

# United Tourism Fairs of Tanzania

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**KARIBU FAIR**  
TRAVEL & TOURISM TANZANIA

**KILIFAIR**  
KILIMANJARO INTERNATIONAL TOURISM FAIR 2021



## General information **EXHIBITORS**

**KARIBU-KILIFAIR** is the united tourism trade fair of **KARIBU FAIR & KILIFAIR**, organized as an International Tourism and Tourism-Industry Fair in Tanzania. 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.

Due to the worldwide COVID-19 (Corona) pandemic, we were forced to move the event to new dates shown below.

**Venue:** Friedkin Recreation Center TGT, Arusha, Tanzania  
35,000 m<sup>2</sup> exhibition fairground

**Dates:** **Friday, June 4<sup>th</sup>**  
Visitors: 10 am to 6 pm / Exhibitors: 9 am to 6:30 pm

**Saturday, June 5<sup>th</sup>**  
Visitors: 10 am to 6 pm / Exhibitors: 9 am to 6:30 pm

**PLEASE NOTE the speed networking from 9:00am to 10:30am**

**Sunday, June 6<sup>th</sup>**  
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.

### ARUSHA SERENA HOTEL RESORT & SPA

**Special rate:**  
Single Room incl. breakfast US\$ 112  
Double Room incl. breakfast US\$ 145

Contact: Francis Mollel  
Phone: +255 786 999035  
E-mail: [reservations@serena.co.tz](mailto:reservations@serena.co.tz)  
Web: [www.serenahotels.com](http://www.serenahotels.com)



### 2) FOUR POINTS BY SHERATON HOTEL ARUSHA - THE ARUSHA HOTEL

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\$ 136.5  
Double Room incl. breakfast US\$ 168

Contact: Farida Khatibu  
Phone: +255 788 905 988  
E-mail: [sm@fourpointsthearushahotel.com](mailto:sm@fourpointsthearushahotel.com)  
Web: [www.fourpointsthearushahotel.com](http://www.fourpointsthearushahotel.com)



### 3) FUN RETREAT - ARUSHA

Location: Arusha (15 km / 25 min from fairground via Bypass Road) - free shuttle transfer from the hotel to fairground

**Special rate:**  
Single Room incl. breakfast US\$ 90  
Double Room incl. breakfast US\$ 110

Contact: Abuu Omar,  
Phone: +255 658 999 999  
E-mail: [reservations@funretreat.com](mailto:reservations@funretreat.com)  
Web: [www.funretreat.com](http://www.funretreat.com)



### 4) GRAN 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\$ 180  
Double Room incl. breakfast US\$ 235

Contact: Gran Melia Arusha Reservations Dept.  
Phone: +255 746 982 400  
E-mail: [reservations\\_gran.melia.arusha@melia.com](mailto:reservations_gran.melia.arusha@melia.com)  
Web: [www.melia.com](http://www.melia.com)



### 5) KILI VILLA - ARUSHA

Location: Arusha, City center (40 km / 50 minutes from fairground)

**Special rate:**  
Single Room incl. breakfast US\$ 102  
Double Room incl. breakfast US\$ 156

Contact: Reservation Department  
Phone: 255 784 648 144  
E-mail: [info@kilivilla.com](mailto:info@kilivilla.com)  
Web: [www.kilivilla.com](http://www.kilivilla.com)



## 6) 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\$ 75  
Double Room incl. Breakfast US\$ 100

Contact: Upendo S. Molla  
Phone: +255 769 042 033

E-mail: [marketing@masailandsafari.com](mailto:marketing@masailandsafari.com)

Web: [www.masailandsafari.com](http://www.masailandsafari.com)



## 7) MOIVARO LODGE - ARUSHA

Location: Moivaro Lodge /Arusha Safari Lodge Arusha (20 km /60 min from fairground) - free transfer from the hotel to fairground

### Special rate:

Single Room incl. Breakfast: US\$ 80  
Double /Twin Room incl. breakfast: US\$ 140

Contact: Renee D'souza  
Phone: +255 754 324193/0784 712727

E-mail: [renee@moivaro.com](mailto:renee@moivaro.com)

Web: [www.moivaro.com](http://www.moivaro.com)



## 8) 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\$ 160  
Triple Room incl. breakfast US\$ 180

Contact: Purity Munge  
Phone: +255 784 715 767

E-mail: [pmunge@mountmeruhotel.co.tz](mailto:pmunge@mountmeruhotel.co.tz)

Web: [www.mountmeruhotel.co.tz](http://www.mountmeruhotel.co.tz)

FAST JET >



## 9) OKASENI LODGE

Location: Arusha (5 km /12 mins from fairground) - free transfer from the hotel to fairground

### Special rate:

Single Room incl. breakfast US\$ 35  
Double Room incl. breakfast US\$ 50

Contact: Esuvati W Laizer  
Phone: +255 782 276 025

E-mail: [okaseni@okasenilodge.com](mailto:okaseni@okasenilodge.com)

