

KARIBU-KILIFAIR 2023

EAST AFRICA'S LARGEST TOURISM FAIR

General information EXHIBITORS

KARIBU-KILIFAIR is the united tourism expo of **KARIBU FAIR & KILIFAIR**, organized as an International Tourism and Tourism-Industry Fair/Expo in Tanzania. Our ongoing motto "Where business meets wildlife" is representative for Tanzania & East African Tourism. **KARIBU-KILIFAIR (KKF)** is promoting all regions in Tanzania (incl. Kilimanjaro, Arusha & South 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, as well as from Zanzibar, from our East African neighbor countries and beyond.

The fair/expo 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.

Serious Hygienic measurements are taken throughout the event.

Venue: Magareza Grounds, Arusha, Tanzania (opp. Arusha airport)
25,000 m² exhibition fairground

Dates: **Friday, June 2nd**
Visitors: 10 am to 6 pm / Exhibitors: 9 am to 6:30 pm

Saturday, June 03rd
Visitors: 10 am to 6 pm / Exhibitors: 9 am to 6:30 pm
PLEASE NOTE: Speed networking 1 - from 9:00am to 10:30am

Sunday, June 04th
Visitors: 10 am to 5 pm / Exhibitors: 9 am to 7:30 pm
PLEASE NOTE: Speed networking 2 - from 9:00am to 10:00am

Entry fee:

1-day ticket (adult visitor) /	TSH 10,000
1-day ticket (students, kids 3 years+)	TSH 5,000
3-day pass /	TSH 25,000
1-day family ticket /	TSH 25,000
(2 parents, max. 3 kids)	

International & EA travel agents
With pre-registration (until May 27th) **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

Location: Arusha, City center (22 km / 30 min from fairground) -
Free shuttle transfer from the hotel to fairground

Special rate:
Single Room incl. breakfast US\$ 125
Double Room incl. breakfast US\$ 160

Contact Francis Mollel
Phone: +255 786 999 035
Email: fmollel@serena.co.tz / reservations@serena.co.tz
Web: www.serenahotels.com

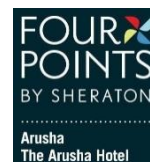


2) FOUR POINTS BY SHERATON HOTEL ARUSHA - THE ARUSHA HOTEL

Location: Arusha, City center (10 km / 20 min from fairground) -
free shuttle transfer from the hotel to fairground

Special rate:
Single Room incl. breakfast US\$ 146.45
Double Room incl. breakfast US\$ 176.75

Contact Farida Khatibu
Phone: +255 788 905 988
Email: sm@fourpointsthearusahotel.com
Web: www.fourpointsthearusahotel.com



3) ELANACHA HOTEL - ARUSHA

Location: Arusha, City Center (6.8 km / 10 minutes from fairground) -
Free shuttle transfer from the hotel to the fairground

Special rate:
Single Room incl. breakfast US\$ 30
Double Room incl. breakfast US\$ 45

Contact Reservation Department,
Phone: +255 628 182 020
Email: elanachahotel@gmail.com
Web: www.elanachahotel.com



4) FOREST HILL - ARUSHA

Location: Arusha (3.0 km / 6min from fairground) -
Free shuttle transfer from the hotel to fairground.

Special rate
Single Room incl. breakfast US\$ 100
Double Room incl. breakfast US\$ 120

Contact Esther Ortega,
Phone: +255 769 690 715
Email: esther.ortega@foresthill.co.tz
Web: www.foresthill.co.tz



5) GRAN MELIA - ARUSHA

Location: Arusha City Center (12 km / 20 min from fairground) -
Free shuttle transfer from the hotel to fairground

Special rate Deluxe City view:
Single Room incl. breakfast US\$ 186
Double Room incl. breakfast US\$ 243

Special Rate Mt. Meru view:
Single Room incl. breakfast US\$ 235
Double Room incl. breakfast US\$ 290

Contact Gran Melia Arusha Reservations
Phone: +255 746 982 400 / +255 746 981 901
Email: reservations.gran.melia.arusha@melia.com
Web: www.melia.com



6) MASAI LAND SAFARI LODGE - ARUSHA

Location: Arusha / Sakina (8 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\$ 100

Contact Upendo S. Molla
Phone: +255 769 042 033
Email: marketing@masailandsafari.com
Web: www.masailandsafari.com



