



VIV AFRICA 2024
KIGALI, RWANDA
OCTOBER 2-3

CUSTOMIZED MARKETING OPPORTUNITIES

WWW.VIVAFRICA.NL



Organized by
VNU | EUROPE

TABLE OF CONTENT



POULTRY AFRICA 2022	3
PRE-SHOW EXPOSURE	4
ONSITE PROMOTION	5
POST-SHOW PROMOTION	8
PROMOTION PACKAGES	9
ORDER FORM & SPECIFICATIONS	10

POULTRY AFRICA 2022



Nearly 1,600 professional delegates from 53 countries visited the 123 exhibiting companies at the 3rd edition of Poultry Africa, now VIV Africa.

The poultry broiler and layer industry of the Sub-Saharan Africa met again in Kigali for a stimulating business gathering with global suppliers and international speakers of the feed to food poultry supply chain.

Poultry Africa 2022, the most complete trade show for poultry professionals in Sub-Saharan Africa powered by VIV worldwide, kicked off with an exciting program and 22 speakers at the Leadership Conference on October 4th.

The Poultry Africa 2-day Expo followed on October 5-6 presenting 123 exhibitors from 30 countries led by The Netherlands, Turkey, Belgium, France, Rwanda, India, Germany, Italy, United States, and Kenya. A wide range of products covering the full supply chain were on display.

Around 1,600 professional visitors took advantage of this 3rd edition of the event. Rwanda counted for 55% of the total visitors, while the remaining 45% came from 53 countries, with the African continent participation head by Uganda, Nigeria, Kenya, Tanzania, South Africa, Cameroon, Burundi, Ethiopia, Zimbabwe, and Mozambique. This marked an increase in the international audience, compared to the last edition ratio of Rwanda: 69% vs. outside Rwanda: 31%. The outstanding quality of the visitors gave great satisfaction to the exhibitors.

While officially opening the event, the Honorable Minister of Agriculture and Animal Resources, Dr. Gerardine Mukeshimana said "Rwanda's poultry industry is transforming from subsistence to a more knowledge intensive and market oriented poultry farming. With traditional feed prices on the rise, more research is needed to formulate alternative source of feed based on locally available and easily accessible components". This overall outline of the industry in Rwanda applies to many other countries of the region as well.



1,571 visitors
129 industry Leaders



123 exhibitors
from 30 countries



2 days Expo, 1 day
Leadership Conference



53 visiting
countries



PRE-SHOW EXPOSURE

Let's Get Digital! We offer you attractive ways to join our visitor pre-show campaign for VIV Africa 2024. Set up your own online promotion with us.



Email Direct Marketing Newsletter

We regularly update visitors on the latest news via e-newsletters.



BANNER IN EDM NEWSLETTER
€ 225

Place your company logo or banner on one or more editions of our newsletter and reach out to high-quality contacts.



ADVERTORIAL IN EDM NEWSLETTER
€ 459

Place an advertorial on one or more editions of our newsletter and reach out to high-quality contacts

VIV Connect

VIV Connect is the digital adaptation of our in-person B2B networking events into an online or hybrid format to suit the current business landscape. It offers an interactive platform as we continue to adapt and prosper in the current global climate.



FEATURED NEWS ITEM ON HOMEPAGE € 459

LOGO ON WEBSITE € 249

ONE HIGHLIGHTED ARTICLE IN VIV CONNECT € 249

ONE HIGHLIGHTED PRODUCT IN VIV CONNECT € 249

LEAD DATA OF FOLLOWERS ONLINE PROFILE (ONLINE LEADS) € 299

Royal Branding Package

COMPANY HIGHLIGHT IN EXHIBITOR LIST (10 MAXIMUM)

ONE HIGHLIGHTED ARTICLE IN VIV CONNECT (PLACES ARE LIMITED)

ONE ADDITIONAL HIGHLIGHTED PRODUCT IN VIV CONNECT (LIMITED)

€ 499



ONSITE PROMOTION

Get Noticed! Bring your company to the attention of all visitors at VIV Africa 2024. VIV Africa offers you different opportunities to do so.



POULTRY AFRICA 2022
KIGALI, RWANDA | 5-6 OCTOBER
EXPO FOR SUB-SAHARAN AFRICA

SHOW GUIDE

THIRD EDITION OF THE EXPO FOR SUB-SAHARAN AFRICA WITH A PROVEN TRACK RECORD



VIV AFRICA Show Guide

Show guide, including information on exhibitors, floorplan and content program, will be distributed to all the visitors during their registration. Reach more than 2.000 industry professionals.