Web: [www.okasenilodge.com](http://www.okasenilodge.com)



## 10) PANONE HOTELS - SAKINA

Location: Arusha (5.5 km /14 mins from fairground) - free transfer from the hotel to fairground

### Special rate:

Single Room incl. breakfast US\$ 40  
Double Room incl. breakfast US\$ 75  
Triple Room incl. breakfast US\$ 110

Contact: Daniel B. Marete  
Phone: +255 677 019 588 / +255 677 019 589

E-mail: [daniel@panonehotels.co.tz](mailto:daniel@panonehotels.co.tz) / [info@panonehotels.co.tz](mailto:info@panonehotels.co.tz)

Web: <https://panonehotels.com/sakina-hotel-arusha/>



All listed hotels are official partner hotels and exhibitors of **KARIBU-KILIFAIR 2021**, 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 2021** event is world-wide promoted at International Tourism Fairs, various Roadshows, 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, MITT Moscow, WTM Cape Town, Magical Kenya, Malawi Fair, Sanganai Zimbabwe 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 Voyages Afriq Media, TZ in Your Pocket, GO PLACES, 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 2021** 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** (world-wide) and for an amazing **flat fare of 200 Euro** from all European destinations including

Russia is available 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](http://www.ethiopianairlines.com)

was given to you already by our service desk – or is available at [agents@kilifair.com](mailto:agents@kilifair.com).



### Precision Air:

Flights between **Dar and Moshi / ZNZ** and Moshi Special rates are available at

Booking at: [contactcentre@precisionairtz.com](mailto:contactcentre@precisionairtz.com)



## ▶ APP – The official KILIFAIR App



We are proud to announce our official Smart phone App for **KARIBU-KILIFAIR 2021**. Please download from either Google play store or Apple app store under key word "Kilifair".



Please note that all exhibitors & agents/buyer need to download the app in order to participate on the "cash back" program for successful appointments.

## ▶ APPOINTMENT MATCHING PLATFORM

From May 2021 our well-known "appointment matching platform" will be online. You can easily access the platform via [www.kilifair.com](http://www.kilifair.com) and create appointments with ALL registered exhibitors, in a fast and simple way. Buyers are able to make appointments with exhibitors as well and meet them at the Business Lounge or at the exhibitors stand.

## B .....

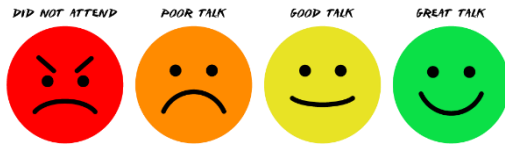
## ▶ BUSINESS & PRESS LOUNGE

The 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 .....

### ► CASH BACK PROGRAM (FOR BUYERS)

In order to improve the number and quality of appointments between exhibitors & buyers, we have created the "BUYER RATING APP" where all exhibitors are **highly requested** to rate their meeting right after the talk, by pressing simple smiley buttons at their appointment time table.



Our KILIFAIR. Cloud software will automatically count the points of each buyer by a real-time Hit-list. The electronic App-version of buyer rating will be supported by a traditional paper rating system, shown and explained in the official KARIBU-KILIFAIR booklet.

The 30 best rated buyers matching the criteria will receive US\$ 300 each in cash refund. In order to qualify for the international buyer "Cash back program", a buyer has to attend at least 20 pre-scheduled appointments before Sunday, June 6<sup>th</sup> at 12pm.

### ► 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](mailto:info@kilifair.com) / [sales@kilifair.com](mailto:sales@kilifair.com)  
Web: [www.kilifair.com](http://www.kilifair.com)

### ► COCKTAIL EVENT FOR BUYERS / EXHIBITORS

The official KARIBU-KILIFAIR 2021 Cocktail party for exhibitors, registered agents/buyers and VIP guests is held on **Friday, June 4<sup>th</sup> (from 7pm – 9pm)** at "Fun Retreat Resort" in Arusha (Moshono).

The event is proudly sponsored by **NMB Bank – Tanzania** and hosted by Fun Retreat Resort.



Each registered agent/buyer and 2 representatives of each exhibiting company are entitled to join this special annual event by invitation only (free of charge). Tickets will be distributed by our team to buyers/agents and exhibition stands on Friday, June 4<sup>th</sup>. Additional tickets can be purchased all day for TSH 25,000 / US\$ 10 at the exhibitor cashier or at information desk.

Sponsor speeches, minutes of fame with raffles, live bands, shows & surprises will make the evening a very special one.