7) MOIVARO LODGE - ARUSHA

Location: Moivaro Lodge /Arusha Safari Lodge Arusha (19 km /30 min from fairground via Bypass Road) - Free transfer from the hotel to fairground

Special rate:

Single Room incl. Breakfast: US\$ 60
Double /Twin Room incl. breakfast: US\$ 120

Booking Code: WB 5643T

Contact: Renee D'souza

Phone: +255 754 324193/0784 712727

Email: renee@moivaro.com

Web: www.moivaro.com



8) MOUNT MERU HOTEL – ARUSHA

Location: Arusha City Center (12.5 km / 20 min from fairground) – Free shuttle transfers from the hotel to fairground

Special rate:

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

Contact: Purity Munge

Phone: +255 784 715 767

Email: pmunge@mountmeruhotel.co.tz

Web: www.mountmeruhotel.co.tz



9) OKASENI LODGE

Location: Arusha (8 km /12 mins from fairground) - Free transfer from the hotel to fairground

Special rate:

Single Room incl. breakfast US\$ 55
Double Room incl. breakfast US\$ 75

Contact: Esuvati W. Laizer

Phone: +255 782 276 025 / +255 758 133 823

Email: info@okasenilodge.com

Web: www.okasenilodge.com



10) PANONE HOTELS – SAKINA

Location: Arusha (8.5 km /13 mins from fairground) - Free transfer from the hotel to fairground

Special rate:

Single Room incl. breakfast US\$ 30
Double Room incl. breakfast US\$ 40
Triple Room incl. breakfast US\$ 60
Twin Room incl. breakfast US\$ 50

Contact: Daniel B. Marete

Phone: +255 677 019 589

Email: daniel@panonehotels.co.tz / info@panonehotels.co.tz

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



All listed hotels are official partner hotels and exhibitors of **KARIBU-KILIFAIR 2023**, 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 2023** 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.

Exhibitors have many opportunities to promote their products on the expo ground, by booking additional marketing services from the published marketing price list.

Expo Marketing:

Marketing at Tourism Fairs such as WTM London, ITB Berlin, WTM Cape Town, Magical Kenya, and many more – are all done with our own **KARIBU-KILIFAIR** promotion stand.

Print Marketing:

We are producing thousands of posters, flyers, banners, billboards, adverts, etc. throughout the year. **KARIBU-KILIFAIR** is very well promoted in print media.

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, 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 2023** and offer special rates when using their services. This year we are welcoming even 3 airlines as sponsors for KKF 2023. Please check all of them for special ticket deals to Arusha (ARK) or Kilimanjaro (JRO) for the event days.

Official Partner Airlines for KKF 2023:

1) AIR TANZANIA (East Africa):

Flights between Dar, Zanzibar and Kilimanjaro



Air Tanzania Company Ltd; P.O. Box 543 / Dar es Salaam

Departures from May 29th – June 5th Special RETURN flight rates:

1.	DAR – ARUSHA	TSH 386,000
2.	DAR- KILIMANJARO	TSH 386,000
3.	ZANZIBAR- ARUSHA	TSH 430,000
4.	ZANZIBAR- ARUSHA	TSH 430,000
5.	NAIROBI- KILIMANJARO	TSH 988,700
6.	ENTEBE-KILIMANJARO	TSH 882,500

Please note the end of the discount is on June 5th, 2023 and all bookings have to be made prior at least a week before (end of booking - 26th May, 2023)

Booking at:

Phone: +255 755 038 686/ (0)743 787 484/ (0)757 483 624

Email: groupbooking@airtanzania.co.tz

2) PRECISION AIR (Tanzania & EA):

Flights between Dar, Zanzibar, Mwanza, Nairobi and Arusha/Kilimanjaro
Special rates are available.



Departures from May 29th – June 6th Special RETURN flight rates:

7.	DAR – ARUSHA	TSH 431,000
8.	DAR- KILIMANJARO	TSH 431,000
9.	ZANZIBAR- ARUSHA	TSH 485,000
10.	NAIROBI- KILIMANJARO	TSH 939,000
11.	MWANZA- KILIMANJARO	TSH 422,000

Booking at: contactcentre@precisionairtz.com / **OR CALL:**

0784-402026 (Arusha) / 0784-402002 (Dar) / 0784-402042 (Mwanza)

3) RWANDAIR:

Flights between Kilimanjaro and Kigali, Nairobi and many more East African and other international destinations



