

KARIBU-KILIFAIR 2026

EAST AFRICA'S LARGEST TOURISM FAIR

General business & exhibition terms:

KARIBU-KILIFAIR is East Africa's largest Tourism fair, promotion & representing tourism related companies based in Tanzania mainland, Zanzibar, East-Africa and abroad. The fair has the character of a business networking event for the East African tourism industry, in combination with a community fair and 4 days entertainment to attract local people, families & expats

Venue: Magereza Ground, Arusha – Tanzania
(45,000 m² fairground & exhibition area)

Date: Thursday, June 4th to Sunday, June 7th, 2026

Organizer: -Organized by KILIFAIR Promotions – Moshi/Tanzania.

► § 1.0 ADMISSION & OPENING HOURS

Each exhibitor is entitled to receive 4 exhibitor passes & non-transferable wristbands for a FULL space tent, 3 exhibitor passes for a HALF & Prime Resort and 2 passes for QUARTER or Arts & Crafts stands. Additional exhibitor passes can be purchased for TSH 30,000 each at any cashier or at the exhibitor counter.

OPENING TIMES FOR PUBLIC

Thursday, June 4 th	NO PUBLIC (Tourism B2B only)
Friday, June 5 th	10:00 to 18:00
Saturday, June 6 th	10:00 to 18:00
Sunday, June 7 th	10:00 to 17:00

Exhibitors are allowed to enter the fair from 9:00 to 18:30 daily.

► § 2.0 APPOINTMENT MATCHING PLATFORM

From early May 2026 our "KILIFAIR.Cloud" appointment platform will be online. Exhibitors & registered buyers 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 you either in the B2B Lounge or at your stand.

► § 3.0 CANCELLATION / LIABILITY POLICY

The organizer has the right to move or postpone booked/confirmed exhibitor registrations of the event, for any internal or unpredictable circumstances (including natural calamities or the outbreak of a pandemic disease), to another date or venue, in the interest of safety and for the success of the entire event - without any compensation or refund. In case of full cancellation of the event by the organizer, the exhibitor can claim back the full amount paid to the organizer.

In case a client is missing payment deadline shown on the invoice, the organizer is allowed to cancel the stand after one unsuccessful payment reminders. In case of deposit paid earlier, the amount will be reimbursed by deducting 25% administration fee.

The organizer is not taking responsibility or claims for any external costs of the exhibitor, beside the actual KKF package booked and paid to the organizer. The organizer is not responsible for the work of any announced third-party partner/decorator.

A cancellation of already booked & confirmed participation by exhibitors is possible. Depending on the date of cancellation, a certain amount will be retained for late cancellation and administration. The following amount will be reimbursed as a credit note:

Up to 180 days before fair date > 90% of paid amount will be reimbursed to client.
179-91 days before fair date > 75% of the paid amount will be reimbursed to client.
90-61 days before fair date > 50% of the paid amount will be reimbursed to client.
60-20 days before fair date > 25% of the paid amount will be reimbursed to client.
19-0 days before fair date > no reimbursement to client possible anymore.

► § 4.0 CLEANING & GARBAGE

The organizer will be constantly cleaning the fairground by an appointed environmental partner. Each exhibitor is requested to produce minimum trash, dispose of it in available trash cans and keep their own stands always clean. The disposal of dangerous items (gas cylinders, acids, colors etc.) at the fair area is prohibited.

► § 5.0 DISPUTES & DISAGREEMENTS

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

► § 6.0 DISTRIBUTION OF ADVERTISING MATERIAL

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

► § 7.0 STAND CONDITIONS & ETIQUETTE

- All exhibitors are requested to maintain a proper, professional & friendly presentation of their stand & products at all times. The consumption of alcoholic drinks on exhibition stands shall be observed and limited.
- Your booked stand can be found in a Pavilion style tent (2.40m to 3.00m side height) 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 precautions.
- The exhibitor's company name will be shown on a fascia sticker board of approximate 20 x 130 cm, as provided from exhibitor in the booking form. Exhibitors name will be printed as written on the form!

