

THE AGRICULTURAL

Email: meru@ask.co.ke

Website: www.ask.co.ke



SOCIETY OF KENYA

0722-212642

0715 -909916

Meru National Show, Gitoro showground P.O Box 1227-60200-MERU

23rd January, 2024

Esteemed Exhibitor

Dear Sir/Madam,

RE: INVITATION TO PARTICIPATE IN THE 2024 MERU NATIONAL SHOW

The Agricultural Society of Kenya takes this opportunity to appreciate your continued support and participation in our annual shows.

In this regard, it is a great pleasure to invite you to participate in this year's **Meru National Show, scheduled for 29th May to 1st June 2024** at **Gitoro showground**. Our show theme is: **"Promoting Climate Smart Agriculture and Trade Initiatives for Sustainable Economic Growth."**

For more details on participation, kindly find the attached exhibitors booking form.

Thanks in advance as we look forward to your valued participation in making the event a great success.

Yours Faithfully,

Amos Kirui

Branch Manager



2024 EXHIBITION BOOKING FORM

MERU NATIONAL SHOW

29th May – 1st June 2024

(Wednesday-Saturday)

Theme: “*Promoting Climate Smart Agriculture and Trade Initiatives for Sustainable Economic Growth*”

“*Ukuzaji wa ukulima unaozingatia hali ya hewa thabiti na mpango mahususi ya biashara ili Kudumisha uchumi endelevu*”

1. Company Information

- We wish to exhibit during the 2024 Meru show.
 We do not wish to exhibit.

Company Name _____

Physical Address _____

City & Country _____ Postal Address _____

Website _____

Tel _____ Mobile _____ Email _____

Contact Person _____ Title _____

KRA Pin _____

2. Display Spaces & Charges

Space Dimension	Costs	Tick here
10 FEET X 10 FEET -	49,300	
15 FEET X 15 FEET -	55,100	
25 FEET X 25 FEET -	66,700	
30 FEET X 30 FEET -	78,300	
50 FEET X 50 FEET -	84,100	
75 FEET X 75 FEET -	95,700	
90 FEET X 90 FEET -	124,120	

Location/Plot No:-----

Trade Rent : Kshs -----

16% VAT : Kshs. -----

Total : Kshs -----

NB: The above charges are inclusive of 16% V.A.T and the following mandatory charges;

Mandatory Charges- All Exhibitors

Theme Interpretation	3,000
Conservancy Fee	3,500
Essential Sticker	3,000
Catalogue Fee	3,000
Pre- show Sticker	500

Trade Exhibitors Judging Fee (per class)-Optional 2,000

Brief explanation of products/services to be displayed:

3. Membership information and Charges

I would like to Subscribe for ASK Membership

Membership badges that facilitate entry to the showground are currently on sale at our Branch Offices at Gitoro showground. The categories are as follows: -

Badge Category (Please tick as appropriate)	Quantity Required
❖ Executive Badge (Ksh 8,500/=)	_____
❖ Full member badge (Kshs. 3,000/=)	_____
❖ Single member badge (Kshs. 2,000/=)	_____
❖ Kenya Ploughing Organization (KPO) badge – (Kshs. 2,000/=)	_____
❖ Disciplined forces badge (Kshs. 800)	_____

4. Application for Judging of Stand

Exhibitors are encouraged to enter for judging classes. The judging brochure can be obtained from <https://www.test.shoplinc.co.ke/wp-content/uploads/2023/08/JUDGING-BRONCHURE.pdf>

5. Tickets and Passes

I/we would like to request for tickets;
Tickets will be available by 27th May 2024 and can be purchased online or at the gates.

Adult (Kshs. 250 per day) Quantity _____

Child (Kshs. 200 per day) Quantity _____

Trade Attendant ticket (Kshs.800) Essential Sticker (KShs.3000). Trade attendant & Essential sticker are valid for the entire show period.

6. Partnership Opportunities

Below are the various partnership opportunities, contact us for more information:

- ❖ Media coverage & Publicity- Inclusion of your organization in our media coverage and publicity drives. ❖ Roadshows- joint roadshow activities.
- ❖ Harvest Festival and CSR activities- Participation in our Corporate Social Responsibility activities.
- ❖ Logo on the show entry tickets- Inclusion of your company logo on our show entry tickets.
- ❖ Branding – Branding of Walls, Gates, Roofs, Bins, Directional Boards within the showground to increase your brand visibility during the show days.
- ❖ Advertising your company in the show catalogue and Arena programme.
- ❖ Hire of grounds and facilities- Hire of our grounds and facilities for your specialized shows, expositions and corporate events etc.
- ❖ Hire of showground facilities for personalized events.

7. Mode of Payment

Acceptable modes of payments;

- 1) Direct deposit to our bank account at **Equity Bank, Meru Branch**; Account number **0140279049863**
- 2) **Bankers cheque** drawn in favour of **“A.S.K MERU BRANCH”** OR
- 3) **LPO** or **LSO** will be required for exhibition space reservation.

50% deposit will be required as booking fee and the remaining amount should be settled by **24th May, 2024. Full payments must be done before the commencement of the show.**

8. Company Authorization

The undersigned hereby makes application for exhibition space and agrees to abide by Terms and Conditions on this booking form as well as the Rules and Regulations accessible from:

<http://www.ask.co.ke/branch-events/exhibitor-s-rules-and-regulations>

This agreement is effective on the date signed below and will remain in effect until 31st June 2024.

Name _____

Signature _____

Date _____

Contacts

For more inquiries, kindly contact:

Tel No. + 254 715909916 or +254 722 212642

Email address meru@ask.co.ke

Thank you for reserving exhibition space with us.