Website: www.rwandair.com

4) Beach Safari Aviation

Daily Flights between Zanzibar and Arusha (ARK)



Beach Safari Aviation, Zanzibar

Daily straight from ZNZ to ARK

RETURN Flight – same day	140 US\$ (same day return)
RETURN Flight: - next day	175 US\$ (next day return)

Departure from Zanzibar
Departure from Arusha

08.00 am > arrival Arusha 09.00 am
16:30 pm > arrival Zanzibar 17.30 pm

Bookings: +255 677 387 553 / +255 677 082 651
Email: sales@beach-safari-aviation.com
Contact person: Mariam Yusuph

Transfer: ARK – to KARIBU-KILIFAIR ground is available

B

► BUYER LOUNGE / B2B AREA

The **Precision Air Sponsored Buyer lounge** is located next to the VIP Lounge, right in the center of the fair. All international buyer will have entry and can find a piece of mind & networking opportunities, while enjoying snacks & a cup of coffee.



The 2023 Business Networking Lounge is reserved for exhibitors, international buyers & ATTA members. Invited VIP guests will have access to the VIP Lounge only.



The dedicated B2B Networking & appointment area is located next to the Seminars / Workshops near # U29.

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

Email: info@kilifair.com / sales@kilifair.com
Web: www.kilifair.com

► COCKTAIL EVENT FOR BUYERS / EXHIBITORS

The official **KARIBU-KILIFAIR 2023 Cocktail party for exhibitors, registered agents/buyers and VIP guests** is held on **Friday, June 2ND** (from 7pm – 9pm) at **"Mount Meru Hotel" in Arusha.**

The event is proudly sponsored by **DPO Pay Nairobi** and hosted by **Mount Meru Hotel, Arusha**



Each one registered agent/buyer and two (2) representatives of each exhibiting company are entitled to join this special annual event by invitation only (free of charge). Your ticket will be given at the registration upon picking your entry passes & welcome bags. **Limited additional tickets** can be purchased all day for TSH 30,000 / US\$ 15 at the exhibitor cashier only.

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



► CLEANING & GARBAGE

The organizer will be constantly cleaning the fairground. 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.**

► COVID & HYGIENIC PRECAUTION

We will provide several safety options. Please expect a dedicated ambulance, additional washing stations, free mask supply and social distancing precaution throughout the event. We will monitor the COVID-19 pandemic carefully over the next weeks and will amend health action whenever it becomes necessary.

D

► DISPUTES & DISAGREEMENTS

In any case of disagreement, the terms & decision of the organizer KILIFAIR Promotion Co. Ltd is final and needs to be followed. The organizer has the right of admission and all domiciliary rights.

► 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 2023**. 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.

1) Mily Decoration Company / Arusha

(Specialized in customized stand designing & decoration)

Contact: Ms. Milgredh Naftal Leideson
Mr. Herikiel Lazaro Mollel
Phone: +255 (0)752 961504 /
+255 (0)769 653909
Email: laidesonmilgredh@gmail.com
Instagram: @laidesonmilgredh



2) 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.co.tz /
gaudcharles@gmail.com
Web: www.posheventsplanners.co.tz



► 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:

Wednesday, May 17th

Press conference at the Gran Melia – Arusha where the **KARIBU-KILIFAIR 2023 team** will officially launch the event by giving important information to Press/Media and will answer all questions from the Media and from tourism stake holders. Exhibitors are warmly invited – but won't receive any additional Invitation. Sponsor & Media will be invited !



Friday, June 2nd

Official KARIBU-KILIFAIR 2023 exhibitor/buyer party, sponsored by DPO Pay & hosted by Mount Meru Hotel, Arusha



Venue: Mount Meru Hotel - Arusha
Time: 19:00 pm to 21:00 pm
Tickets: 1 free entry per registered buyer
2 free entries per exhibiting company
Additional tickets TSH 25,000 / US\$ 10 @ Exhibitor counter at fairground

Saturday, June 3rd

Speed-Networking at the fairground

Venue: Fairground @ B2B Lounge / Seminar area , U29
Time: 9:00 am to 10:30 pm
Tickets: free entry with your exhibitor/buyer pass

ATTA Networking party at Arusha Coffee Lodge

Venue: Arusha Coffee Lodge, Arusha (4 km from fairground)
Time: from 18:30
Tickets: available from ATTA @ Buyer Lounge

