



THE AGRICULTURAL SOCIETY OF KENYA

Your agricultural and trade partner of choice!

MOMBASA INTERNATIONAL SHOW



3rd to 7th September 2025

**PROMOTING CLIMATE SMART AGRICULTURE AND
TRADE INITIATIVES FOR SUSTAINABLE ECONOMIC GROWTH**

About ASK and the Mombasa International Show



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.

The Agricultural Society of Kenya Coast Branch that is situated at the Jomo Kenyatta Mkomani Showground hosts the annual Mombasa International Show.

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 six counties namely; Mombasa, Kwale , Kilifi, Taita Taveta , Tana River and Lamu

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.

About the Host County

Mombasa County is an urban cosmopolitan County and is one of the 47 counties of Kenya. It has its capital in Mombasa City. Its economy is the second largest after the Capital City of Nairobi. The county is situated in the southeastern part of the former Coast Province, bordering Kilifi County to the north, Kwale County to the south west and the Indian Ocean to the east. Other neighbouring Counties include Taita Taveta, Lamu, and Tana River. Exhibitors and Visitors to the Mombasa International Show are drawn from all the coastal counties.

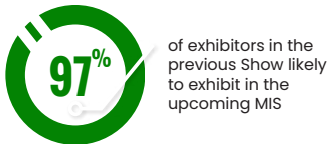


Visitor and Exhibitor Profiles

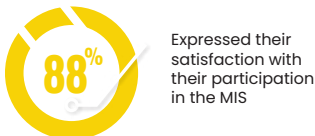
The Number of visitors to the Mombasa international show has been growing steadily and averages 200,000 show visitors over the show period. More than 200 exhibitors participate and are drawn from diverse areas of the economy locally and globally. These include manufacturers, agricultural and agribusiness 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.



EXHIBITOR STATS



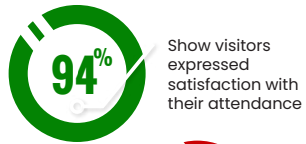
Likely to recommend other companies and stakeholders to participate in the MIS



Foreign Exhibitors



VISITOR STATS



of show visitors are adults



of show visitors attend the show to purchase items



Why Participate at the MIS?

01

Opportunity to showcase latest Products and services to the Kenyan citizens.

02

Brand positioning and opportunities to strengthen corporate image.

03

B2B, C2C, G2C and B2C opportunities in the agricultural and trade sectors both local and international.

04

Benchmarking with international industry leaders.

05

Network with markets, officials, and decision makers from the public and private sectors with the possibilities of direct agreements and facilitation.

06

Business and Sales Bazaars

07

Enhanced learning and networking opportunities

08

Opportunities for Product and Service Launches

09

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.

Who can take part in the exhibition?

Any local and global businesses, government and non-governmental agencies, institutions, entrepreneurs and Individuals can participate in the annual MIS.

What do I expect to see or find in the Show?



At the 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. Farmers also enjoy free Farm and Dairy training sessions at the showground.



At the Livestock and Animal Lines

The Livestock and Animal Lines enables the exhibition of the top range of Livestock that include dairy and fatstock, Sheep, goats, and Poultry. Farmers, members of the public and butchers are encouraged to purchase the animals which are available at subsidized rates through the auction at the showground. Farmers also enjoy free Livestock training sessions at the showground.



At the 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.



At the Fun Fair 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.



Young farmers, 4K Clubs and KPO Demo plots

The Young farmers, 4K Clubs and KPO demo centers contain practical agricultural exhibits that are essential for learners in schools and farmers in the country. The Young farmers and 4k club stands are run and managed by young farmers in primary and Secondary schools.



At the Agricultural Demo Gardens

The Agricultural Plots allow for practical demonstration of Kitchen gardens and access to modern techniques of farming and technologies in the sector. The show visitors can also meet and network with experts in the industry.



At the Bazaar Areas

Show visitors can purchase quality products and items on display at the Bazaar area at subsidized rates



At the Exhibitor Stands

Exhibitors have a wide range of products and services in Display in their stands. Visitors have the opportunity to network and access services directly from the exhibitors.



Cultural Village, Restaurants and Eateries

Show visitors have the opportunities to sample traditional food and drink of various communities at the cultural village at the showground.