LOGO ON FLOORPLAN

€ 225



COMPANY INFORMATION PACKAGE (LOGO, 50 WORDS)

€ 225



AD - 1/2 PAGE - HORIZONTAL OR VERTICAL

€ 359



AD - 1/1 PAGE

€ 459



AD - 1/1 PAGE - SPECIAL LOCATION (INSIDE FRONT COVER)

€ 575



AD - 1/1 PAGE - SPECIAL LOCATION (INSIDE BACK COVER)

€ 575



AD - 1/1 PAGE - SPECIAL LOCATION (BACK COVER)

€ 695

ONSITE PROMOTION



Welcome banner

Show your brand at the entrance of the venue where all the visitors pass by.

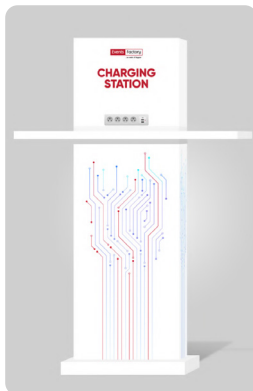
€ 2.359

only
1 available



Charging Station

A usefull and remarkable item, branded with your company's logo.



€ 1.159

Hanging banner

Always in sight? In the foyer with a hanging banner!



Price for 2

€ 1.159

Pillar Wrapping

Eye-catching promotional tool. Show your brand in the lobby area.



€ 1.749

Visitor Lanyard

Branding to the max! Each visitor will be handed a visitor lanyard at the Entrance.



2 available

€ 1.495

Entrance Teardrop Flag

Be the first thing the visitors see when they arrive at KCC.

Price for 2



€ 795



Other High-Visibility Premium Service

Right-To-Hand-Out promotion items

Walk around the exhibitions to hand out flyers, bags or another promotional item.



1 available

€ 1.849

Industry Leaders Welcoming Dinner

Want to create extra exposure from the Industry leaders? **Max 50 Industry Leaders.**

Welcoming dinner **Tuesday 1 October 18.00 – 20.00** at a nearby restaurant.

1 available

€ 2.359

Technical Best Practices Seminars

Seminars and workshops are excellent opportunities for knowledge sharing, marketing and product branding.



Subject to availability

€ 575

Exclusive Sponsor Network Cocktail

Create extra exposure with the other VIV Africa exhibitors, Industry Leaders, stakeholders, associations, embassies and all other VIV Africa Visitors!

Wednesday 2 October 17.00 – 19.00 at KCC.

Please contact Severina Proskurnova to discuss the wishes and needs – severina@vnueurope.com or +31 (0) 62156 4223

1 available

On request

Industry Leaders Lunch

Want to create extra exposure from the Industry leaders? **Max 50 Industry Leaders.**

Daily lunch between **12.00 - 13.00** at the Fillini restaurant at KCC.



€ 1.849

2 available



POST-SHOW PROMOTION

Follow-up and stand out from competition! Promote your brand post show and stay on top of your target audience's mind.

Digital

We always follow up to our visitors after the event with latest news and useful feedback from the event via e-Newsletters. Place your company logo or introduction on one or more editions of our newsletter and reach out to high-quality contacts.



ADVERTORIAL IN POST-SHOW NEWSLETTER
50 WORDS, IMAGE AND LINK TO WEBSITE

€ 459



BANNER IN POST-SHOW NEWSLETTER

€ 225

Digital Show Review

The Digital Show Review will contain facts and figures, articles on the events during VIV Africa 2024 and photo impressions. The Show Review will be published on the website and will be included in the post-show e-mail newsletter and social media. The digital Show Review reaches over 10.000+ industry professionals after the show.



SHOW REVIEW AD - 1/1 PAGE € 575



SHOW REVIEW AD - 1/2 PAGE € 359



ADVERTORIAL
50 WORDS, IMAGE AND LINK TO WEBSITE € 225





PROMOTION PACKAGES

Choose your best package! Select the perfect bundle strategy to expose your company and your core message to your target audience.