### ► CLEANING & GARBAGE

The organizer will be constantly cleaning the fairground by our official appointed environmental partner Pristine Trails - [www.pristinetrails.com](http://www.pristinetrails.com). 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.**

### ► CORONA & HYGENIC PRE-CAUTION

In addition to all pre-caution against the COVID-19\* virus from airlines & Tanzania government, we will provide several safety options. Please expect a dedicated ambulance, additional washing stations, free mask supply and social distancing pre-caution throughout the event. We will monitor the COVID-19 pandemic carefully over the next months and will ament health action wherever it becomes necessary.

### ► DISPUTES & DISAGREEMENTS

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

## ► DECORATION & FLOWERS

A selection of display walls, special floors, flowers, plants and individual decoration items are available from our reliable local partners on Wednesday & Thursday during set-up hours at the fairground. Please plan to pay this service in cash, right with our local partners. PRE-Booking is highly recommended!

**NOTE:** We are working with only 2 reliable & licensed decorators at **KARIBU-KILIFAIR 2021**. For security reasons the organizer does not allow any NOT REGISTERED decorator or stand Construction Company to work at the **KARIBU-KILIFAIR ground**. In case you as an exhibitor work with a company which is not listed below, please make sure to announce it with the organizer to get the company registered and certified. In case of non-compliance, the company will be immediately banned from the fairground.

### POSH Event Planners / Arusha

(Specialized in customized stand designing & decoration)

Contact: Mrs. Gaudencia Magessa  
P.O. Box 8281 Arusha, Tanzania  
Phone: +255 (0)754 292260  
Email: [info@posheventsplanners.com](mailto:info@posheventsplanners.com) / [gaudcharles@gmail.com](mailto:gaudcharles@gmail.com)  
Web: [www.posheventsplanners.com](http://www.posheventsplanners.com)



### G. Flowers Clean & Décor

(Specialized in customized stand designing & decoration)

Contact: Mrs. Clara Mhina/ Ms. Grace Mhina,  
P.O. Box 1143 Moshi, Tanzania  
Phone: +255 (0)754 288912/  
+255 (0)768266382  
Email: [gjmhina@gmail.com](mailto:gjmhina@gmail.com)  
[gaudcharles@gmail.com](mailto:gaudcharles@gmail.com)



## ► 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 .....

### ► ELECTRICITY

Electricity (0.5 kW) will be provided for all pre-booked Tourism- and supplier tents only. Connections for higher consumption (2.5 kW) can be booked for US\$ 75 each. Open space area stands do not include any electricity connection – please pre-book for US\$ 75 if needed.



Once booked, we will provide you with one European style Multi-Plug as shown here (without switch and adapter). If you need to access Tanzania style plugs, please bring your OWN adapter or rent from the Exhibitor counter for 10,000 TSH return deposit.

### ► EVENTS during KARIBU-KILIFAIR days

Enjoy your evening in Arusha with one of our official supported events:

#### Thursday, May 6<sup>th</sup>

**Press conference at the Gran Melia – Arusha** where **KARIBU-KILIFAIR 2021** will officially distribute information and answer questions from the Media and tourism stake holders. Invitation will be sent to relevant people.

#### Friday, June 4<sup>th</sup>

#### Official KARIBU-KILIFAIR 2021 exhibitor/buyer party

Venue: Fun Retreat Resort, Moshono - Arusha  
Time: 7pm to 9pm  
Tickets: 1 free entry per registered buyer  
2 free entries per exhibiting company  
Additional tickets TSH 25,000 @ i-stands at fairground

## Saturday, June 5<sup>th</sup>

### Speed-Networking at the fairground

Venue: Fairground @ Seminar tent area  
Time: 9am to 10:30 pm  
Tickets: free entry with your exhibitor/buyer pass

### Tanzania Tour Guides Awards & Gala evening

Venue: Kibo Palace Hotel, Arusha  
Time: from 7pm to 9pm  
Tickets: by invitation only – available at Guide award stand # P4 or by distribution team to your stand

## ► EXHIBITORS @ KARIBU-KILIFAIR

**KARIBU-KILIFAIR 2021** is offering exhibition stand (tents) & exhibition space for more than 500 companies. Since **KARIBU/KILIFAIR** is an outdoor event, all exhibitor stands will be found inside tents of various sizes. Please carefully check your stand size, based on your stand number location to avoid later inconvenience due to wrong measurements given.