- The ground is a maintained lawn (no prepared floor). Depending on weather conditions the floor might be soft or wet. Exhibitors are obliged to prepare the goods & stand display adequately. It is strictly prohibited to damage ground in any way.
- Partition walls, carpets, lighting & electrical items can be rented from our official construction & decoration partners (separate list).
- Any dangerous, hazardous or easy inflammable items are not allowed at exhibition stands or at fairgrounds. All materials used for construction work or for display must be fire-proof or made from non-flammable material. The organizer does not take responsibility for accidents or fires caused by exhibitors.
- Please keep any audio/video presentation on a reasonable sound level to avoid any conflict with stand neighbors or visitors. Food related stands near the stage are NOT allowed to play any music/video to avoid interference with stage performances. The organizer reserves the right to monitor, level or stop the audio/video presentation where necessary.

► § 8.0 FIRST AID & HEALTH

A First Aid tent and an ambulance are available at the fairground during event days. Nevertheless, all exhibitors are required to handle presentations & display in the safest way to protect other exhibitors & visitors from any accident.

► § 9.0 FOOD & BEVERAGES

A 3500 m² food court area, with a large variety of different food providers, restaurants & coffee shops, is ready to serve the exhibitors & the public throughout the fair. All exhibitors who have not specifically registered for a 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. Non-compliance will cause the closure of the stand with immediate effect.

► § 10.0 PARKING

Guarded Parking is provided around the Magereza Ground south of the fair area - in walking distance to the fair 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.

► § 11.0 SALES & EXHIBITION OF PRODUCTS

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

► § 12.0 PANEL DISCUSSIONS & WORKSHOPS

A large variety of FREE daily "tourism orientated" panel discussions & workshops are available. The timetable will be sent to you prior the fair and can be seen in the fair booklet. The panel area is located in the center of the fair ground, next to buyer lounge.

► § 13.0 SET UP & TURN DOWN

KARIBU-KILIFAIR is a professionally organized trade fair/expo and thereof interested in a smooth set up & turn down process by NON-NEGOTIABLE RULES. Non-compliance will cause the exclusion of the exhibitor from the fair with immediate effect and without any compensation paid. Exhibitor's transport cars or trucks are not allowed on the fairground on/from Tuesday, June 2nd – thereof local handcars (sw. Mkokoteni) are available to assist you with your needs. Heavy loads & large display goods shall be set up on Monday, June 1st only, to avoid any inconvenience on other set up days.

SET UP TIME:

Monday, June 1 st	from 12 pm to 6 pm (cars allowed, limited security)
Tuesday, June 2 nd	from 8 am to 7 pm (no cars allowed, limited security)
Wednesday, June 3 rd	from 8 am to 7 pm (no cars allowed, limited security)
Thursday, June 4 th	from 7am to 9 am (NO set up – only display & deco)

TURN DOWN TIME:

Sunday, June 7 th	from 5 pm to 8 pm (cars after 7pm, limited security)
Monday, June 8 th	from 8 am to 6 pm (limited security)

NOTE: There is strictly no exception for later SET UP than Wednesday, June 3rd 8pm. A Set up on Thursday morning, June 4th is not possible – only final display procedures are allowed before 9 am. Strictly no any vehicles/mkokotenis.

A full TURN DOWN or removal of goods from stands before Sunday, June 7th 5pm is strictly prohibited in the interest of other exhibitors & paying visitors. Noncompliance will cause the exclusion from KARUBU-KILIFAIR 2027.

► § 14.0 SECURITY:

The KARIBU-KILIFAIR organizer will provide SECURITY for entrance, parking and event. 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. KILIFAIR is not accepting any liabilities for lost items or injury at the fair ground. Booking a security guard for your stand is possible with GARDAWORLD on special request and highly recommended.

► § 15.0 STAND BOUNDARIES, SIZE & HEIGHTS

ALL 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 banners, exhibit material or distribute promotion materials out of his stand boundaries. Flags & banners are not allowed outside stand boundaries. The maximum height of exhibitors stand design & display area is 3.00 meters. Any promotion activities outside the stand boundaries require special written permission from the organizer. Especially Food stands & Arts & Craft stands are asked to follow their stand boundaries as other exhibitors do. Non-compliance can cause the closing of stand.

► § 16.0 WIFI

WIFI is brought to you by an appointed provider and is available for FREE throughout the entire fair ground.

Terms updated: 20.08.25