Saturday, June 4th

Speed-Networking at the fairground

Venue: Fairground @ B2B Lounge / Seminar area , U29
Time: 9:00 am to 10:00 pm
Tickets: free entry with your exhibitor/buyer pass

► EXHIBITORS @ KARIBU-KILIFAIR

KARIBU-KILIFAIR 2023 is offering exhibition stand (tents) & exhibition space for more than 400 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 2023 - excl. of 18% VAT

Tourism - Stand numbers (all stands, except Supplier, Food, Arts & Crafts)

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

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

"Arts & Crafts" Small tent (3.00 x 3.00m)	US\$ 350
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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\$ 250
Half tent (5.20 x 2.60 m x 2.45 m high)	US\$ 350
Full Prime food tent (3.00 x 3.00)	US\$ 350

Open area (no tents)

(Minimum 25 square meter)	US\$ 25 (sq. meter)
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Important: Please note that all given measurements are approximate due to variations of our tent suppliers. In case you need the 100% exact size of your stand, please contact the KARIBU-KILIFAIR sales team 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 & Arts 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 10th, 2023. Full advance payments (at booking date) receive a 10% discount if booked and paid before January 14th, 2023. 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 or table. Additional exhibitor passes can be purchased for TSH 30,000 / US\$ 15 each at the exhibitor counter.

You will receive an order-form to list all your team names approx. 2 weeks before the event. Your ordered passes will be pre-printed by our team for all exhibitors & buyers and must be picked, together with your Welcome bags, from Thursday, June 1st at 9:00 am at the respective exhibitor/buyer entrance counters.

► 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 2024**, 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 the sport grounds at Magereza area (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 2 official and 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 allow 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. **Please be aware of non-licensed stand constructors and decorators !**

1) Event Masters Tanzania / Hugo Rentals Events

(Specialized in customized stand designing & construction)

Contact: Mr. Carlos Fernandes/ Mr. Gabriel Fernandes/
Mrs. Lakshmi Fernandes
P.O. Box 2326, Dar es Salaam
Phone: +255 786 469 350 / +255 754 469 350
+255 715 469 350
Email: eventmasterstz@gmail.com / hugorentalstz@gmail.com

2) Conferences & Exhibitions Services (CES)

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

Contact: Eng. Abdul Awadh / Mr. Mosha
P.O. Box 42209, Dar es Salaam
Phone: Mr. Mosha: +255 (0)789 242112 / +255 (0)713 336987
Mr. Awadh: +255 (0)713 336987, +255 (0)789 242112
Email: confexhib@yahoo.com / aaawadh@yahoo.com

Order deadline for stand construction, furniture or deco is May 20th, 2023.



Shell scheme partitions from CES “Conferences & Exhibitions” Services – Dar es Salaam (see picture):

- A) Quarter tent (2.50 x 2.50 meter)
Shell scheme (Octanorm style) US\$ 150.00 / Carpet US\$ 40.00
- B) Half tent (5.10 x 2.50 meter)
Shell scheme (Octanorm style) US\$ 260.00 / Carpet US\$ 70.00
- C) Full tent (5.10 x 5.10 meter)
Shell scheme (Octanorm style) US\$ 450.00 / Carpet US\$ 100.00
- D) Full tent (6.00 x 6.00 meter)
Shell scheme (Octanorm style) US\$ 450.00 / Carpet US\$ 100.00
- E) Raised Platform (15 cm high) US\$ 8.00 / per square meter

All prices include the set up & turn down of Shell scheme stand in the size of your stand for 3 days. Used Carpet in blue or red color (in good condition) & electrical items are additional options to book.

► EXHIBITION STAND SET UP TIME

Wednesday, May 31st from 12 pm to 6 pm (limited security)

Thursday, June 01st from 9 am to 7 pm
(limited security before mid-day)

Friday, June 02nd 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 1st till 8pm. A Set up on Friday morning, June 2nd is not possible – only final display procedures are allowed before 9 am.

► TEAR DOWN TIME:

Sunday, June 04th from 5 pm (strictly) to 7 pm

Monday, June 05th from 8 am to 6 pm (limited Security)

A full TURN DOWN or removal of goods from exhibition stands before Sunday, June 04th 5pm is strictly prohibited in the interest of other exhibitors & paying visitors. Noncompliance will cause the exclusion from KARIBU-KILIFAIR 2024.