Opportunities Available at the MIS

1. Enhanced Brand Awareness and Advertising

Advertise your services and products through the following at the showground

- Branding of Wall boundaries within the showground
- Show Catalogue
- Arena Programme
- Arena Boards
- Arena Roof
- Entrances (Gates)
- Pavillion
- Livestock Barns
- Farm and Dairy Roof
- Ablution Blocks
- Use of Buntings, banners and Tear Drops

2. Sponsorships that enhance Brand Visibility

Sponsor the following during the show week to enjoy enhanced publicity of your brand:

- Daily Luncheons
- Corporate Wear
- Tickets and Badges
- Wifi and Connectivity
- Refreshment for the Pavillion
- Bands and Entertainment Groups
- Farmer Attendances for the Show
- Livestock/Farm and Dairy trainings and Workshops
- Lanyards

3. Partnerships with us

Partner with us by providing:

- Print, electronic and online media
- Corporate Social Responsibility during the Show Launch, Exhibitor Forum, tree planting and Harvest Festival
- Road Shows and Publicity drives
- Infrastructural support (Cleansing of the showground, Landscaping, repairs of roads , installation of lights and water distribution).



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



Opportunities Available Off the Show Period

If you would like to host an event in the coastal region, the showground is the place to be. Spaces are available for hire and for rental purposes. These include Office spaces, Arena and open grounds for sports and any out door event and the Pavillion for indoor events.

Kindly contact the office for more information on show and off show events.

Rates & 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 and passes

TICKET/STICKER	DESCRIPTION	RATE
Pre-Show Ticket	Gate entry ticket for Monday and Tuesday	250/- per person per day
Pre-Show Sticker	Car Sticker for Monday and Tuesday	2,100/- per vehicle per day
Perimeter Adult Ticket	Daily Entry Tickets from Wednesday to Sunday	350/- per person per day
Perimeter Child Ticket	Daily Entry Tickets from Wednesday to Sunday	300/- per child per day
Public Car Sticker	Vehicles park at public parking Wed to Sunday	550/- per vehicle per day
VIP Car Sticker	Vehicles access showground Wed to Sunday	2,600/- per vehicle per day
Trade Attendant Ticket	Exhibitors' Ticket for Wednesday to Sunday	1,600/- per person for 5 days
Essential Sticker	Exhibitors' Sticker for Wednesday to Sunday	8,100/- per vehicle for 5 days
Special Party Child	Daily Entry Tickets from Wednesday to Sunday	250/- per child per day
Special Party Adult	Daily Entry Tickets from Wednesday to Sunday	300/- per person per day
YFCK Ticket	Ticket for students from affiliated schools	250/- 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/

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



Branding Rate Card

BRANDING AREAS	AMOUNT
ARENA WALL	
Arena Wall Opposite CAK Stand Upto KCB	400,000.00
Arena Wall Opposite KCB Stand Upto Arena Gate	400,000.00
From Arena Gate to ASK stores	400,000.00
Between ASK Stores & Nyali Landing	400,000.00
Between Nyali Landing & Patron's Gate.	400,000.00
Between Patron's Gate and Pavilion Gate	100,000.00
Between Pavillion & Life Governors gate.	150,000.00
From Life Governors past Arena entrance- CAK	700,000.00
Area Between KMA and Arena Gate entrance- Opposite CMC Motors./From Nashaa To Mobekey Stand.	400,000.00
Inner Wall next to ceremonial gate	400,000.00
Wall behind Control Tower	400,000.00
PERIMETER WALLS	
Between Livestock Gate to Gate C- Outer Wall	400,000.00
From Gate C behind bazaar stalls(opp. English Point Marina)	400,000.00
ARENA ROOFS	
Roof to the left of the main dais	300,000.00
Roof to the right of the main dais	300,000.00
Roof next to ceremonial gate- EACC	300,000.00
Roof opposite Arabian Corner Restaurant	350,000.00
Roof opposite Ministry of Tourism stand- Former NHIF	300,000.00
Roof next to Control Tower- Kenya Roads Board	250,000.00



GATES	
Gate A (Plus the Paying Booths)	600,000.00
Gate B (Plus the two walls to the Gate)	800,000.00
Gate C	400,000.00
Arena Entrance Gate (Plus the Adjacent Walls)	100,000.00
LIVESTOCK BANDAS	
Livestock Banda next to the Borehole	250,000.00
Livestock Banda Behind the Ground Water Tank	250,000.00
Livestock Banda next to the Main Office	250,000.00
Pavillion wall	400,000.00
Life Governors wall.	400,000.00
Taifa Wall- EACC	400,000.00
Inner Perimeter Wall Surrounding the Pavilion	350,000.00
Arena Presidential Dias	250,000.00
NHIF Billboard (Small)	60,000.00
Mombasa Water Billboard (Small)	60,000.00
Toilet blocks (Radar and Gate C)	50,000.00
Arena Banners	50,000.00
Tear Drops	20,000.00
Flags	20,000.00

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