### Costs & stand sizes 2021 - excl. 18% VAT

#### Tourism - Stand numbers A, B, C, D, E, G1-10, H2-6, J1-10, K2-8, L1-10, M1-8, N1-10, O2-8, U, UL1-21, T:

Tourism "Prime Resort" shell scheme (3.00 x 3.00 m)	US\$ 1900
Tourism Full tent (6.00 x 6.00m – inside 5.80 x 5.80)	US\$ 1600
Tourism Half tent (6.00 x 3.00m – inside 5.80 x 2.90)	US\$ 950
Tourism Quarter tent (3.00 x 3.00 m – inside 2.90 x 2.90)	US\$ 650
Tourism Table in Community Tent (1.60 x 0.60)	US\$ 500
Tourism Space – Additional fee (Corner on main aisles)	US\$ 100

#### Tourism - Stand No: A40-42, P1-10, Q1-8, R1-10, S, V, W, X, Y, UL30-UL52:

Tourism Full tent (5.20 x 5.20)	US\$ 1600
Tourism Half tent (5.20 x 2.60)	US\$ 950
Tourism Quarter tent (2.60 x 2.60)	US\$ 650
Tourism Space – Additional fee (Corner on main aisles)	US\$ 100

#### Supplier - Stand numbers G20-24, H22-24, J20-24, K20-24, L20-24, M22-23, N20-30, O22-29, P20-30, Q22-29, R13-23, Z:

Supplier / SME Full Tent (5.20 x 5.20 m)	US\$ 1300
Supplier / SME Half Tent (5.20 x 2.60 m)	US\$ 850
Supplier / SME Quarter Tent (2.60 x 2.60 m)	US\$ 550

#### Art & Craft - Stand number Z1-Z95:

"Arts & Crafts" Large tent (2.50 x 5.20 m)	US\$ 450
"Arts & Crafts" Small tent (3.00 x 3.00m)	US\$ 350

#### Food - Stand numbers F:

##### Food stalls

Full tent (5.20 x 5.20 m x 2.45 m high)	US\$ 500
Full Barbeque tent (3.00 x 3.00)	US\$ 500
Half tent (5.20 x 2.60 m x 2.45 m high)	US\$ 300

**Open area (no tents)** US\$ 25 (sq. meter)  
(Minimum 25 square meter)

**Important: Please note that all given measurements are approximate due to variations of our tent suppliers. In case you need the 100% exactly size of your stand, please contact the KARIBU/KILIFAIR sales team [sales@kilifair.com](mailto:sales@kilifair.com)**

**Furniture packages** (1 table, 2 chairs) can be booked for US\$ 20.00. Tables & chairs are only provided to exhibitor's stands in Tourism tents, Supplier tents & Art and Crafts tents. Open areas do not come with any tents, furniture or electricity.

**Invoices** must be paid with a 50% deposit right at booking date & stand selection – and final 50% at latest by May 10<sup>th</sup>, 2021. Full advance payments (at booking date) receive a 10% discount if booked and paid before August 31<sup>st</sup>, 2020. Late stand payments will create an inconvenience and automatically exclude the company from participation if first payment reminder is not successful.

## ► EXHIBITOR PASSES

Each exhibitor is entitled to receive 4 exhibitor passes for a full space tent, 3 exhibitor passes for a half/Premium Resort and 2 exhibitor passes for quarter space tent. Additional exhibitor passes can be purchased for TSH 30,000 each at the exhibitor counter.

All passes are pre-printed with your company & staff name. Please make sure to fill in your names & company profile at the **KARIBU-KILIFAIR** online platform at your earliest convenience (platform opens May 2021).

Welcome bags & entry passes are available from Thursday, June 3<sup>rd</sup> at 9 am at the exhibitor registration counters/ cashiers.

## ► EXHIBITION STANDS - CONDITIONS

When you arrive at the **KARIBU-KILIFAIR ground**, please pick your exhibitor passes & welcome bag right at the Buyer/ exhibitor counters. Your stand is already prepared with your stand number in the booked location.

**BEST STAND AWARD:** The KILIFAIR management & jurors are awarding the **3 best decorated**, most attractive stands at the fairground. The winner receives a **FREE** full stand (standard size – full stand) for **KARIBU-KILIFAIR 2022**, second one 50% discount and the third one 25% discount on next year's stand.

### KILIFAIR organization has prepared the following:

- Your booked tourism or supplier or stand can be found in a Pavilion tent (2.40 m high) with dividing sheets, by your stand number.
- All tent walls are made from flexible white PVC material and can be decorated by the exhibitor.
- The floor is natural grass of Friedkin Recreation Center ground (no prepared floor).
- Electricity connection is available as offered in your stand package.
- Partition walls, carpets & electrical items can be rented from our official construction partners.

## ► EXHIBITION STANDS - CONSTRUCTION & DESIGN PARTNERS

**NOTE:** We are working with only 3 reliable stand constructors who can plan & build your stand from scratch. From designing and branding to a full set up – everything is possible.

For security reasons the organizer does not allowed any NOT REGISTERED stand construction company to work at the **KARIBU-KILIFAIR** ground. In case you as an exhibitor work with a company which is not listed below, please make sure to announce with the organizer to get the company registered and certified. In case of non-compliance, the company will be immediately banned from the fairground.