	GOLD	SILVER	BRONZE
PRE SHOW			
Advertorial in our newsletter	X	X	X
ONSITE			
Logo on floorplan	X	X	X
Show Guide	Back cover 1/1 page	Inside front cover 1/1 page	Inside back cover 1/1 page
Visitor lanyards	X		
Hanging banner		X	
Entrance teardrop flag			X
POST-SHOW			
AD page digital show review	1/1 page	1/2 page	
Advertorial in our newsletter	X		
Banner in newsletter		X	
Advertorial Digital show review			X
PACKAGE PRICE	€ 3.674	€ 3.002	€ 2.279
	€ 2.939	€ 2.399	€ 1.823

-20% PACKAGE DISCOUNT

-20% PACKAGE DISCOUNT

-20% PACKAGE DISCOUNT

Order form & specifications VIV AFRICA 2024 Sponsoring

COMPANY:

CONTACT PERSON:

ADDRESS:

ZIP & CITY:

TELEPHONE:



Please select

	ITEMS	SPECIFICATIONS	PRICE	DEADLINE
PRE-SHOW EXPOSURE				
<input type="checkbox"/>	BANNER IN EDM NEWSLETTER	Available for 12 companies price for 1 banner in 1 edition Size: 728 x 90px	€ 225	06-09-2024
<input type="checkbox"/>	ADVERTORIAL IN SHOW NEWSLETTER	Size: W 600 x H 350px Picture: jpg format Title: 20 characters (including spacing) Text: Max. 100 EN words	€ 459	06-09-2024
<input type="checkbox"/>	FEATURED NEWS ITEM ON HOMEPAGE	Available for every exhibitor price for 1 month	€ 459	Once signed
<input type="checkbox"/>	LOGO ON WEBSITE	Available for every exhibitor price for 1 month	€ 249	Once signed
<input type="checkbox"/>	ONE HIGHLIGHTED ARTICLE IN VIV CONNECT		€ 249	Once signed
<input type="checkbox"/>	ONE HIGHLIGHTED PRODUCT IN VIV CONNECT		€ 249	Once signed
<input type="checkbox"/>	LEAD DATA OF FOLLOWERS ONLINE PROFILE (ONLINE LEADS)		€ 299	Once signed
<input type="checkbox"/>	ROYAL BRANDING PACKAGE	- Company highlight in exhibitor list (max. 10) - One highlighted article in VIV Connect - One additional highlighted product in VIV Connect	€ 499	Once signed



Please select

	ITEMS	SPECIFICATIONS	PRICE	DEADLINE
ONSITE PROMOTION (2,000 VISITORS/2 DAYS)				
<input type="checkbox"/>	LOGO ON FLOORPLAN	DF file or JPG high resolution	€ 225	23-08-2024
<input type="checkbox"/>	COMPANY INFORMATION PACKAGE	Logo, 50 words	€ 225	23-08-2024
<input type="checkbox"/>	SHOW GUIDE AD - 1/2 PAGE - HORIZONTAL OR VERTICAL	HALF PAGE horizontal Trim Size: W 148 x H 105mm Bleed Size: W 154 x H 108mm Format: Ai or PDF Resolution: 300 dpi	€ 359	23-08-2024
<input type="checkbox"/>	SHOW GUIDE AD - 1/1 PAGE	FULL PAGE Trim Size: W 148 x H 210mm Bleed Size: W 154 x H 216mm Format: Ai or PDF Resolution: 300 dpi	€ 459	23-08-2024
<input type="checkbox"/>	SHOW GUIDE AD - SPECIAL LOCATION (INSIDE FRONT COVER) - 1/1 PAGE	FULL PAGE Trim Size: W 148 x H 210mm Bleed Size: W 154 x H 216mm Format: Ai or PDF; Resolution: 300 dpi	€ 575	23-08-2024
<input type="checkbox"/>	SHOW GUIDE AD - SPECIAL LOCATION (INSIDE BACK COVER) - 1/1 PAGE	FULL PAGE Trim Size: W 148 x H 210mm Bleed Size: W 154 x H 216mm Format: Ai or PDF Resolution: 300 dpi	€ 575	23-08-2024
<input type="checkbox"/>	SHOW GUIDE AD - SPECIAL LOCATION (BACK COVER) - 1/1 PAGE	FULL PAGE Trim Size: W 148 X H 210mm Bleed Size: W 154 X H 216mm Format: Ai or PDF Resolution: 300 dpi	€ 695	23-08-2024
<input type="checkbox"/>	WELCOME BANNER	Size: W 246 x H 300cm x 6 pieces	€ 2,359	28-08-2024
<input type="checkbox"/>	HANGING BANNER	Size: W 100 x H 200cm	€ 1,159 Price for 2	28-08-2024
<input type="checkbox"/>	PILLAR WRAPPING	Size: W 260 x H 400cm (4 sides printed)	€ 1,749	28-08-2024
<input type="checkbox"/>	ENTRANCE TEARDROP FLAG	Size: W 350 x H 70cm	€ 795 Price for 2	28-08-2024
<input type="checkbox"/>	VISITOR LANYARD	Available for 2 companies	€ 1.495	12-08-2024
<input type="checkbox"/>	CHARGING STATION	Size: W 30 x H 40cm	€ 1.159	28-08-2024



