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**6TH Dec, 2022**

**THE AGRICULTURAL SOCIETY OF KENYA – ELDORET NATIONAL SHOW**

***Your Leading Exhibition Partner!***

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Dear Sir/Madam,

**INVITATION TO PARTICIPATE IN THE 2024 ASK ELDORET NATIONAL SHOW**

**(Wednesday 6th – Saturday 9th March 2024)**

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

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The Society organizes an annual National Show in Uasin Gishu County which attracts over 200 exhibitors and experts in agri-business, trade and allied sectors to showcase their products and/or services, new technological advances, innovations and emerging trends.

We cordially invite you to our **Eldoret National Show** scheduled for **6th to 9th March, 2024** to come and showcase your products and/or services as you network with over 50,000 show goers including farmers, traders, potential investors, Government officials and other show visitors.

1. **Open space charges**

Charges for open space are as follows:

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| i | Extra Large size Plot (100\*100) ft  | Kshs. 130,000/= |
| ii | Large size Plot (75\*75) ft | Kshs. 120,000/= |
| iii | Medium size Plot (50\*50) ft  | Kshs. 90,000/= |
| iv | Semi medium size Plot (25\*25) ft  | Kshs. 70,000/= |
| v | Small size Plot (15\*15) ft | Kshs. 50,000/= |
| vi | Small size Plot (10\*10) ft | Kshs. 40,000/= |
| vii | Collaborator/Partnership | Kshs. 30,000/= |

**These rates are subject to 16% VAT**

Sales levy will be charged to any exhibitor selling their exhibits @ Kshs. 15,000

1. **Buildings/permanent stands**

Rates for buildings/stands are available at the office and depends on the size of building

1. **Membership Badges**

Membership badges that facilitate entry to the showground are on sale at our offices and online, in the following categories; Identification Document (ID) will be availed during entry.

* Executive Member - Kshs. 8,500
* Full Member - Kshs 3,000
* Single Member - Kshs. 2,000
* YFCK - Kshs. 400
* KPO Single - Kshs. 2,000
1. **Entry Tickets**

Daily entry tickets will be available online or can be obtained at the gates: The Rates are as follows:

* Adult: Kshs. 250 per day
* Child Kshs. 200 per day
* Trade Attendant: Kshs. 900 for 4

days

* Pre show ticket: Kshs. 200
* Pre show car sticker: Kshs. 1,000
* Essential Service Car sticker

 Kshs. 3,000 for 4 days

* Daily Essential Car Sticker Kshs. 800
* Organized Groups of 10 Persons & above: Adult Kshs.200

Child Kshs. 150

1. **Judging of Stands**

Application forms for judging of stands are available at our offices and on our ask website ([www.ask.co.ke](http://www.ask.co.ke)) with the list of classes. Theme Interpretation is a mandatory class and costs Kshs. 3,000. Any other class costs Kshs. 2,000. The charges will be subjected to 16% VAT charge.

1. **Partnership/Sponsorship Opportunities**

The Branch has various partnership opportunities as listed below; contact us for more information:

* Media coverage & Publicity – inclusion of your organization in media coverage and publicity drives
* Roadshows – joint roadshow 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
* Advertising your company in the Show catalogue and Arena programme
* Training of farmers during the show and Sponsoring Farmers to attend the show
* Sponsoring Official Show Luncheons – Day 1, Day 2, Day 3 and Day 4
* Harvest Festival and CSR Activities – Participation in our Corporate Social Responsibility activities
* Hire of grounds and facilities – Hire of grounds and facilities for your specialized show, events, corporate events etc.
* Several other sponsorship options available upon request.
1. **Mode of Payment**
* Direct deposit to our bank account at KCB Eldoret Branch, EFT Swift Code KCB LKENX; account No. **110-240-5817**
* Bankers Cheque drawn in favour of “**A.S.K. ELDORET BRANCH**” or
* MPESA Paybill no. **866389**. Account Name: Your company name

50% deposit will be required as booking fee and the balance to be paid before the commencement of the Show.

Please fill the attached Confirmation for Participation form to book your space.

Yours,



The Branch Manager

**For more inquiries, Contact:** Tel: 0721 769899 /0720 882264 / Email: eldoret@ask.co.ke / Website: www.ask.co.ke