► 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 Magereza Ground (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 fireproof 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 via Email to avoid miscommunication and typing errors. For 2023 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 / SECURITY

First aid and a full-equipped ambulance car from KARIBU-KILIFAIR Health partner “GARDAWORLD” 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.garda.com

GARDAWORLD

► FOOD & BEVERAGES

A 2000 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 fairground. No cooking or food preparation is allowed on the fairground. Noncompliance will cause the closure of the stand with immediate effect.

L

► LOCATION:

Magareza Grounds, Arusha, Tanzania (opp. Arusha airport)

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 Magareza Ground 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 “DIRECT PAY ONLINE”. Please visit our website www.kilifair.com and click on the DPO Pay 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 2023**.

Official Media Partners KARIBU-KILIFAIR 2023:

Dar Life Digital

Dar Life is a monthly coffee table contemporary life style cm Leisure and Travel Guide magazine of Tanzania in continuous publication since 19 years. Find out for more stylish events, daily promotions and latest offers with us.

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Accra – Ghana
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Email: kojofabio@gmail.com
Web: www.voyagesafriq.com



► PRIME RESORT AREA & CATERING

KARIBU-KILIFAIR 2023 has dedicated an entire marquee tent with 1,500 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.

For catering requests contact:
Axel Janssens

axeljanssens@yahoo.com
Phone: +255 786 520 822



► 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 2023 fast & professional. Flyers, banners, brochures, T-Shirts, Caps, etc. from design to production - all in one hand.

Official Media; Printing & Branding partner & agency

MEDIA WORKS LTD

Mr. Noel / Miss Elly
99 Serengeti Road / Sopa Plaza / Arusha
Phone: +255 784 395 554 / +255 767 511 033
Email: marketing@mediaworksglobal.co.tz
sales@mediaworksglobal.co.tz
Web: www.mediaworksglobal.co.tz



Official Branding & T-shirt partner 2023:

UJUMBE INK

Mr. Victor Mollé / Chris
P.O. Box 2453 / Arusha
Phone: +255 685 250 061
+255 784 518 600
Email: marketing@ujumbeink.com / chris@ujumbeink.com
Web: www.ujumbeink.com



Official Video Production Partners 2023:

Merit Concept

Mr. Arjav Vyas
P.O. Box 1395, Arusha
Phone: +255 787591291
Email: arjav@meritconcept.com
Web: www.meritconcept.com



Utalii Popote - Imagination Media

Mr. Anwary Msechu
P.O. BOX 15622, Arusha
Phone: +255 767 888 842
Email: utaliipopote@gmail.com
Web: www.imaginationmedia.co.tz



Official Furniture Rental Partner 2023:

KILIFAIR Promotion Co. Ltd / KILITENTS

(Tables & Chairs right at the event warehouse)

Mr. Ruben Hizza
Phone: +255 754 200 580 / +255 744 970 180
Email: ruben@kilifair.com
Web: www.kilitents.com

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.co.tz /
gaudcharles@gmail.com
Web: www.posheventsplanners.co.tz



► 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 several Government Officials AND invited Sponsors will be performed on Friday, June 2nd from 11am.

► CAC – Cultural Arts Centre Makumira is the main presenters of the 2023 stage entertainment. CAC is presenting a live band, dancers, singers, artists, 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
- The "Exhibitor & VIP Cocktail & networking party" on Friday, June 02nd from 19:00 pm @ Mount Meru Hotel - Arusha
- International food court with specialties from all over the world
- Kids playground & activity center
- ZARA Tours - Uhuru Peak - photo shooting
- TAWA – Safari Park Scenery – photo shooting
- Daily raffle draws - with attractive prizes from exhibitors & sponsors
- The ATTA Party –Saturday, June 3rd @ Arusha Coffee Lodge
- Tanzania Tour Guide Award –Saturday, June 3rd @ Gran Melia, Arusha

The final program can be seen on our website www.kilifair.com from mid of May 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 are 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 are 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 near stand # U29, on the left side of the ground. Seminars can be attended free of charge by any **KARIBU-KILIFAIR 2023** exhibitor, agents or visitors.

► SECURITY:

Our security partner for entrance, parking and event security will be GARDAWORLD 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. **GARDAWORLD** KARIBU-KILIFAIR is not accepting any liabilities for lost items or injury at the fairground.

