.G.O/C.B.O. Projects Stand.
26. The Best Organization/Association in Community Projects/Service Stand.
27. The Best Stand in Youth Activities, Empowerments and Capacity Building.
28. The Best Display and Presentation in Insurance Services.
29. The Best Energy Services and Conservation Sector Stand.
30. The Best Stand Demonstrating the Application of Environmental Quality Standards.
31. Best Stand Exhibiting Agricultural and/or Earth Moving Equipment.
32. Best Stand Exhibiting Auto Mobiles.
33. The Best Stand Embracing ICT Systems.
34. Best Manufacturers and Distribution of Telecommunication Devices, Equipment and Service providers.
35. Best Display in Data Services and Mobile Services.
36. The Best Stand in Media Services
37. The Best Agro-Processing Stand.
38. The Best Pharmaceuticals and Agro Chemicals Stand.
39. The Best Display and Services in the Health Sector Stand.
40. The Best Stand in Hospitality and Catering Services.
41. The Best Stand in Water and Waste Water Services
42. The Best Stand that displays initiatives in provision of viable Transport Services
43. The Best Stand in property and Real Estate Stand.
44. The Best Sugar Industry stand.
45. The Best Seed Producing and Marketing Stand.
46. The Branch Chairman Commendation Trophy.

## 6. JUDGING PROGRESSION

### *i. Judging entry form(entry process classes)*

Exhibitors are required to fill the judging form as an expression of interest to be judged. In the form, they need to indicate the classes entered to be judged. They can register to be judged in one or more classes. The form should be signed by the contact person in charge of the stand. The amount payable per class entry is indicated at the official section of the form. Exhibitors pay the appropriate amount to the Branch office and the receipt number of the official receipt issued is indicated in the form. This guarantees the exhibitor's entry for judging in the selected class which in turn is entered in the judging register. This register is updated each time a new exhibitor fills in the form and pays for judging.

*ii. Selection of classes*

Exhibitors are advised to enter in the relevant class/category. An exhibitor can enter as many classes as long as it is relevant to their area of operation/ business and have enough evidence to support the manifestation of the same.

*iii. Payment for the entry*

Interpretation of show theme is mandatory for all exhibitors at a standardized cost of Ksh. 1500. Annexed are the applicable rates for each branch.

*iv. Certification of (proof of payment)*

The judging subcommittee is tasked to verify that all entries are paid for before allocation of judges. The verified list is then taken for classification and allocation of judges who will visit the stands.

**7. RESULTS ANNOUNCING**

The Branch Chairman, Chief Executive Officer and the Chief Judge collectively sanction the release of the results. The results are announced the same day of judging after the final tally of marks by the Judges has been executed.

**8. COMPLAINTS HANDLING**

Exhibitors are required to hand in their written addressed to the Branch Manager in a period not exceeding 24 hours after the announcement of the results. A team from the judging committee is constituted to re-judge the stand if there is a genuine appeal. The Branch Manager then notifies the offices of the Branch Chairman and the Chief Executive Officer of the appeal and the judging committee's verdict. All appeals are responded to with a letter from the office by close of business of the second day of the Trade Fair.

**9. AWARDS AND CERTIFICATION**

All the winners are awarded a trophy and a certificate. The Second and Third positions are awarded with a certificate. Exhibitors will be informed about the day of presentation of the awards through the Branch Office.

## ANNEX 1

### **AGRICULTURAL SOCIETY OF KENYA**

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### DESCRIPTION OF CLASSES AVAILABLE FOR JUDGING

## INTRODUCTION

The Judging committee is tasked to carry out the judging process to all the exhibitors who have applied to be judged and met all the requirements of the Society. In order for the Companies to select and enter in the correct class to be judged, it is prudent for the management of the company to understand the class they fit in to avoid disqualification for having entered in the wrong category. To avoid this, the ASK has formulated basic guidelines to assist the exhibitors to make the right choice in selecting the classes to enter into the judging process

## A.S.K. TRADE CLASSES

### 1. The Stand that best Interprets Current Show Theme.

The show theme is the driving clarion call that indicates the direction in which the Society has taken to educate the show attendees. The exhibitor who has entered for Judging must exhibit the following aspects in their exhibition; undoubted understanding of the theme, manifestation of the theme in the service delivery or in production and the end product and the accuracy and appropriateness with which the theme is illustrated and explained. This class is mandatory for all exhibitors.

