



MOMBASA INTERNATIONAL SHOW

4th to 8th September 2024

SHOW INFORMATION BROCHURE



THE AGRICULTURAL SOCIETY OF KENYA

“Your Leading Exhibition Partner”

About the ASK

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.

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.





About the Mombasa International Show

The Mombasa International Show (MIS) was established in 1903 and is situated in the North Coast, 4km from the City of Mombasa. The show is 20kms from the Moi International Airport. MIS was elevated in 2002 to an International status to attract investors and players in the agriculture, trade and tourism sectors. The branch covers four counties namely; Mombasa, Kilifi, Tana River, Kwale and Tana River.

The trade fair contributes significantly to the growth of economy at the cost due to the large volume of business transactions conducted over the period and the business generation leads that the show enables. The show also creates more than 200 temporary jobs for the local community.

Visitor and exhibitor Profiles

The Number of visitors to the Mombasa international show has been growing steadily and averages 200,000 show visitors over the show period. More than 200 exhibitors participate and are drawn from diverse areas of the economy locally and globally. These include manufacturers, agricultural and agribusiness sectors, engineering, machinery, government agencies, non-profit bodies, chemicals, cosmetics, ICT and telecommunications, sales bazaars, Institutions of learning, automobiles, textiles, handicrafts, energy, livestock and livestock products, innovators security, food and beverages, trade services, Tourism and tours among many others.





Why Participate at the MIS?

1. Opportunity to showcase latest Products and services to the Kenyan citizens.
2. Brand positioning and opportunities to strengthen corporate image.
3. B2B, C2C,G2C and B2C opportunities in the agricultural and trade sectors both local and international.
4. Benchmarking with international industry leaders.
5. Network with markets, officials, and decision makers from the public and private sectors with the possibilities of direct agreements and facilitation.
6. Business and Sales Bazaars
7. Enhanced learning and networking opportunities
8. Opportunities for Product and Service Launches
9. Direct Market Linkages
10. Opportunities for domestic and international tourism
11. Conducive exhibition environment – one stop show with all your requirements, Ample car park spaces, good restaurants and eateries, affordable charges and accessible location.





Rates and Charges for Exhibition Spaces

Closed or indoor spaces

Cost of indoor spaces depend on location and size of space selected

Closed spaces Bazaar Stalls

Large - Kshs. 60,000 + VAT

Medium - Kshs. 40,000 + VAT

Small - Kshs. 30,000 + VAT

Open or Outdoor spaces

15ft× 15ft – Kshs. 100,000 + VAT

25ft× 25ft – Kshs. 150,000 + VAT

50ft× 50ft – Kshs. 180,000 + VAT

75ft× 75ft – Kshs. 250,000 + VAT

90ft× 90ft – Kshs. 300,000 + VAT

International (foreign) - USD 150 per m2.

Rates and Charges for Gate Entry Passes and Tickets

TICKET/STICKER	DESCRIPTION	RATE
Pre-Show Ticket	Gate entry ticket for Monday and Tuesday	200/- per person per day
Pre-Show Sticker	Car Sticker for Monday and Tuesday	2,000/- per vehicle per day
Perimeter Adult Ticket	Daily Entry Tickets from Wednesday to Sunday	300/- per person per day
Perimeter Child Ticket	Daily Entry Tickets from Wednesday to Sunday	250/- per child per day
Public Car Sticker	Vehicles park at public parking Wed to Sunday	500/- per vehicle per day
VIP Car Sticker	Vehicles access showground Wed to Sunday	2,500/- per vehicle per day
Trade Attendant Ticket	Exhibitors' Ticket for Wednesday to Sunday	1,300/- per person for 5 days
Essential Sticker	Exhibitors' Sticker for Wednesday to Sunday	8,000/- per vehicle for 5 days
YFCK Ticket	Ticket for students from affiliated schools	200/- per learner per day



Charges of ASK Membership Badges

Executive Member	Two badges and a car sticker; vehicle access showground	8,500/-
Full Member	Two badges and a car sticker; vehicle park outside showground	3,000/-
Single Member	One badge and a car sticker; vehicle park outside showground	2,000/-
KPO Single Member	One badge and a car sticker; vehicle park outside showground	2,000/-
KDF Member Badge	Two badges and a car sticker; vehicle park outside showground	800/-
YFCK Member	One badge for YFCK and 4K-Clubs Members	400/-



Branding and Advertising opportunities

The Mombasa International Show provides for opportunities to create brand awareness and advertising for your business through uptake and branding of various places and structures in the showground on annual basis. A comprehensive rate card of advertising is available on our web page [www.ask.co.ke /mombasa-international-show/](http://www.ask.co.ke/mombasa-international-show/)

Other opportunities available for advertising include placement in the MIS show publicity materials



The MIS Arena

The MIS Arena is a one stop entertainment center where show visitors and stakeholders are treated to a multitude of top range entertainment. Our entertainers are selected through a rigorous audition and vetting process. The Arena Programme runs through out the duration of the show. Night or tatoo events are also available for those show visitors who may not have had time to visit the arena during the day.



Farm and Dairy

The Farm and Dairy section of the show provides for farmers to exhibit and sell top of the range agricultural exhibits as well as small domestic animals. Visitors can also access information and advice on emerging technologies in the agricultural sector.



Home Industry Section

Attractive and authentic handmade crafts, Home décor items, ornamentals and other home items can be obtained from the Home Industry section. These are unique items made by women and community self-help groups.



Young Farmers and KPO Demo Centers

The Young Farmers and KPO demo centers provide enabling platforms that promote the interest of the youth in Agriculture. The YFCK demo areas are managed by the students from affiliated schools. The KPO demo centers provide for exhibition of latest machinery in the agricultural value chain.



Funfair Area

The Funfair area has a wide range of activities and games for children and adults. Also available are eateries and hotels that serve fresh food and refreshments.



Who Should Participate as an Exhibitor?

Corporate Companies, NGO's, Government Agencies and parastatals, companies in the private sector, Institutions of Learning, individuals, SME's, diplomatic missions and foreign companies can participate as exhibitors.

How to Participate as an Exhibitor at the Mombasa Internation Show

1. Select and book participation space
2. Fill in the exhibitor participation and confirmation forms – these can be downloaded from the website Mombasa show page.
3. Make requisite payments
4. Refurbish/decorate participation space
5. Exhibit products/services during the show
6. Obtain clearance from the office upon conclusion of the trade fair.



Show Programme

Day 1: County Patrons Day (Governors Day)

Key Highlight: Key note address by the Guest of Day

Day 2: Official Opening Day

Key highlights : Key note address by the Guest of Day

Awarding of trophies to Winners from the Judging of Stands
Livestock Auction

Day 3: Maritime/Special Parties Day

Key Highlight: Key Note address by Guest of Day

Day 4: Family Day

Day 5: Family Day and closure of Show





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CONTACT US



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