Please select

	ITEMS	SPECIFICATIONS	PRICE	DEADLINE
OTHER HIGH-VISIBILITY PREMIUM SERVICE				
<input type="checkbox"/>	RIGHT-TO-HAND-OUT PROMOTION ITEMS	Available for 1 company	€ 1.849	20-09-2024
<input type="checkbox"/>	TECHNICAL BEST PRACTICES SEMINARS	Subject to availability	€ 575	30-08-2024
<input type="checkbox"/>	INDUSTRY LEADERS WELCOMING DINNER	Available for 1 company	€ 2.359	30-08-2024
<input type="checkbox"/>	EXCLUSIVE SPONSOR NETWORK COCKTAIL	Available for 1 company	On request	30-08-2024
<input type="checkbox"/>	INDUSTRY LEADERS LUNCH	Available for 2 companies	€ 1.849	30-08-2024
POST-SHOW PROMOTION				
<input type="checkbox"/>	SHOW REVIEW AD - 1/1 PAGE	FULL PAGE Trim Size: W 148 x H 210mm Bleed Size: W 154 x H 216mm Format: Ai or PDF Resolution: 300 dpi	€ 575	27-09-2023
<input type="checkbox"/>	SHOW REVIEW AD - 1/2 PAGE	HALF PAGE Trim Size: W 148 x H 105mm Bleed Size: W 154 x H 108mm Format: Ai or PDF Resolution: 300 dpi	€ 359	27-09-2023
<input type="checkbox"/>	SHOW REVIEW ADVERTORIAL	Picture file: jpg Size: W 600 x H 350px Title: 20 characters (incl. spacing) Text: max. 100 EN words and link	€ 225	27-09-2023
<input type="checkbox"/>	ADVERTORIAL IN POST-SHOW NEWSLETTER	Picture file: jpg Size: W 600 x H 350px Title: 20 characters (incl. spacing) Text: max. 100 EN words and link	€ 459	1 week before send out/ publication
<input type="checkbox"/>	BANNER IN POST-SHOW NEWSLETTER	Size: W 728 x H 90px	€ 225	1 week before send out/ publication



Please select

	ITEMS	SPECIFICATIONS	PRICE	DEADLINE
PROMOTION PACKAGES				
<input type="checkbox"/>	PROMOTION PACKAGE GOLD	Includes: - Advertorial in newsletter (Pre-show) - Logo on floorplan - Back cover 1/1 page (Show Guide) - Visitor lanyards - Digital AD 1/1 page (Show review) - Advertorial in newsletter (Post-show)	€ 2.939	
<input type="checkbox"/>	PROMOTION PACKAGE SILVER	Includes: - Advertorial in newsletter (Pre-show) - Logo on floorplan - Inside front cover 1/1 page (Show Guide) - Hanging banner - Digital AD 1/2 page (Show review) - Banner in newsletter (Post-show)	€ 2.399	
<input type="checkbox"/>	PROMOTION PACKAGE BRONZE	Includes: - Advertorial in newsletter (Pre-show) - Logo on floorplan - Inside back cover 1/1 page (Show guide) - Entrance teardrop flag - Advertorial (Show review)	€ 1.823	

If the material deadline is exceeded and / or the material does not meet the specifications VNU Exhibitions Europe can void the claim. If the material does not meet the specifications, VNU Exhibitions Europe is empowered to update the material. The costs will be borne by the client.

The undersigned participates in VIV AFRICA 2024 for which the participation Terms and Conditions are applicable. The Terms and Conditions can be found on www.viv.net and filed with the Chamber of Commerce in Utrecht under number 30149544.

Agreed: This is a binding reservation. By returning this signed booking form by email scan the booking is final. Canceled reservations are charged according to the Terms and Conditions.

NAME (IN CAPITALS):

SIGNATURE:

COMPANY STAMP: