

United Tourism Fairs of Tanzania

Innovating East-Africa Tourism!

KARIBU FAIR
TRAVEL & TOURISM TANZANIA

KILIFAIR
KILIMANJARO TOURISM & INDUSTRY FAIR 2019



General information **BUYERS**

KARIBU-KILIFAIR is the united tourism trade fair of **KARIBU FAIR** & **KILIFAIR**, organized as an International Tourism and Tourism-Industry Fair in Tanzania. The fair will alternate between Moshi/Kilimanjaro and Arusha each year. Under this year's motto "Where business meets wildlife" the fair is held in Arusha and is representing and promoting the Kilimanjaro & Arusha regions, Tanzania National Parks and attractions, as well as other East African countries to the rest of the world. Exhibitors are expected to come from Tanzania Mainland, Zanzibar, Uganda, Rwanda, Kenya, Ethiopia, Zimbabwe, Malawi, Europe, etc.

The fair has the character of a large B2B networking event for the East African tourism industry, in combination with a community fair and 3 days entertainment to attract international travel agents, as well as local families & expats.

Venue: Friedkin Recreation Center TGT, Arusha, Tanzania
30,000 m² exhibition fair ground

Date: **Friday, June 7th**
Visitors: 10 am to 6 pm / Exhibitors: 9 am to 6:30 pm

Saturday, June 8th
Visitors: 10 am to 6 pm / Exhibitors: 9 am to 6:30 pm
PLEASE NOTE the speed networking from 9:00 to 10:30pm

Sunday, June 9th
Visitors: 10 am to 5 pm / Exhibitors: 9 am to 7:30 pm

Entry fee:

1-day ticket (adult visitor) /	TSH 8,000
1-day ticket (students, kids 3 years+)	TSH 4,000
3-day pass /	TSH 20,000
1-day family ticket /	TSH 20,000
(2 parents, max. 3 kids)	

International & EA travel agents

With pre-registration	free entry
With on-site registration (business card)	TSH 50,000 / US\$ 25, 00

A

► **ACCOMMODATION**

Several Hotels & Lodges in the Arusha area offer special rates for exhibitors and visitors. Please contact the hotels yourself and secure your booking early enough in advance. **Please mention your given buyer code or exhibitor stand number, in order to achieve the best rates!**

Free KARIBU-KILIFAIR shuttle busses will pass at the listed partner hotels in the morning & evening hours. Timetables to be published shortly before fair dates on hotel receptions.

1) ARUSHA SERENA HOTEL RESORT & SPA

Location: Arusha / Lake Duluti (22 km / 30 min from fairground) - free shuttle transfer from the hotel to fairground.

Special rate:

Single Room incl. breakfast	US\$ 100
Double Room incl. breakfast	US\$ 120
Triple Room incl. breakfast	US\$ 150

Contact: Lameck Kimaru
Phone: **+255 787 444 009**
E-mail: lkimaru@serena.co.tz
Web: www.serena-hotels.com



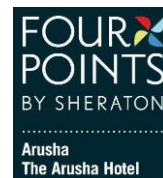
2) FOUR POINTS BY SHERATON HOTEL - ARUSHA

Location: Arusha, City center (12.5 km / 20 min from fairground) - free shuttle transfer from the hotel to fairground

Special rate:

Single Room incl. breakfast	US\$ 135
Double Room incl. breakfast	US\$ 155

Contact: Farida Khatibu
Phone: **+255 788 905 988**
E-mail: sm@fourpointsthearushahotel.com
Web: www.fourpointsthearushahotel.com



3) MASAI LAND SAFARI LODGE - ARUSHA

Location: Arusha / Sakina (4.5 km / 15 min from fairground) - free shuttle transfer from the hotel to fairground

Special rate:

Single Room incl. breakfast	US\$ 70
Double Room incl. Breakfast	US\$ 90
Triple Room incl. breakfast	US\$ 130

Contact: Mary S. Mtui
Phone: **+255 762 239 748**
E-mail: marketing@masailandsafari.com
Web: www.masailandsafari.com



4) MELIA - ARUSHA

Location: Arusha City Center (12.5 km / 20 min from fairground) - free shuttle transfer from the hotel to fairground

Special rate:

Single Room incl. breakfast	US\$ 125
Double Room incl. breakfast	US\$ 165

Contact: Claire Mitchell
Phone: **+255 743 920 968**
E-mail: Claire.Mitchell@melia.com
Web: to be announced



5) MOUNT MERU HOTEL ARUSHA

Location: Arusha City Center (12.0 km / 20 min from fairground) - free shuttle transfer from the hotel to fairground

Special rate:

Single Room incl. breakfast	US\$ 120
Double Room incl. breakfast	US\$ 150
Triple Room incl. breakfast	US\$ 180



Contact Purity Munge
 Phone: +255 784 715 767
 E-mail: pmunge@mountmeruhotel.co.tz
 Web: <https://www.mountmeruhotel.co.tz/>

6) NAURA SPRING HOTEL

Location: Arusha City Center (11 km/ 20 min from fairground) - free shuttle transfer from the hotel to fairground3w

Special rate:
 Single Room incl. Breakfast US\$ 50
 Double Room incl. Breakfast US\$ 70
 Triple Room incl. Breakfast US\$ 90



Contact: Beatrice Dimitris Dalaris
 Phone: +255 754 318 076
 E-mail: naura@nauraspringshotel.com
 Web: www.naurasprings.com

7) THE IMPALA HOTEL

Location: Arusha City Center (14 km / 25 min from fairground) - free shuttle transfer from the hotel to fairground

Special rate:
 Single Room incl. Breakfast US\$ 50
 Double Room incl. Breakfast US\$ 70
 Triple Room incl. Breakfast US\$ 90



Contact: Stephania Gerald
 Phone: +255 754 474 880
 E-mail: impala@impalahotel.com
 Web: www.impalahotel.com

All listed hotels are official partner hotels and exhibitors of **KARIBU-KILIFAIR 2019**, offering special rates for exhibitor & international travel agents/ buyers. More hotels located in Arusha can be found on online booking pages.

▶ ADVERTISING & MARKETING

The **KARIBU-KILIFAIR 2019** event is world-wide promoted at International Tourism Fairs, through Social Media Platforms and through our Data base. Print, TV, Radio and POS marketing is done throughout East Africa.

Print Marketing:

Marketing at Tourism Fairs such as WTM London, IMTM Tel Aviv, ITB Germany, WTM Cape Town, Arabic Travel Market, Magical Kenya and Pearl of Africa – are all done with our own **KARIBU-KILIFAIR** stand promotion.

Online Marketing:

Via Website & frequent Email newsletters to the tourism industry; via well-known mailing list providers in Tanzania & Kenya such as GO PLACES, Tanzania in your pocket, via Facebook, Twitter & Instagram.

Audio Promotion:

Via local radio stations, Coca Cola Truck & other PA vehicles announcements in Moshi and Arusha.

▶ AIRLINES & ARRIVALS

Several airlines are in cooperation with **KARIBU-KILIFAIR 2019** and offer special rates when using their services. **Ethiopian Airlines** is the “official international Airline Sponsor” of our event and is offering excellent rates & service for our clients.

Ethiopian Airlines > 20% KILIFAIR discount is available from ALL world-wide ET destinations to Kilimanjaro (JRO). Kilimanjaro (JRO) or Zanzibar (ZNZ). The special Promotion code/ link for registered exhibitors & international agents/ buyers to book online at www.ethiopianairlines.com was given you already by our service desk – or is available at agents@kilifair.com.



Coastal Aviation:

Flights between **Dar and Moshi / ZNZ and Moshi**
 Resident rates: US\$ 99 net – plus taxes (one way)
 Non-Residents: US\$ 175 net – plus taxes (one way)
 Booking at: safari@coastal.co.tz



▶ APPOINTMENT MATCHING PLATFORM

From May 2019 our well-known “appointment matching platform” will be online. You can easily access the platform via www.kilifair.com and create appointments with other registered exhibitors, buyers or agents from all over the world, in a fast and simple way. **BUYERS** are able to make appointments with exhibitors as well, and meet them at the new created Business Lounge or at the exhibitors stand.

B

▶ BUSINESS & PRESS LOUNGE

The new lounge is located in the center of the fair, under one roof with Buyer Lounge & Seminar area. The Exhibitor & Press lounge is reserved for exhibitors, buyers & press only. A selection of complimentary snacks and water is available.

C

▶ CONTACT & ORGANIZATION

KILIFAIR Promotion Co. Ltd is a Limited company with the directors and sole shareholders Mr. Tom Kunkler and Mr. Dominic Shoo

Phone: +255 (0)754 200 580 / +255 (0)764 627799
 Landline: +255 2727 51006 / Fax: +255 2727 51008
 E-Mail: info@kilifair.com / sales@kilifair.com
 Web: www.kilifair.com

▶ COCKTAIL EVENT FOR BUYERS / EXHIBITORS

The official **KARIBU-KILIFAIR 2019 Cocktail party for exhibitors, registered agents/buyers and VIP guests** is held on Friday, June 7th (from 7pm – 9pm) at Mt. Meru Hotel, Arusha (garden). Each registered agent/buyer and 1 person of each exhibiting company is entitled to join the special event by invitation free of charge. Additional tickets can be purchased for TSH 30,000 / US\$ 15 at the exhibitor cashier or information desk.

Speeches, Sponsor activities, minutes of fame, Live bands & shows will make the evening a very special one. The event is sponsored & organized by Mt. Meru Hotel and our supporting partner (to be announced) and sponsored with drinks from BONITE Bottlers, Red 'n White / Arusha, and Brown Cheese/ Kenya.



▶ CLEANING & GARBAGE

The organizer will be constantly cleaning the fairground by an appointed environmental partner. Each exhibitor is requested to produce a minimum on trash, dispose it in available trashcans and keep their own stand clean at all times. The disposal of dangerous items (gas cylinders, acids, colors etc.) at the fair area are not allowed.

▶ DISPUTES & DISAGREEMENTS

In any case of disagreement, the terms & decision of the organizer KILIFAIR Promotion Co. Ltd is final and has to be followed.

▶ DISTRIBUTION OF ADVERTISING MATERIAL

With respect to other exhibitors and in order to reduce the amount of potential litter, exhibitors are not permitted to distribute any advertising materials outside their stand boundaries. Any material placed around the exhibition ground will be removed & destroyed by the organizer. Non-registered companies are strictly not allowed to bring nor distribute any promotion material through the entry gate.

E

▶ EXHIBITOR / BUYER PASSES

All passes are pre-printed with your company & staff name. Please make sure to fill in your names & company profile at the **KARIBU-KILIFAR** online platform at your earliest convenience.

Welcome bags & entry passes are available from Thursday, June 6th at 9am at the exhibitor registration counters/ cashiers.

F

► FIRST AID PROVIDER

First aid and a full-equipped ambulance car from KARIBU-KILIFAIR Health partner "FIRST RESPONDER - KNIGHT SUPPORT" is available at the fairground, next to HAL & entrance. Nevertheless, all exhibitors are required to handle presentations & display in the safest way to protect other exhibitors & visitors from any accident.

More info under www.knightsupport.com



► FOOD & BEVERAGES

A 2500 m² food court area, with 15 different food providers, restaurants & coffee shops, are ready to serve the exhibitors & public throughout the fair. All exhibitors without a registered food stand, are not allowed to offer any food or drinks to the public. It is strictly prohibited to bring outside purchased food & drinks to the fair ground. No cooking or food preparation is allowed on the fair ground. Noncompliance will cause the closure of the stand with immediate effect.

L

► LOCATION:

Friedkin Recreation Center TGT, Arusha – Kisongo / Tanzania, viewing Mt. Meru

M

► MEETING POINT

The official meeting point can be found next to the stage. To meet agents, customers, friends or kids – please agree to meet there.



P

► PARKING

Parking is provided right at the TGT Grounds and in short walking distance to the fairground entrance - at your own risk. Please remove all valuables from your car. KILIFAIR Promotion Co. Ltd does not take any responsibility for any theft or damaged cars.

► PAYMENT ONLINE



Payments for all stands are available by our **Platinum Sponsor** "DIRECT PAY ONLINE". Please visit our website www.kilifair.com and click on a DPO payment banner to pay your bills.

► PRESS & MEDIA PARTNERS

If you want to promote your company or product to the Media, please prepare a reasonable number of Media-packages and drop them on the Press & Media desk in the Business lounge – free of charge. A photo booth is available for Social media shots & live interviews.

We are expecting representatives of several Media organizations to attend KARIBU-KILIFAIR 2019.

Official Media Partners KARIBU-KILIFAIR 2019:

Leisure & Travel Guides Ltd.

Mr. Manoor Jiwani
P.O. Box 38086 00623 / Nairobi, Kenya
Phone: +254 202338685
Email: mansoor@goplacesonline.com /
Web: www.goplacesonline.com



Swahili Coast Magazine

Mr. David
P.O. Box 3181 / Stone Town, Zanzibar
Phone: +255 773 625063
Email: sales@printpluszanzibar.com
Web: <http://www.swahili.coast.com>



Leisure & Travel Guides Ltd.

Mr. Sameer Sajan
P.O. Box 2115 / Dar es Salaam, Tanzania
Phone: +255 682 071 648
Email: sameer@travelguide.co.tz
Web: www.travelguide.co.tz



VoyagesAfric Media Limited.

Joseph Kojo Bentum – Williams
Accra – Ghana
Phone: +233230795919
Email: kojofabio@gmail.com
Web: www.voyagesafric.com



► PRINT, PROMOTION & DECO-PARTNERS

KARIBU-KILIFAIR offers selected reliable Media Production partners to assist you with your marketing needs. Our Print & Promotion partners are professional Graphic & Design partners for the industry. With the own design, print & plotter equipment they can handle your needs for KARIBU-KILIFAIR 2019 fast & professional. Flyers, banners, brochures, T-Shirts, Caps, etc. from design to production - all in one hand.

Multimedia & Design partner 2019:

CREATIVE STUDIOS

Mr. Abdulqadir Siraj
P.O. Box 923 / Arusha
Phone: +255 715 / 767 788346, 787 786952
Email: md@creativestudiostz.com /
Web: www.creativestudiostz.com



Official Promotion & T-shirt partner 2019:

UJUMBE INK

Mr. Victor Mollel
P.O. Box 2453 / Arusha
Phone: +255 27 250 6294
+255 784 319 494
Email: victor@ujumbeink.com
Web: www.ujumbeink.com



Official Printing & Design Partner 2019:

ZENITH MEDIA

Mr. Ali Chomoko
P.O. Box 2457 / Arusha
Phone: +255 736 210 928 / +255 689 936484
Email: alichomoko@zenithmediatz.com /
Web: www.zenithmediatz.com



► PROGRAM

A wide range of entertainment, action and activities will be performed throughout the 3 days fair at event stage & at the fair ground. Performances include:

- The KARIBU-KILIFAIR Official opening by Hon. Minister of Tourism & National Resources Dr. Hamisi Kigwangalla will be performed on Friday, June 7th – morning hours.
- CAC – Cultural Art Center Makumira is the main presenter of the 2019 stage entertainment. CAC is presenting dancers, singers, artists, acrobats, etc. To book for your own event www.cac.ac.tz / manager@cac.ac.tz
- A variety of 50 Clowns, Artists, Acrobats & Magicians from all over Tanzania will perform live on the KARIBU-KILIFAIR show stage



- ▶ Cultural dances & performances throughout all days
- ▶ Daily raffle draws - with attractive prizes from exhibitors & sponsors
- ▶ International food court with specialties from all over the world
- ▶ Kids playground & activity center
- ▶ Kids 4-wheel Quad activities by 4-Wheeling Tanzania
- ▶ ZARA Tours - Uhuru Peak - photo shooting
- ▶ TAWA – Safari Park Scenery – photo shooting
- ▶ The “Exhibitor & VIP Cocktail & networking party” on Friday, June 7th from 7 pm at Mt. Meru Hotel
- ▶ The ATTA event – on Saturday, June 8th (venue to be announced)

The final program can be seen on our website www.KILIFAIR.com from mid of April and is going to be published in the official KARIBU-KILIFAIR trade fair booklet.

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▶ SEMINARS & WORKSHOPS

A large variety of daily “tourism orientated” seminars & workshops are available from 10am to 5pm every day. The timetable is available at our website, will be sent to you prior the fair and can be found in the fair booklet. The seminar area is located between the Business Lounge & the VIP/Buyer lounge, in the center in the center of the fair – all under one roof. Seminars can be attended free of charge by any KARIBU-KILIFAIR 2019 exhibitor, agents or visitors.

▶ SECURITY:

KK Security Tanzania is our partner for entrance, parking and event security. Although we are very keen on security during day & night, please take care of your valuables. Stands should not be left unattended at any time and valuable items always be locked, especially during set up & turn down hours. KARIBU-KILIFAIR is not accepting any liabilities for lost items or injury at the fair ground.



If you wish to book your personal KK guard to protect your stand during night time, please book with KK. Guards are available for TSH 25,600 (VAT inclusive) for existing clients and 52,000 (VAT inclusive) for non-existing clients 12 hrs shift

Contact for booking: +255 786785001/ +255 762748029 / +255 742103268
arushacustomercareservices@kksecurity.com

▶ SHUTTLE SERVICE:

Hotel to KARIBU-KILIFAIR Shuttle: A FREE Shuttle service is provided by several partner companies, to pick & drop you from the above listed partner-hotels to KARIBU-KILIFAIR ground in the morning and during late afternoon hours. Please check the timetable in your hotel.

Airport to Hotel Shuttle:

A FREE Airport shuttle is provided for all international agents/ buyer arriving & departing with ET (Ethiopian Airlines) to KARIBU-KILIFAIR 2019. Please send your flight itinerary to agents@kilifair.com in order to book your pickup & departure with our service team. Please note: If we don't receive your information, we can't take care of your transport.



The airport shuttle bus & service is proudly sponsored by our transport partner

▶ SPEED NETWORKING ON SATURDAY

Exhibitors and agents/ buyers are welcome to meet & match together during the Speed Networking at the “Seminar Area” on **Saturday, June 7th from 9am to 10:30am**. Free access. First come – first served. New business contacts guaranteed!

▶ SPONSORS OF 2019 FAIR

The organization of KARIBU-KILIFAIR 2019 is only possible due to the giant support of our Sponsors. Please recognize the Platinum and Gold Sponsors of the 2019:

----- 2019 Platinum & Gold Sponsors -----

DPO Think Payments



A STAR ALLIANCE MEMBER



T

▶ TV & SCREEN RENTALS

Our TV & Screen partners are happy to provide you with TV screens & alarm systems:

- 1) “Clear Camera System, Moshi” Mr. Louis Adrian Bonzon
 +255 (0)753 335 899 or / +255 (0)655 335899 / clearcamerasystem@gmail.com
- 2) Creative Studios, Arusha, Mr. Abdulqadir Siraj
 P.O. Box 923 / Arusha +255 715 / 767 788346, 787 786952 /
md@creativestudiostz.com / www.creativestudiostz.com

V

▶ VIP / BUYER LOUNGE

is located in the center of the fair, under one roof with Business lounge and Seminar area. The VIP / Buyer Lounge is exclusively reserved for international buyers and VIP guests. A selection of complimentary snacks & finger food creations “by Axel Janssens”, beverages, drinks and Coffee specialties are available.

The catering of our VIP/Buyer lounge is proudly sponsored & created by Axel Janssens of “Onsea House” Arusha.

For catering requests contact:
 Axel Janssens
axel@onseahouse.com
 Phone: +255 787 112 498



Exhibitors & other tourism stakeholders are welcome to meet & greet at the new established “Business Lounge” opposite side of the VIP / Buyer lounge.

▶ VIP / EXHIBITOR / BUYER PARTY

The official KARIBU-KILIFAIR 2019 Cocktail party for exhibitors, registered agents/buyers and VIP guests is held on Friday, June 7th (from 7pm – 9pm) at Mt. Meru Hotel, Arusha (garden). Each registered agent/buyer and 1 person of each exhibiting company is entitled to join the special event by invitation free of charge. Additional tickets can be purchased for TSH 30,000 / US\$ 15 at the exhibitor cashier or information desk.

W

FREE WIFI is brought to you by our WIFI Sponsor BLINK, as brand of Gadgetronix.

GADGETRONIX.net

Mr. Sammy Sandhu
P.O. Box / Arusha
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