



# INCORPORATING THE 1ST KITENGELA REGIONAL EDUCATION & CAREERS FAIR

INVITATION TO ALL COLLEGES AND UNIVERSITIES.  
KITENGELA MALL, AUGUST 12-13, 2021

Your institution is cordially invited to this first Fair in Kitengela which is intended to become a regular feature to cater for all stakeholders (Colleges and Universities) in Kajiado, Machakos and Nairobi as a region but will also interest similar institutions from across the country and abroad.

The Fair is an extension of Nairobi International Education Fair which has been annually organized at the Sarit Expo Centre, Nairobi for the last 23 years and counting. Similar Regional Fairs are also regularly organized in Eldoret, Embu, Kisumu, Nakuru and Mombasa.

The main objective of these Fairs is to provide forums for Colleges and Universities, public and private, to meet Students, School leavers, Teachers, Parents and even the working class persons who wish to further their education, to have a discourse on training and careers.

The reason for rescheduling this Fair from July 1st to August 12th, 2021, is to give the Colleges and Universities an opportunity to recruit students for their September 2021 intakes from the recently graduated KCSE students and from the previous exam groups who are still desirous of pursuing their training and careers.

## Why Choice of Kitengela?

1. Kitengela Business Corridor stretching from Mlolongo through Athi River, Kitengela, Isinya, Kajiado town to Namanga is the fastest-growing commercial and business enclave in Kenya and this region.
2. This was established recently when a Kitengela Business Corridor Guide was compiled which was officially launched by Kajiado Governor H.E. Joseph Ole Lenku. The Guide is in circulation both physically and virtually. You can access it through our website [www.expressmediakenya.com](http://www.expressmediakenya.com) and all Universities and Colleges which have established their presence in this business corridor are listed on page 65 and 66 of the Guide.
3. A large number of Colleges and Universities have established their bases in this region because of its great business potential.
4. Colleges and Universities from outside this region will find a large number of students and school leavers to recruit for their institutions.

## Cost of Participation

Booths:	Amount	Code	Catalogue:	Code	Amount
Standard Booth	Shs. 69,600	SB	Half Page	HP	Shs. 19,720
Medium Booth	Shs. 46,400	MB	Full Page	FP	Shs. 34,800
Bazaar Area	Shs. 25,520	BA	Covers	CO	Shs. 46,400
			Centre Spread	CS	Shs. 58,000

All figures inclusive of 16% VAT

## What Exhibitors & Advertisers Get

1. Ready Booths with Facia names
2. Power connection to the Booths
3. Wifi
4. Tables & Chairs
5. Profiles in the Catalogue given free to all visitors

## How is the Fair promoted?

1. Direct Mail-outs of posters and fliers sent to local/international schools, colleges and universities.
2. Email blasts sent out to all databases collected in the past fairs.
3. Online information and advertisements will be posted on Express Communications Ltd websites [www.educationfairsafrica.com](http://www.educationfairsafrica.com) and [www.educationinkenya.com](http://www.educationinkenya.com).
4. Social media – online advertising will be posted on all social media platforms (facebook, instagram, twitter, youtube).

## THE ORGANISERS PRODUCTS PORTFOLIO



Kenya Education Directory



International Fairs



Digital Platforms



Regional Fairs



Kenya Careers & Information Guide



Express Communications Ltd

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