

CONCEPT NOTE.

FOR THE BUSINESS & FAMILY EXPO



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INTRODUCTION / BACKGROUND

The Business and Family Expo (TBFE) is an event concept that blends entrepreneurial showcases with family-oriented activities, creating a dynamic environment where businesses promote their products/services and families enjoy meaningful engagement. The Expo is anticipated to provide an excellent platform for interaction, collaboration and networking among businesses across various sectors of the economy.

The nexus between business and families is premised to promote the overarching theme of 'Building lasting business legacy'. In view of this, the expo is uniquely designed to bring together businesses and families in a symbiotic environment that promotes successful business perpetuation and family legacies.





MOTTO

Building a lasting business legacy

PURPOSE

The expo is uniquely designed to bring together businesses and families in a symbiotic environment that promotes the following:



- Networking and business promotion
- Strategic connections and relationships for both business and families
- Learning opportunities for both businesses and families with the aim of building lasting legacy
- Economic empowerment of both businesses and families



VENUE RUIRU SPORTS CLUB (RSC)

03RD TO 05TH 0CT0BER 2025

(FRIDAY – SUNDAY)

EXHIBITION PACKAGES

We invite you to become a partner in this impactful event by joining one of our sponsorship categories:

PLATINUM EXHIBITOR KSHS 100,000

3x9 booth space with 4 executive chairs and 2 tables

- Prominent logo placement on all event materials and signage
- Exclusive speaking opportunity during the conference

Exclusive access in the VIP Lounge for indepth client conversations and space for placement of roll-ups banners

- Ten (10) bottles of water per day
- Public recognition from the stage and in all events, publications including digital and mainstream media advertisements.
- Mentions in all expo events







GOLD EXHIBITOR KSHS 60,000

- 3x6 booth space with 3 executive chairs and 2tables
- Logo placement on all major event materials and signage
- Access to the VIP Lounge for in-depth client conversations





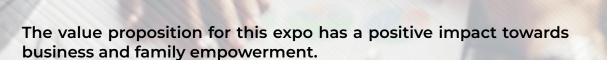
The Secretariat aims to support a golfing competition and ensure golfers participation in the event.

ADDITIONAL PARTNERSHIP BENEFITS

In addition to the category-specific benefits mentioned above, all our partners will receive:

- Acknowledgement on our social media platforms
- Networking opportunities with other exhibitors, participants, entrepreneurs and business leaders

The satisfaction of contributing to a meaningful and impactful





ORGANIZATION OF THE EXPO

The expo will be organized

for three (3) days as follows:

Key objective

Networking for businesses and families with the aim of building lasting

business legacies

Activitie

- Official Opening & Business Tour by Industry Leaders and Chief Guest
- Business Exhibitions;
- Networking Cocktail in the evening

TARGET GROUP

- ENTREPRENEURS AND SMES
- FAMILY BUSINESS FOUNDERS AND SUCCESSORS
- INVESTORS & FINANCIAL INSTITUTIONS
- MANUFACTURERS
- TRADE BODIES
- WOMEN & YOUTH LED ENTERPRISES
- BUSINESS MINDED FAMILIES
- CORPORATE EXHIBITORS AND SPONSORS
- PARENTS, CHILDREN, AND EXTENDED FAMILIES
- LOCAL ARTISANS AND CREATIVES
- COMMUNITY GROUPS AND SERVICE PROVIDERS
- GENERAL PUBLIC WITH BUSINESS INTERESTS



Friday, 03rd October 2025

Key objective

Networking for businesses and families with the aim of building lasting business legacies

Activitie

- Business Exhibitions
- Networking
- Kids fun activities (bouncing castles, kids business parliament)

TARGET GROUP





- INVESTORS & FINANCIAL INSTITUTIONS
- MANUFACTURERS
- TRADE BODIES
- WOMEN & YOUTH LED ENTERPRISES
- BUSINESS MINDED FAMILIES
- CORPORATE EXHIBITORS AND SPONSORS
- PARENTS, CHILDREN, AND EXTENDED FAMILIES
- LOCAL ARTISANS AND CREATIVES
- COMMUNITY GROUPS AND SERVICE PROVIDERS
- GENERAL PUBLIC WITH BUSINESS INTERESTS

DAY 2

Saturday, 04th October 2025

Key objective

Networking for businesses and families with the aim of building lasting business legacies

Activitie

- Business Exhibitions
- Networking
- Kids fun activities (bouncing castles, kids business parliament)

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- Entertainment
- Closing Address(A Successful Entrepreneur / Industry Leader)

TARGET GROUP

- **ENTREPRENEURS AND SMES**
- FAMILY BUSINESS FOUNDERS AND SUCCESSORS
- INVESTORS & FINANCIAL INSTITUTIONS
- MANUFACTURERS
- TRADE BODIES
- WOMEN & YOUTH LED ENTERPRISES
- BUSINESS MINDED FAMILIES
- CORPORATE EXHIBITORS AND SPONSORS
- PARENTS, CHILDREN, AND EXTENDED FAMILIES
- **LOCAL ARTISANS AND CREATIVES**
- COMMUNITY GROUPS AND SERVICE PROVIDERS
- GENERAL PUBLIC WITH BUSINESS INTERESTS



DAY 3

Sunday, 05th October 2025



Expected Benefits

The expo is expected to have the following benefits:

For Businesses: Exposure to a broad and diverse market, brand awareness, direct sales

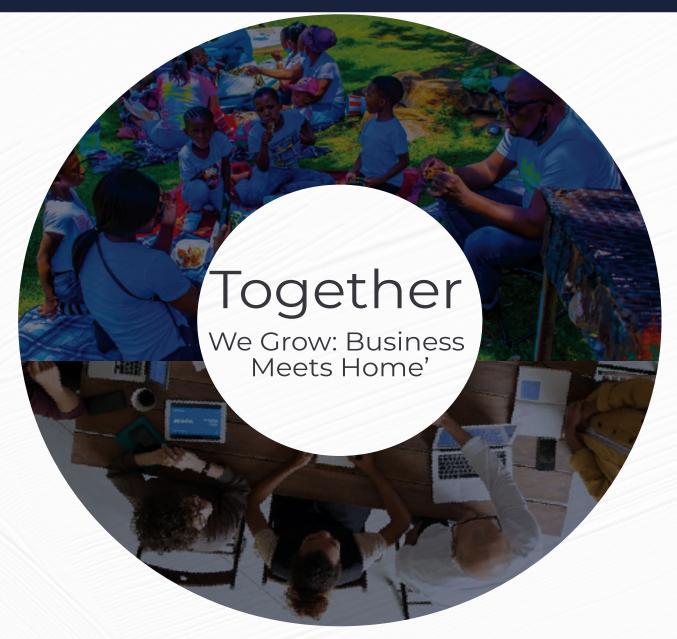




For Families: A fun, educational day out with access to valuable services

For the Community: Economic stimulation, information sharing, stronger local networks





THE BUSINESS & FAMILY EXPO (2025 EDITION)



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