#### *a). Government stand*

This class category should be entered by exhibitors who are National Government ministries, departments, directorates, parastatals or agencies.

#### *b). Education and/or Research*

The companies or institutions who qualify for this class are those that offer Training, education and learning services in both public and private sectors and are regulated by the ministry of education or Commission of University Education with research as part of the training component. They could be tertiary or institutions of Higher learning.

#### *c). Agriculturally based*

The institutions to qualify in this class must;

Be offering services or goods in agriculture or agribusiness in both government and private sectors. The organizations should demonstrate evidence of agricultural or agribusiness production or services. These include agribusiness/agricultural equipment and tools.

#### *d). Non Agro based*

To enter in this class, the exhibitor must be a goods producer or servicer provider for non-agricultural products. These are all products which are not directly or indirectly involved in agriculture production including consumable and non-consumable products.

### 2. The Best Large Trade Stand (Commercial & Industrial).

To qualify in this class, the company must be a producer of goods and services in bulk and should have a national outreach, have a presence in the region or may have branches across the world. The volume of the trade is large and also the turnover of the business is significantly huge. The size of the exhibition stand does not matter but the production process should elaborate the bulkiness, volume and spread of goods and services.

### **3. The Best Medium Trade Stand (Commercial & Industrial).**

To qualify in this class, the company must have evidence of production of goods and should be offering services whose spread is not as wide as that described in Class 2 above. The establishment and spread could only be within the country. The volume of trade is equally not large in comparison to the large manufactures. The company is obliged to offer statistical data of production and sales during the explanation about the production process.

### **4. The Best Small Trade Stand (Commercial & Industrial)**

To qualify in this class, the company must exhibit the produce and sales of commodities in a smaller capacity. The volume of production and the sales of the commodities is far much less compared to the large and medium stands. The spread is minimal and could be absent altogether. This could be confined in a town and only operating from that town. Statistical data of production and sales volume, is evident in the information offered.

### **5. The Best Local Stand in Strategies of International Trade & Exports**

To qualify in this class, the company should exhibit evidence of International trade and export. There should be elaborate strategies of international trade and export with statistical data and comprehensive information. The company could also be a service provider in relation to international trade. There shall be a well laid down procedure which ensures the international trade and export requirements are followed and the results are clearly shown through customer satisfaction surveys. Proper explanation with statistical evidence will be essential.

### **6. The Best Foreign Exhibition Stand.**

This is the category that attracts all the foreign companies. The companies have to be from other countries exhibiting their goods and services. There must be an evidence that the company is a foreign one. The companies could be dealing with different goods and services and will not be limited.

There are sub categories:

- (a) Foreign Companies – Commercial Businesses, firms, corporation, agency, enterprise or organization.
- (b) Foreign Individuals – Small scale sole proprietorship

### **7. The Best Government Ministries Stand.**

To qualify to enter in this class, the entrant must be a ministry which is a department of a government led by a minister. In this situation, the expected number of ministries is per the Kenya constitution or by the government establishment of the ministries. Since there are many departments within a ministry, a department or several of them can represent that ministry. The exhibitor has to be authorized by the ministry to represent it.

### **8. The Best Regulatory Authority and Corporation Stand.**

To qualify to enter in this class, an exhibitor must be a ministry's governmental agency that regulates businesses in the public interest. The regulatory authority has the mandate to regulate any process of production or service provision within a ministry in which it is formed.



**9. The Best Non – Agricultural Based statutory board Stand.**

To qualify to enter in this class, the exhibitor must be a national government body set up to consider evidence and make judgments in the non-Agricultural sector.

**10. The Best Agriculturally Based Statutory Board/Commission Stand**

To qualify to enter in this class, the exhibitor must be a national government body that evaluates evidence and makes judgments of ministries or departments.

**11. The Best County and County Departments Stand.**

To qualify to enter in this class, the exhibitor must be a County government or a department of the County government led by CEC.

**12. The most Striking Display (Demonstration of Locally Manufactured Products).**

To qualify to enter in this class, the exhibitor must be a local manufacturer with an appealing stand. It must demonstrate manufacture of products from local raw materials. This could be a large, medium and small-scale company.

