



**Request for Proposal (RFP)**  
**For**  
**Engagement of company To create a Virtual Exhibition Platform**

**INTRODUCTION**

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 (Jevanjee 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.

The shows have since expanded to include not only agricultural sector industries but many other sectors that support or complement agriculture in the nation's economic development.

In 1986 the first Preferential Trade Area (PTA) Fair was incorporated during the Nairobi National Show marking the beginning of the road to its International status. In 2002 Nairobi branch was rebranded the Nairobi International Trade Fair (NITF) to reflect its regional and international status.

## **Mandate**

The mandate of ASK is:

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.

## **Vision**

A world class exhibition forum

## **Mission**

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

The Agricultural Society Oof Kenya (ASK) is looking for Engagement of company to create a virtual exhibition platform.

## **Project Description**

The Agricultural Society of Kenya is seeking proposals from qualified vendors to provide a complete virtual exhibition platform. The Successful provider will deliver a fully functional Event Management System based on the Society's functional requirements which include but is not limited to Live expositions event management and conferencing.

The platform proposed should be affordable, user friendly, and a one-stop solution that will streamline the key Exposition processes to create a positive experience for all Society Stakeholders.

## **Scope of Work**

The platform will be required to provide an opportunity for the Society to reach local and global audiences, conduct registrations and bookings, management payments and manage virtual booths.

## **User Types**

The following types of users would be interacting on the website:

1. Exhibitors
2. Registered Visitors
3. Administrator

**Online registration portal:** Comprehensive and customizable registration system (collecting registrant information, processing payments, and tracking registrations)

- Ability for registrants to create an account. This will enable later access to update their Registrations (if required), access to receipts of payment, and preview/update their pre-Selected sessions.
- Mobile responsive and compatible with digital devices (desktop, laptop, tablet, smart phone) And all common operating systems.
- Ability to process and support 2,000+ attendee registrations in real-time.
- Ability to process multiple registration types with various fee rates (including regular rate, Late rate)

**Exhibitor and Attendee Management Portal:** The portal provides information to prospective exhibitors and delegates, serves to process sales and registrations, and is the main hub for ongoing communication with exhibitors and delegates in the months leading up to the conference.

This portal must:

- Offer a menu of exhibitor packages with the potential to customize based on a set of available features. Supporting sales materials will include an interactive Exhibit Hall
- Collect and collate materials for promotions and virtual booths, including company descriptions, website and social media links. Exhibitors and delegates must be able to download and upload documents in various formats, including PDF, PNG and JPG, for use in promotional and delegate materials, including integration with the ASK microsite and the Conference app.
- Enable exhibitor and delegate registration, including complimentary registrations as part of packages, with as many as 100 or more delegates and exhibitors accessing the platform at the same time. ASK administrators must be able to add ("register") exhibitors or delegates individually or via a bulk upload
- Enable data to be collected about interactions with the portal by exhibitors and delegates, and prospective exhibitors and delegates, for analysis by ASK staff

**Virtual Delegate Forum and Exhibit Hall:** The Delegate Forum will host video sessions from our delegates and give delegates the opportunity to reach attendees with information about products and services. The Exhibit Hall will enable exhibitors to promote their services and products to delegates, including by making materials available and through virtual interactions. The Forum and Hall may be accessed by unlimited conference delegates at any given time.

- Enable delegates and exhibitors to upload pre-recorded demonstrations promoting their products/services
- Enable delegates to download exhibitor/delegate materials, interact with exhibitors and delegates in various ways, including live chat, virtual meetings, product demonstrations and ability to schedule meetings
- Exhibitors access to Demo rooms where they can showcase/talk about their products and services helping them in generating more Leads

**Quality Assurance, Testing, Support and Training:** Quality assurance for all aspects of event data management outlined in this RFP

- Test platform on multiple devices (desktop, smart phone, tablet) with varying operating systems (iOS, Windows, and others as required) and using popular browsers (Chrome, FireFox, Safari, and others)
- Provide full training and support data entry, system reporting and other operational requirements of ASK staff

**Registration and Analytics:** Detailed registration reports and statistics must be available in real time on the backend dashboard

- Reports/information must be accessible in real time and customizable to include date and time of registration, registrant type, registrant demographics and other registration details
- ASK staff must have unlimited administrative access with the ability to view and export registration and delegate information
- Administrator has rights to moderate content i.e. remove the images or any other content if not found suitable.
- Integrated with Google Analytics to track online statistics and traffic/behavior

### **Eligibility Criteria**

- More than 3 years in business of providing IT based business solutions
- Proven expertise in creating interactive online platforms (At least 3 such assignments)
- Experience in creating similar platforms having 3D experience (product showcasing).
- Proven Ability of the team to deliver virtual platform and meet timelines/deliverables

**Suitably qualified vendors are requested to send their proposals and testimonial to [ictassist@ask.co.ke](mailto:ictassist@ask.co.ke) on or before 15th December 2021.**