### 1) MEDIA WORKS LTD

Contact: Mr. Pradeep  
P.O. Box 1335/ Sopa Plaza / Arusha  
Phone: +255 754 233 033  
Email: [salesdirector@mediaworksglobal.com](mailto:salesdirector@mediaworksglobal.com)  
Web: [www.mediaworksglobal.co.tz](http://www.mediaworksglobal.co.tz)



### 2) Event masters by Hugo Rentals

(Specialized in customized stand designing & construction)

Contact: Mr. Carlos Fernandes/ Mr. Gabriel Fernandes/  
Mr. Lakshmi Fernandes  
P.O. Box 2326, Dar es Salaam  
Phone: +255 786 469 350 / +255 754 469 350  
+255 715 469 350  
E-mail: [eventmasterstz@gmail.com](mailto:eventmasterstz@gmail.com) / [hugorentalstz@gmail.com](mailto:hugorentalstz@gmail.com)

### 3) Simply Mammoth Solutions Limited

(Specialized in stand construction & partition walls at affordable prices)

Contact: Catherine Mumbi  
Vishnu Industrial Park  
Thika Road, Exit 12  
P.O Box 62998 00200 Nairobi, Kenya  
Phone: +254 (0)723 418 232 (office)  
+254 (0)727 937 276 (Contact person - Catherine Mumbi)  
Email: [hello@simplymammoth.com](mailto:hello@simplymammoth.com)  
Web: [www.simplymammoth.com](http://www.simplymammoth.com)  
[www.expo.simplymammoth.com](http://www.expo.simplymammoth.com)



Simply MAMMOTH SOLUTIONS

### 4) Conferences & Exhibitions Services (CES)

(Specialized in stand construction & partition walls at affordable prices)

Contact: Eng. Abdul Awadh / Mr. Masha  
P.O. Box 42209, Dar es Salaam  
Phone: Mr. Masha: +255 (0)788 416112, +255 (0)754 855881



Mr. Awadh:Whatsapp +255 (0)789 242112  
 Email: [confexhib@yahoo.com](mailto:confexhib@yahoo.com) / [aaawadh@yahoo.com](mailto:aaawadh@yahoo.com)

**Order deadline for stand construction, furniture or deco is May 20<sup>th</sup>, 2021**



**Painted wood panel partitions from “Conferences & Exhibitions” Services – Dar es Salaam (see picture):**

- A) Quarter tent (2.50 x 2.50 meter)  
Wood panels US\$ 130.00 / Carpet US\$ 40.00
- B) Half tent (5.10 x 2.50 meter)  
Wood panels US\$ 240.00 / Carpet US\$ 80.00
- C) Full tent (5.10 x 5.10 meter)  
Wood panels US\$ 400.00 / Carpet US\$ 120.00
- D) Full tent (5.00 x 5.00 meter)  
Shell scheme (Octanorm style) US\$ 500.00 / Carpet US\$ 120.00
- E) Full tent U1 to U34 (6.00 x 6.00 meter)  
Wood panels US\$ 500.00 / Carpet US\$ 140.00
- F) Raised Platform US\$ 8.00 / per square meter
- G) 1 fluorescent tube light – US\$ 7.00
- H) (2 spot lights x 100W) – US\$ 11.00
- I) Table round, diameter 75 cm US\$ 15.00

All prices include the set up & turn down of white painted wood separation walls in the size of your stand for 3 days. Carpet in blue or red color & electrical items are additional options to book. Please contact: KILIFAIR for your personal quotation & booking:

**▶ EXHIBITION STAND SET UP TIME**

- Wednesday, June 2<sup>nd</sup>** from 12 pm to 6 pm (limited security)
- Thursday, June 3<sup>rd</sup>** from 9 am to 7 pm  
(Limited security before mid-day)
- Friday, June 4<sup>th</sup>** from 7am to 9:00 am  
(decoration only – no set up or carry in items allowed on Friday)

**NOTE: There is strictly no exception for later SET UP than Thursday, June 3<sup>rd</sup> till 8pm. A Set up on Friday morning, June 4<sup>th</sup> is not possible – only final display procedures are allowed before 9 am.**

**▶ TEAR DOWN TIME:**

- Sunday, June 6<sup>th</sup>** from 5 pm (strictly) to 8 pm
- Monday, June 7<sup>th</sup>** from 8 am to 6 pm (limited Security)

**A full TURN DOWN or removal of goods from exhibition stands before Sunday, June 6<sup>th</sup> 5pm is strictly prohibited in the interest of other exhibitors & paying visitors. Noncompliance will cause the exclusion from KARIBU-KILIFAIR 2022.**

**▶ EXHIBITION STANDS TERMS & ETIQUETTE**

- ▶ All exhibitors are requested to maintain a proper, professional & friendly presentation of their stand & products at all time. The consumption of alcoholic drinks on stands shall be observed and limited.
- ▶ Your booked stand can be found in a Pavilion style tent (2.40 m high) with dividing sheets or in the open area, by your stand number.

