

Makueni Dairy **SUMMIT** 2026

29TH MAY 2026



THEME

Sustainable Food Security

MAKUENI
DAIRY
2026 **SUMMIT**

BACKGROUND

Makueni County has made significant strides in developing its local dairy industry and even has its own branded milk ("Makueni Fresh"). Dairy farming in the County is a growing sector, supported by initiatives like the county's own brand of processed milk and subsidies for artificial insemination services.

The County produces approximately 40 million litres of milk annually, recent production levels showing stability due to favorable pasture and water conditions. The county is actively working to improve its dairy sector through investments in infrastructure like milk coolers and processing plants, and through initiatives like subsidized artificial insemination to boost genetic quality and productivity. However, production still falls short of local demand, necessitating milk imports.

COUNTY INITIATIVES TO BOOST PRODUCTION

- **Infrastructure investment:** The government is investing in infrastructure such as milk coolers, pasteurizers, transport vehicles, and mini-processing plants to support farmers.
- **Kikima Dairy Plant:** The commissioning of the Kikima Dairy Plant has helped increase milk processing capacity and provides a market for local milk.
- **Subsidized Artificial Insemination (AI):** The county offers a subsidized AI program to help farmers improve the genetic quality of their cows, with farmers paying a small fee and the government subsidizing the rest.
- **Partnership with Processors:** aims to enhance the milk production value chain, increase processing, and improve livelihoods.

HIGHLIGHTS OF THE SUMMIT

- **Knowledge sharing** - Technology, Sustainability, Market trends sustainable practices and climate-smart farming
- **Networking Business linkages opportunities** with peers, experts, and leaders.
- **Showcasing Innovations and Technologies** in areas like automation milking systems, packaging, and product development.
- Sustainability and new markets
- Market Challenges
- Certifications,
- Evolving consumer demands.
- New and applied technologies
- Quality & Safety
- Production and Productivity
- Supply Chain, Marketing & Industrialization

WHO SHOULD ATTEND

- Commercial, medium and small-scale dairy farmers
- Dairy processors and packers, industry associations and co-operatives;
- Suppliers of ingredients, processing, packaging, quality & laboratory technology and other supply chain solutions to the dairy industry.
- Retailers, distributors, importers and exporters of dairy and other food products.
- International and continental organisations, national and county/regional government ministries and agencies, NGOs and development organisations.
- Regulatory agencies and standards authorities in the dairy, food and agriculture industry.
- Banking, insurance, funding, private equity, venture capital and investments firms.
- Training, testing and consultancy firms.
- Research and academic institutions.
- Animal Health & Genetics Companies
- Animal Feed & Nutrition Manufacturers and distributors
- Cold Chain & Logistics companies

WHY SHOULD YOU ATTEND?

- Networking Opportunities
- Knowledge Sharing
- Innovation Showcase
- Collaborative Efforts
- Inspiring Keynotes
- Interactive Sessions
- Full Exhibition Hall

SPONSORSHIP CATEGORIES

Benefits	Platinum One (1) available	Gold	Silver	Bronze	Speaking Slot
Exhibit Space with table and two chairs	3x3m	3x3m	2x3m	2x3m	
Full Conference Passes	6	6	4	2	2
Logo on bag	✓	✓	✓	✓	
Full page color ad in Program	✓	✓	✓	✓	
Brochure Distribution in attendee bag	✓	✓	✓	✓	✓
50-word company description on Summit's website & Events program	✓	✓	✓	✓	✓
Logo on all marketing materials including emails	✓	✓	✓	✓	✓
Logo on conference web site	✓	✓	✓	✓	✓
Additional Passes at discounted rate	✓	✓	✓	✓	✓
Attendee list containing full contact details	✓	✓	✓	✓	✓
Event promotional emails to send to clients and contacts	✓	✓	✓	✓	✓
Speakers Slot during the Conference	30 Mins	20 Mins	15 Mins	10 Mins	10 Mins
Total Amount in Kes Inclusive of 16% VAT	580,000	464,000	348,000	232,000	116,000

FULL DAY WORKSHOP SPONSOR (FIVE (5) SLOTS)

Cost Kes 2,500 per pax (1,000 pax estimated number) (Total estimate Kes: 2,500,000 x 2 days= 5,000,000)

Benefits:

- Speakers Slot during the Conference
- 2 Full workshop Passes
- Marketing distribution in attendee bag
- 50-word company description on secure attendee web page
- Logo on marketing materials including emails
- Logo on conference web site
- Additional passes at discounted rates
- Attendee list containing full contact details
- Event promotional emails to send to clients and contacts

