

# THE BUSINESS & FAMILY EXPO

BUILDING LASTING BUSINESS LEGACY



## CONCEPT NOTE .

FOR THE BUSINESS & FAMILY EXPO



# CONTENT

Introduction / Background

Motto / Purpose

Exhibition Packages

Additional Partnership Benefits

Organization of the Expo

Expected benefits





## 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)  
Date | 03RD TO 05TH OCTOBER 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 2 tables
- Logo placement on all major event materials and signage
- Access to the VIP Lounge for in-depth client conversations

- Six (6) bottles of water per day

- Public recognition from the stage and in key event publications including digital and mainstream media advertisements.
- Mentions during the expo events



## **SILVER EXHIBITOR**

**KSHS 30,000**

- 3x3 booth space with 2 chairs and 1 table
- Logo placement on some event materials and signage.
- Two bottles of water per day
- Recognition in event publications
- Mentions during the expo



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 event



The value proposition for this expo has a positive impact towards business and family empowerment.

# 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



## DAY 1

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

- 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 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)
- 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







# Together

We Grow: Business  
Meets Home'

## THE BUSINESS & FAMILY EXPO (2025 EDITION)

EXPO SECRETARIAT  
P.O. BOX 1105 – 00618,  
NAIROBI, KENYA.





**THE  
BUSINESS & FAMILY  
EXPO**  
BUILDING LASTING BUSINESS LEGACY

**CONTACT US**

0701299697 | 0769147626

[thebusinessfamilyexpo@gmail.com](mailto:thebusinessfamilyexpo@gmail.com)