**13. The Best Local Manufacturers Stand (Consumable)**

To qualify to enter in this class, the exhibitor must be a manufacturer of Consumables (also known as consumable goods, non-durable goods, or soft goods). This includes disposable products which reach their end-of-life span after single use.

**14. The Best Local Manufacturers Stand (Non- Consumable)**

To qualify to enter in this class, the exhibitor must be a manufacturer of non-consumable products. These are durable commodities whose end of life is long.

**15. The Best Bank Stand**

Any exhibitor to enter in this class, should be an establishment that deals with the custody of money, provides loans, issue or exchange money, provide credit, and facilitates transmission of funds among other services as authorized and regulated by the Central Bank of Kenya.

**16. The Best Micro – Financial Institutions Stand.**

Any Exhibitor to enter in this class must be an institution that offers financial services especially in the form of microloans provided to impoverished individuals and groups in poor and developing regions.

**17. The Best Financial Institution other than Bank.**

Any exhibitor to enter in this category must be a company engaged in the business of dealing with financial and monetary transactions such as deposits, loans, investments, and currency exchange. Financial institutions encompass a broad range of business operations within the financial services sector including trust companies, insurance companies, brokerage firms, and investment dealers.

**18. The Best Co-operative Movement and /or Sacco Stand.**

To qualify to enter into this class, the exhibitor must be a Cooperative movement that provides financial services like savings and credit services or the exhibitor can be a Sacco which is an association registered under the Ministry of Cooperative Development and Marketing in Kenya.

**19. The Best University Stand.**

To qualify to enter this class, the exhibitor must be a University Institution that offers undergraduate and graduate programs, demonstrate research activities in their institution and has a university charter having been certified by the Commission of University Education. The research activities can be directly or indirectly related to agriculture.

**20. The Best Tertiary Level Education Institution Stand other than university**

To qualify to enter this class, the exhibitor must be a college, vocational school or post-secondary institution that offers diploma or certificates for courses. Typical courses offered in Tertiary level schools are accounting, nursing, IT, culinary studies, tourism, metalwork, teacher training and many more.

**21. The Best Stand in Research and Development.**

To qualify to enter this class, the exhibitor must be any organization or institution that demonstrate research and development. Research and development entails activities that undertake to innovate and introduce new products and services or improve existing products.

**22. The Best Innovation and Invention Stand**

To qualify to enter this class, the exhibitor must be any organization or institution that demonstrates or displays innovation and invention. Inventions can be creation of a product or introduction of a process for the first time. Innovation on the other hand entails improvement of an existing product, process or service.

**23. The Best Government Social Functions Stand**

To qualify to enter this class, the exhibitor must be a government organization body that displays functions of the government. Functions of the government can include: administration of justice, military defense, maintenance of domestic tranquility, provision of public goods and services, promotion of economic growth and development, and the operation of social-insurance and social-welfare programs.

**24. The best Stand that Promote National Cohesion and Integration Development.**

To qualify to enter this class, the exhibitor must be an organization that promotes national cohesion and integration development. National Cohesion and Integration constitutes unity, equality, freedom, democracy, peace, social justice and the rule of law. It helps cultivate in members of a community shared values, challenges and opportunities.

**25. The Best N.G.O/C.B.O. Projects Stand**

To qualify to enter this class, the exhibition must be a NGO (Non-Governmental Organization). These groups are non-profit organizations based in the in the communities they serve.

### **26. The Best Organization/Association in Community Projects/Service Stand**

To qualify to enter this class, the exhibitor must be a CBO (Community-Based Organization) or an organization that carries out community projects or services. This projects or services aim at bringing about desired improvement in the social wellbeing of the community.

### **27. The Best Stand in Youth Activities, Empowerments and Capacity Building**

To qualify to enter this class, the exhibitor must be an organization that aims at increasing the socio-economic productivity of youth in the community; and improve their livelihoods through sustainable income generating activities.

### **28. The Best Display and Presentation in Insurance Services**

To qualify to enter this class, the exhibitor must be an organization that provides insurance services.

### **29. The Best Energy Services and Conservation Sector Stand.**

To qualify to enter this class, the exhibitor must be an organization that provides energy conservation services in Kenya. The organization can be either delivering energy services or designing and delivering energy efficient programmes.

### **30. The Best Stand Demonstrating the Application of Environmental Quality Standards**

To qualify to enter this class, the exhibitor must demonstrate application of environmental quality standards in their services. Environmental quality standards are details of requirements, specifications, guidelines and characteristics that products, services and processes should consistently meet in order to ensure their quality matches expectations to the environment.

### **31. Best Stand Exhibiting Agricultural and/or Earth Moving Equipment.**

To qualify to enter this class, the exhibitor must display agricultural products and/or display earth moving equipment. Earthmoving equipment is heavy equipment, typically heavy-duty vehicles designed for construction or agricultural operations which involve earthworks. It also includes dealers of other heavy automobiles.

### **32. Best Stand Exhibiting Auto Mobiles**

To qualify to enter this class, the exhibitor must be manufacturers and distributors of both new and used auto mobiles as well as dealers of auto mobile services and spare parts.

### **33. The Best Stand Embracing ICT Systems.**

To qualify to enter this class, the exhibitor must be organizations that demonstrate use of ICT for transformation in inclusive social and economic development.

### **34. Best Manufacturers and Distributors of Telecommunication devices and Equipment.**

To qualify to enter this class, the exhibitor must be manufacturers and distributors of telecommunications equipment and devices.

### **35. Best Display in Data Services and Mobile Services.**

To qualify to enter this class, the exhibitor must be a telecommunications or Internet Service providers that provide services such as telephony services and data communications.

### **36. The Best Stand in Media Services**

To qualify to enter this class, the exhibitor must be an organization that provide media services in information dissemination and broadcast through: TV, Radio, Digital, electronic media, social and the Print Media.

### **37. The Best Agro-Processing Stand.**

To qualify to enter this class, the exhibitor must be an organization that process raw materials and intermediate products derived from the agricultural sector.

### **38. The Best Pharmaceuticals and Agro Chemicals Stand**

To qualify to enter this class, the exhibitor must be an organization that produce, sell or distribute medicine and drugs as well as those that manufacture, import, formulate and distribute agro-chemicals such as pesticides.

### **39. The Best Display and Services in the Health Sector Stand.**

To qualify to enter this class, the exhibitor must be an organization that deal with health and nutrition related matters at community, village, county and national levels.

### **40. The Best Stand in Hospitality and Catering Services.**

To qualify to enter this class, the exhibitor must be an organization that provide catering services.

### **41. The Best Stand in Water and Waste Water Services**

To qualify to enter this class, the exhibitor must be an organization whose objectives is in line with improvement of living conditions for populations through provision of cost-effective, safe, clean and pure sustainable drinking water supply, sanitation services and waste management services.

### **42. The Best Stand that displays initiatives in provision of viable Transport Services**

To qualify to enter this class, the exhibitor must be an organization that provide services of moving people, goods, or related infrastructure. The class centers on several industries including air freight and logistics, airlines, marine, road and rail and transport infrastructure.

### **43. The Best Stand in property and Real Estate Stand.**

To qualify to enter this class, the exhibitor must be an organization that deals with residential, commercial and real estate.

### **44. The Best Sugar Industry stand.**

To qualify to enter this class, the exhibitor must be organizations in food-processing industry specializing in the manufacture of white granulated sugar from sugar beets or refined sugar from granulated sugar with sugarcane as the principal raw material.

### **45. The Best Seed Producing and Marketing Stand**

To qualify to enter this class, the exhibitor must be an organization that produce and market top quality seeds through a process involving research, traceability and quality control, crop health & yield monitoring with the objective of adding value to farming and towards the enhancement of food security.

#### 46. The Branch Chairman Commendation Trophy.

This trophy is awarded by the Branch Chairman to any organization that demonstrates transformational outcomes of their business activities to the Society.

#### Conclusion.

Agricultural Society of Kenya is committed to world class service delivery to all our esteemed clients. Our obligation is to take the clients who have signed up for judging through a judging process that is transparent, credible, fair and verifiable. We commit to release the results within the stipulated time frame and to give quick feedback to all queries raised during the judging process. We are open to continuous improvement and uptake of innovation. It is our desire to continue to serve you in this noble but important venture in our shows. In case you require further clarification, do not hesitate to contact the ASK office.





**THE AGRICULTURAL SOCIETY OF KENYA**  
*“Your Leading Exhibition Partner”*

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