DINNER SPONSOR (ONE (1) SLOT)

Cost Kes 3,000 per pax (1,000 pax estimated number) (Total estimate Kes: 3,000,000)

Benefits:

- Speakers Slot during the Conference
- 2 Full workshop Passes
- Marketing distribution in attendee bag
- 50-word company description on secure attendee web page
- Logo on marketing materials including emails
- Logo on conference web site
- Additional passes at discounted rates
- Attendee list containing full contact details
- Event promotional emails to send to clients and contacts

COCKTAIL SPONSOR (ONE (1) SLOT)

Cost Kes: 1,500 per pax (1,000 pax estimated number) (Total estimate Kes: 1,500,000)

Benefits:

- Speaking slot during the conference
- 2 Full workshop Passes
- Brochure distribution in attendee bag
- 50-word company description on Summit website
- Logo on marketing materials including emails
- Logo on conference web site
- Additional passes at discounted rates
- Event promotional emails to send to clients and contacts

FARMERS TRANSPORTATION SPONSOR (FIVE (5) SLOTS)

Cost Kes 1,000 per pax (1,000 pax estimated number) (Total estimate Kes: 1,000,000)

Benefits:

- Speaking slot during the conference
- 2 Full workshop Passes
- Brochure distribution in attendee bag
- 50-word company description on Summit website
- Logo on marketing materials including emails

- Logo on conference web site
- Additional passes at discounted rates
- Event promotional emails to send to clients and contacts

EXHIBITING

They generate more sales leads than any other sales tool, they also close sales effectively, help maximize your future pipeline and speed up the sales process.

Showcasing your products and services works harder for your marketing budget than any other media.

Benefits:

- An opportunity to share your innovations and latest developments with your customers.
- An opportunity to test your new products and receive immediate feedback from your visitors.
- An opportunity to revitalize some of the products which have fallen behind the market .
- An opportunity to develop other brilliant ideas by exchanging conversation and sharing information with your visitors.
- An opportunity to enhance good will with your clients.
- The event will give Companies the much sought after publicity, networking and business matchmaking.
- An opportunity to recruit new customers and strengthen relationships with old clients.
- Only at an exhibition can you generate direct sales while simultaneously enhancing your brand image.
- An opportunity to launching new products, researching your market, building your prospect and databases.
- An opportunity to cement and maintaining relationships with your existing customers.

There is no better way of promoting your organization and demonstrating your company's products and services than an exhibition booth.

Exhibition Stand

	3x3m	8x4 m
Full conference passes	2	2
1 small table & 2 chairs	✓	✓
50-word description in attendee web page	✓	✓
Additional passes at reduced rate	✓	✓
Company name and web link on conference website	✓	✓
Cost	Kes: 40,000 Excl. of VAT	Kes: 60,000 Excl.

OTHER MARKETING OPPORTUNITIES

Marketing Disbursement	Cost
Bag Sponsorship	Kes: 58,000
Lanyard Sponsorship	Kes: 116,000
Pen Sponsorship	Kes: 65,000
Note Pad Sponsorship	Kes: 150,000
Pocket Schedule Sponsorship	Kes: 65,000

ADVERTISING

Full Page Ad with Exhibition Space	Kes: 60,000
Full Page Ad without Exhibition Space	Kes: 70,000

Half Page Ad with Exhibition Space
Half Page Ad without Exhibition Space

Kes: 30,000
Kes: 35,000

ADVERT SPECIFICATIONS.

- Full page trim size: 210mm wide x 297mm deep (put an extra 3mm all around for bleed) or Full page advert type area is 180mm wide x 267mm deep
- Half page size landscape: 180mm wide x 128 deep

ONLINE BANNER ON EVENT WEBSITE

Size (Pixels WxH) Position	Cost per Month (September and October
120X90 Right Button	Kes: 150,000
728X90 Leader board	Kes: 180,000

All other website pages, or for special sizes or requirements, contact our representative.

Acceptable files: Animated Macromedia Flash SWF (Website only), Gif, JPEG (8 bits/channel RGB, 72 dpi at actual size. Maximum file size: 60 kb

SHOWCASE PRESENTATION (NO LIMIT)

cost: Kes, 384,000

Benefits

- Speakers Slot during the Conference for 30mins
- Logo on conference website and other marketing materials.
- Additional conference passes at a discounted rate.

We aim to ensure that you reap the maximum benefits and supersede your goals at this event. To find out how we can tailor make sponsorship packages that suit your company's distinct commercial requirements and maximize your exposure.

VIDEO ADVERTISING

Cost : 116,000

For More Information on Sponsoring, Exhibiting kindly contact us:

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