- ▶ All tent walls are made from flexible white PVC material and must be decorated by the exhibitor or decorator. Tents are mainly used against sun & short rain. 100% waterproof material can't be guaranteed. Please take precaution.
- ▶ The exhibitor's company name will be shown on a Fascia sticker board of approximate 20 x 130 cm, as ordered in the booking form or on our website.
- ▶ The floor is natural grass at the Friedkin Recreation Center (no prepared floor). Depending on weather conditions the floor might be soft or wet. Exhibitors are obliged to prepare the goods & stand display adequate. It is strictly prohibited to damage the sports ground in any way.
- ▶ Partition walls, carpets, lighting & electrical items can be rented from our official construction & decoration partners.
- ▶ Any dangerous, hazardous or easy inflammable items are not allowed at exhibition stands or at the fairground. All materials used for construction work or for display must be fire proof or made from non-flammable material. The organizer does not take any responsibility for accidents or fire caused by exhibitors.
- ▶ Please keep any audio/ video presentation on a reasonable sound level to avoid any conflict with stand neighbors or visitors. The organizer reserves the right to monitor level or stop the audio/ video presentation where necessary.

**F .....**

**▶ FASCIA BOARD STICKER**

All fascia board name stickers must be ordered online at our website (exhibitor area) or [>>> HERE <<](#), to avoid miscommunication and typing errors. For 2021 we are giving the (paid) option to add your company logo for \$25. Each exhibitor is entitled to 1 free fascia name sticker per stand, for Extra Fascia stickers is \$10.

**▶ 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](http://www.knightsupport.com)



**▶ FOOD & BEVERAGES**

A 2500 m<sup>2</sup> 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 fairground. No cooking or food preparation is allowed on the fairground. Noncompliance will cause the closure of the stand with immediate effect.

Why do you not provide your exhibition staff access to a daily healthy food buffet, for best sales success of your team? Fig & Olive / Jonny's bar is the only permanent restaurant at the TGT fairground and provides food a daily buffet for just TSH 10,000 per day. Pre-booking required!

**Fig & Olive / Jonny's bar**  
 Phone: +255 687 799 965 / +255 754 651 638  
 E-mail: [info@figandolivearusha.com](mailto:info@figandolivearusha.com)  
 Website: [www.figandolivearusha.com](http://www.figandolivearusha.com)

**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](http://www.kilifair.com) and click on a DPO payment banner to pay your bills.

## ► PLASTIC BAGS

From June 1st, 2019 the Tanzanian government has banned plastic bags in the country. In addition to that single-use PU/Plastic bottles are not allowed to be used in National Parks. Please make sure you cooperate with the above regulations to avoid any inconvenience at entry point or during your stay in Tanzania.

## ► 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 2021**.

### Official Media Partners KARIBU-KILIFAIR 2021:

#### Independent Television Ltd (ITV)

Ms. Joyce W. Luhanga  
P.O. Box 4374/Dar es Salaam Tanzania  
Phone: +255 754 775 910  
E-mail: [joyce.luhanga@itv.co.tz](mailto:joyce.luhanga@itv.co.tz)  
Web: [www.itv.co.tz](http://www.itv.co.tz)



Meet ITV – **LIVE** in the Media / Exhibitor Lounge – stand # L30 - for live shows & interviews throughout **KARIBU-KILIFAIR** dates.

ITV is offering special TV & Media packages to all KKF21 exhibitors, starting from TSH 500,000 for video & Social media time at ITV platforms. Please contact Zainab Mtambo +255 753895844 / [zainab.mtambo@itv.co.tz](mailto:zainab.mtambo@itv.co.tz)

#### Leisure & Travel Guides Ltd.

Mr. Mansoor Jiwani  
P.O. Box 38086 00623 / Nairobi, Kenya  
Phone: +254 202338685  
Email: [mansoor@goplacesonline.com](mailto:mansoor@goplacesonline.com) /  
Web: [www.goplacesonline.com](http://www.goplacesonline.com)

**Go Places**

#### Swahili Coast Magazine

Mr. David  
P.O. Box 3181 / Stone Town, Zanzibar  
Phone: +255 773 625063  
Email: [sales@printpluszanzibar.com](mailto:sales@printpluszanzibar.com)  
Web: <http://www.swahilicoast.com>

**swahili  
coast**

#### Leisure & Travel Guides Ltd.

Mr. Sameer Sajjan  
P.O. Box 2115 / Dar es Salaam, Tanzania  
Phone: +255 (0)779 786 911  
Email: [sameer@travelguide.co.tz](mailto:sameer@travelguide.co.tz)  
Web: [www.travelguide.co.tz](http://www.travelguide.co.tz)



#### Voyages Afriq Media Limited.

Mr. Joseph Kojo Bentum – Williams  
Accra – Ghana  
Phone: +233 230 795 919



Email: [kojofabio@gmail.com](mailto:kojofabio@gmail.com)  
Web: [www.voyagesafriq.com](http://www.voyagesafriq.com)

## ► PRIME RESORT AREA & CATERING

**KARIBU-KILIFAIR 2021** has dedicated an entire marquee tent with 1000 sqm area to Prime Resorts from East Africa only. Following the demands of many Top-notch Resorts, we are happy to introduce it to our business partners.