If you want to book your own guard please check the prices here: If you are an existing GARDAWORLD client you will be charged 30,000/= TSH per Guard on a 12hr shift: If you are not a GARDAWORLD client yet, you will be charged 60,000/= per Guard on a 12hr shift for non-existing clients.

Please contact me via +255 768 948 172 and anastazia.peterson@garda.com

► 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.

Airport to Hotel Shuttles:

A FREE Airport shuttle is provided for all international agents/ buyer arriving & departing with RWANDAIR, PRECISION AIR or AIR TANZANIA to your **KARIBU-KILIFAIR 2023 Partner hotel**. Please send your flight itinerary to agents@kilifair.com before May 25th, 2023 in order to book your pickup & departure with our service team.

Please note: If we don't receive your re-confirmed flight information, we can't take care of your transport.

This airport shuttle 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

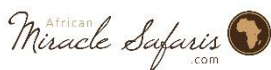
Web: www.africanscenicsafaris.com



Private & VIP Shuttles (payable):

African Miracle Safaris, Impala Shuttle Service & Viola Tours are ready to accept your private/ VIP shuttle booking from Kilimanjaro airport to Arusha or any other destination at any time. Please contact our partner directly.

African Miracle Safaris (payable)



Contact: Tumaini Massawe

Address: Rindi lane/ Moshi, Box 8483, Moshi

Phone: +255 715 477 564

Mobile: +255 715 477 564 (WhatsApp).

Email: mail@africanmiraclesafaris.com

Web: www.africanmiraclesafaris.com

Impala Shuttle services (payable)

Contact: Stephanie Gerald,

Address: Old Moshi/Simeon Rd, Box 7302, Arusha

Phone: +255 27 254 3082-7, Fax +255 27 254 3088/9

Mobile: +255 754 474 880 (WhatsApp)

Email: arusha@impalashuttles.com

Web: www.impalashuttles.com

Viola Travels (payable)

Contact: Jessica

Hotline: +255 756 598 881

Mobile: +255 713 295 928

E-mail: info@violatours.com

Website: www.violatours.com

► SPEED NETWORKING (SATURDAY/SUNDAY)

Exhibitors and agents/ buyers are welcome to meet & match together during the Speed Networking right at the B2B networking area / Seminar area.

on Saturday, June 3rd from 9.00 to 10:30am AND Sunday, June 4th 9:00 am to 10:00 am. 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 2023 KARIBU-KILIFAIR

The organization of **KARIBU-KILIFAIR 2023** is only possible due to the giant support of our Sponsors & the Government of Tanzania/Zanzibar. Please recognize the Gold & Silver Sponsors of the 2023:

----- In cooperation with -----



----- 2023 Gold Sponsors -----



----- 2023 Silver Sponsors -----



T

▶ TV & SCREEN RENTALS

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

Benson and Company Ltd

Mr. Hassan Kadhim
P.O.Box 907, Arusha
Phone: +255 621 744 744
Email: sales@bensonandcompany.co.tz
Web: www.bensonandcompany.co.tz

V

▶ VIP / BUYER / B2B LOUNGES

The **Precision Air Sponsored Buyer lounge** is located next to the VIP Lounge, right in the center of the fair. All international buyer will have entry and can find a piece of mind & networking opportunities, while enjoying snacks & a cup of coffee.



The 2023 Business Networking Lounge is reserved for exhibitors, international buyers & ATTA members. Invited VIP guests will have access to the VIP Lounge only.



The dedicated B2B Networking & appointment area is located next to the Seminars / Workshops near stand # U29.

▶ VIP / EXHIBITOR / BUYER PARTY

The official **KARIBU-KILIFAIR 2023 Cocktail party for exhibitors, registered agents/buyers and VIP guests** is held on Friday, June 2ND (from 7pm – 9pm) at "Mount Meru Hotel" in Arusha.

The event is proudly **sponsored by DPO Pay Nairobi** and hosted by **Mount Meru Hotel, Arusha**



Each one registered agent/buyer and two (2) representatives of each exhibiting company are entitled to join this special annual event by invitation only (free of charge). Your ticket will be given at the registration design upon picking your entry passes & welcome bags. Limited additional tickets can be purchased all day for TSH 25,000 / US\$ 10 at the exhibitor cashier only.

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



W

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

GADGETRONIX.net

Old NSSF Building, behind Manjis Metropole
P.O. Box / Arusha
Phone: +255 767 007 170
Email: support@blink.co.tz
Web: www.blink.co.tz

