



The KARA Business Expo & Conference

Event Profile

WHY THE EXPO?

The KARA Business Expo & Conference is slated for **November 25-27, 2016**, at the Sarit Centre, Westlands – Nairobi.

The event will be a business exhibition that will bring together corporate organizations and businesses drawn from different sectors of the economy to showcase their products, services and capacity to serve the market.

The participating exhibitors will be looking forward to meet invited groups, executives and most of the membership of The Kenya Alliance of Resident Associations (KARA) across the country so as to network, seal deals and broaden their clientele.

The Kenya Alliance of Resident Associations (Kara) – www.kara.or.ke - is the apex body representing the voice and proactive action of resident associations on consumers and taxpayers right countrywide. Kara is keen on enhancing access to public service delivery through effective information, education and communication as well as forging partnership with the private sector, development partners, government ministries, departments & agencies and other stakeholders.

KARA's contribution to the growth and development of the Kenyan economy is significant, and that's why we've formulated this exhibition to bring together business organizations to showcase their products to our broad and extensive membership profile, as well as other key invited participants drawn from different companies, organizations and establishments.

The business exhibition is the ultimate event for all ambitious businesses that are looking to grow and prosper. At this free-to-attend business show, you will find a hive of creativity and activity from both our conference programme featuring inspirational keynote speakers, as well as from our variety of exhibitors showcasing the very best of local and regional businesses.

Whether you're in the startup phase or a long-established company, the KARA Business Expo & Conference has the right resources for you. Our expo offers invaluable insights and exclusive networking opportunities with a wide range of business-critical presentations from top industry experts. If you're looking to drive your business forward and take the next step to success, join us at the Sarit Centre, Westlands in Nairobi this coming November starting from **November 25 to 27, 2016**

The event will help you develop business leads & new customers; network with peers in your industry; shop for new innovative products and services and gain invaluable industry insights. Does your company have a unique product and/or service that helps businesses? Exhibit your company at the largest business Expo in Kenya where Expo attendees shop for products and services from vendors like you. Our exhibitor hall has a wide range of exhibitors, from start-up to some of the biggest corporate in East Africa.

Sponsoring the KARA Business Expo will put your brand in front of your exact target market: thousands of the most influential decision-makers in the country. Our custom sponsorship packages fit any budget, and are designed to help you reach your company's marketing goals.

Our aim is to bring businesses together across the county and across all business sectors, energizing the local business community. We hope to inspire, educate and motivate business owners and managers to develop and thrive through the current economic climate.

We get a real buzz out of connecting people and watching relationships and partnerships develop and prosper, which is why you'll find a variety of networking events, designated areas and involvement from all the major networking organizations.

We are well on our way to achieving our vision of establishing an event that has legs to grow and develop into a regular annual fixture on the Kenyan business calendar and therefore welcome involvement from partners who will contribute effectively to the event to add greater value for all visitors.

Our approach is open and inclusive and we have a single, simple objective – to deliver a memorable, inspiring and productive event that will have a positive effect on all involved. Don't miss your opportunity to get involved.

The KARA Business Expo & Conference provides an environment for businesses to enhance their relationships, research the market for the leading products and services, and learn about the latest best business practices. Make your plans to exhibit and attend.

The Expo is a great way to bring business owners and key employees together under one roof to re-energize them with new ideas, help them learn innovative best-practices and connect them with other leaders.

There is no other local event, designed for Kenyan businesses, that brings these leaders together and provides the business-building solutions that this conference provides. We have so many great companies in Kenya that are poised for future greatness. What they need is support and ideas that will help propel them. This conference provides that opportunity.

REASON TO ATTEND

Over 10,000 business professionals and entrepreneurs across the country will attend the KARA Business Expo to take their business to the next level. Join us in learning from the best and the brightest in the industry as you network with like-minded business professionals and learn strategies to advance your business. The KARA Business Expo is a general business exhibition, its prime aim being a useful resource for local and regional business people.

There will also be informal and formal networking opportunities, a chance to connect with jobseekers, and help and advice from local business support organizations. There will be opportunities for spreading the word about your business and for finding out about other local businesses. And there will be an excellent seminar programme throughout the day to inspire and educate. You should aim to;

- Be inspired with new ideas for your business,
- Source local businesses to help you grow your business,
- Network informally with the local business community
- Attend organized networking events
- Find strategic alliances and connect with useful people,
- Discover how business support organizations can help

In summary, you will find a hub of activity and inspiration to help grow your business. There is something for businesses at every stage, whether mature and successful, in need of some help and support in specific areas, or even for if you're dreaming of setting up your own business - you will find something useful, all at the KARA Business Expo & Conference.

A wide variety of business types will be showcasing, the majority being business to business services such as IT services, financial services, legal services, marketing professionals, web experts and many more that can help your business thrive.

WHY EXHIBIT?

Be experienced! Your value counts!

Exhibiting at the **Kara Business Expo & Conference** will give your company's product-line and services a platform to be experienced.

- Meet decisive audience who'll see the value of the services you offer. If they are at the event they are ready to buy. Most of the visitors are drawn from the KARA membership across the country, and will be attending this expo.
- Come and create immediate sales and future leads, something you'd barely do with TV, Radio or Print
- This is the opportunity to test and launch new products and to stand-out from your competition
- It is a very-cost effective marketing solution and will give you the chance to meet your existing and prospective customers
- Our attendees come to our expo with the goals of growing their business and taking advantage of new products and services. Capture their attention at the right time when they are looking to work with companies like you.
- This is a rare opportunity to be face to face with many local and regional business people. Your business will be featured on the show's high quality website with links to your website.
- Free entry of visitors by pre-registration will encourage local and regional participation.
- Meet decision makers. The Kara Business Expo is your one opportunity to bring your business face to face with hundreds of executives. Where else can you see so many decision makers in one day?
- Network with hundreds of potential new customers
- Showcase your company in a unique business environment.
- Touch base with your established customers. You can talk about new products, renew your relationships and thank them for their business.
- Face-to-face selling and demonstrations save you countless sales calls.

OUR COMMITMENT...

REACH MORE OF YOUR TARGETED AUDIENCE!

We are committed to invest in bringing in the right consumers ready to purchase from you. How else would you see over committed clients in four productive days? We already have an advanced visitor profile which is the membership of KARA at large, and this will be raised when other members of the Kenyan business community will join us to sample what you will exhibit at the Expo.

More than just booth selling

Access to public relations and promotions on-site

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