The restricted catering area for Prime Resorts exhibitors & their clients only, offers a variety of complimentary international snacks & finger food creations "by Axel Janssens". Beverages, drinks and Coffee specialties are available as well. The catering of our VIP/Buyer lounge is proudly sponsored & created by **Axel Janssens Signature catering**, a division of **Onsea House Tanzania Ltd.**

For catering requests contact:  
Axel Janssens

[axel@onseahouse.com](mailto:axel@onseahouse.com)  
Phone: +255 787 112 498



## ► 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 2021** fast & professional. Flyers, banners, brochures, T-Shirts, Caps, etc. from design to production - all in one hand.

### Official Promotion & T-shirt partner 2021:

#### UJUMBE INK

Mr. Victor Mollel / Maureen Lewis  
P.O. Box 2453 / Arusha  
Phone: +255 685 250 061  
Email: [marketing@ujumbeink.com](mailto:marketing@ujumbeink.com)  
Web: [www.ujumbeink.com](http://www.ujumbeink.com)



### Official Printing & Design Partner 2021:

#### ZENITH MEDIA

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



### Official Corporate design agency

#### MEDIA WORKS LTD

Mr. Pradeep  
P.O. Box 1335/ Sopa Plaza / Arusha  
Phone: +255 754 233 033  
Email: [salesdirector@mediaworksglobal.com](mailto:salesdirector@mediaworksglobal.com)  
Web: [www.mediaworksglobal.co.tz](http://www.mediaworksglobal.co.tz)



### Official Video Production Partner 2021:

#### Utalii Popote - Imagination Media

Mr. Anwary Msechu  
P.O. BOX 15622, ARUSHA, TANZANIA  
Phone: +255 767 888 842  
Email: [utaliipopote@gmail.com](mailto:utaliipopote@gmail.com)  
Web: [www.imaginationmedia.co.tz](http://www.imaginationmedia.co.tz)



### Official Furniture Rental Partner 2021:

#### SANAA TAMU DHOW FURNITURE

Mr. Joshua Ngowi  
Phone: +255 713 414 270  
E-mail: [sanaatamudhowfurniture@gmail.com](mailto:sanaatamudhowfurniture@gmail.com)  
Web: [www.sanaatamu.co.tz](http://www.sanaatamu.co.tz)

#### POSH Event Planners / Arusha & Moshi

(Specialized in furniture and customized stand decoration)

Mrs. Gaudencia Magessa  
P.O. Box 8281 Arusha, Tanzania

Phone: +255 (0)754 292 260  
Email: info@posheventsplanners.com /  
gaudcharles@gmail.com  
Web: www.posheventsplanners.com

## ▶ PROGRAM

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

▶ The **KARIBU-KILIFAIR** Official opening by Hon. Minister of Tourism & National Resources Dr. Hamisi Kigwangalla will be performed on Friday, June 4<sup>th</sup> – morning hours.

▶ CAC – Cultural Art Center Makumira is one of the two main presenters of the 2021 stage entertainment. CAC is presenting dancers, singers, artists, acrobats, etc. To book for your own event [www.cac.ac.tz](http://www.cac.ac.tz) / [manager@cac.ac.tz](mailto:manager@cac.ac.tz)



▶ Baobab Beach Resort & Spa is another main presenters of the 2021 stage entertainment, the Baobab animation team is well-known for the leading entertainments shows on Kenya's South Coast. [www.baobab-beach-resort.com/](http://www.baobab-beach-resort.com/) / [marketing@baobab-beach-resort.com](mailto:marketing@baobab-beach-resort.com)



- ▶ 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
- ▶ The "Exhibitor & VIP Cocktail & networking party" on Friday, June 4<sup>th</sup> from 7 pm @ Fun Retreat Resort, Moshono - Arusha
- ▶ International food court with specialties from all over the world
- ▶ Kids playground & activity center
- ▶ ZARA Tours - Uhuru Peak - photo shooting
- ▶ TANAPA – Nyerere Park Selfie photo shooting
- ▶ TAWA – Safari Park Scenery – photo shooting
- ▶ Daily raffle draws - with attractive prizes from exhibitors & sponsors
- ▶ The **ATTA event** – on Saturday, June 5<sup>th</sup> (Elewana Coffee Lodge)

The final program can be seen on our website [www.kilifair.com](http://www.kilifair.com) from mid of April and is going to be published in the official **KARIBU-KILIFAIR** trade fair booklet.

## S .....

## ▶ SALES & EXHIBITION OF PRODUCTS

Participating companies are welcome to exhibit or sell any of **prior registered & approved** products (on the exhibitor form) on their own terms, bill & risk. The sales of food & beverages is allowed at registered food stands only and needs a special permission from the **KARIBU-KILIFAIR** Management. The selection of food and the price range shall not be in contradiction with any other food provider.

## ▶ SEMINARS & WORKSHOPS

A large variety of daily "tourism orientated" seminars & workshops is available from 10am to 5pm every day. The timetable is available on our website, will be sent to you prior to the fair and can be found in the fair booklet. The seminar area is located between the Business Lounge & the VIP/Buyer lounge, in center of the fair – all under one roof. Seminars can be attended free of charge by any **KARIBU-KILIFAIR 2021** exhibitor, agents or visitors.

New for **KARIBU-KILIFAIR 2021** in Seminar is the Panel Discussion where the audience can have a public exchange of ideas, giving experts and audience members the chance to discuss a particular topic. The discussion will be used to delve into Tourism, issues affecting communities, and academic topics, Responsible Tourism etc.

## ▶ SECURITY:

Our security partner for entrance, parking and event security will be announced soon. 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 fairground.

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

## ▶ SHUTTLE SERVICE

**Hotel to KARIBU-KILIFAIR Shuttles:** 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.

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

### African Scenic Safaris

Contact: Simbo Natai  
Address: Box 1518, Moshi  
Phone: +255 783 080 239  
Mobile: +255 784 413 801 (WhatsApp).  
Email: info@africanscenicsafaris.com  
Web: [www.africanscenicsafaris.com](http://www.africanscenicsafaris.com)



### Airport to Hotel Shuttles:

A FREE Airport shuttle is provided for all international agents/ buyer arriving & departing with ET (Ethiopian Airlines) to **KARIBU-KILIFAIR 2021**. Please send your flight itinerary to [agents@kilifair.com](mailto: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.



### Private & VIP Shuttles (payable):

**African Miracle Safaris** is ready to accept your private/ VIP shuttle booking from Kilimanjaro airport to Arusha or other destinations at any time. Please contact our partner directly.

### African Miracle Safaris

Contact: Tumaini Massawe  
Address: Riding lane/ Moshi, Box 8483, Moshi  
Phone: +255 715 477 564  
Mobile: +255 715 477 564 (WhatsApp).  
Email: [mail@africanmiraclesafaris.com](mailto:mail@africanmiraclesafaris.com).  
Web: [www.africanmiraclesafaris.com](http://www.africanmiraclesafaris.com)

## ▶ 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 5<sup>th</sup> from 9am to 10:30am**. Free access. First come – first served. New business contacts guaranteed!

## ▶ STAND BOUNDARIES

Exhibitors are required to respect the stand boundaries and keep all displayed items & decoration within the boundaries of the stand at all times. No exhibitor may obstruct the gangways with exhibit materials or distribute promotion materials out of his stand boundaries. Promotion performances outside the stand boundaries require a special permission from the organizer.

## ► SPONSORS OF 2021 KARIBU-KILIFAIR

The organization of **KARIBU-KILIFAIR 2021** is only possible due to the giant support of our Sponsors. Please recognize the Platinum and Gold Sponsors of the 2021:

### ----- 2021 Platinum & Gold Sponsors -----



## T

### ► TV & SCREEN RENTALS

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

#### 1) "Clear Camera System,

Mr. Louis Adrian Bonzon  
P.O.Box Moshi,  
Phone: +255 (0)753 335 899  
Watsap: +255 (0)655 335899  
E-mail: [clearcamerasystem@gmail.com](mailto:clearcamerasystem@gmail.com)

#### 2) Benson and Company Ltd

Mr.Hassan Kadhim  
P.O.Box 907, Arusha  
Phone: +255 621 744 744  
Email: [sales@bensonandcompany.co.tz](mailto:sales@bensonandcompany.co.tz)  
Web: [www.bensonandcompany.co.tz](http://www.bensonandcompany.co.tz)

## 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.

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 2021** Cocktail party for exhibitors, registered agents/buyers and VIP guests is held on Friday, June 4<sup>th</sup> (from 7pm – 9pm) at

"Fun Retreat Resort" Arusha (Moshono) and is proudly sponsored by **NMB Bank - Tanzania**. Each registered agent/buyer and 2 representatives of each exhibiting company are entitled to join the special event by invitation free of charge. Tickets will be distributed by our team to buyers/agents and exhibition stands on Friday, June 4<sup>th</sup>. Additional tickets can be purchased for TSH 25,000 / US\$ 10 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  
Phone: +255 767 007 170  
+255 620 111 222

Email: [gm@blink.co.tz](mailto:gm@blink.co.tz)  
Web: [www.blink.co.tz](http://www.blink.co.tz)



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