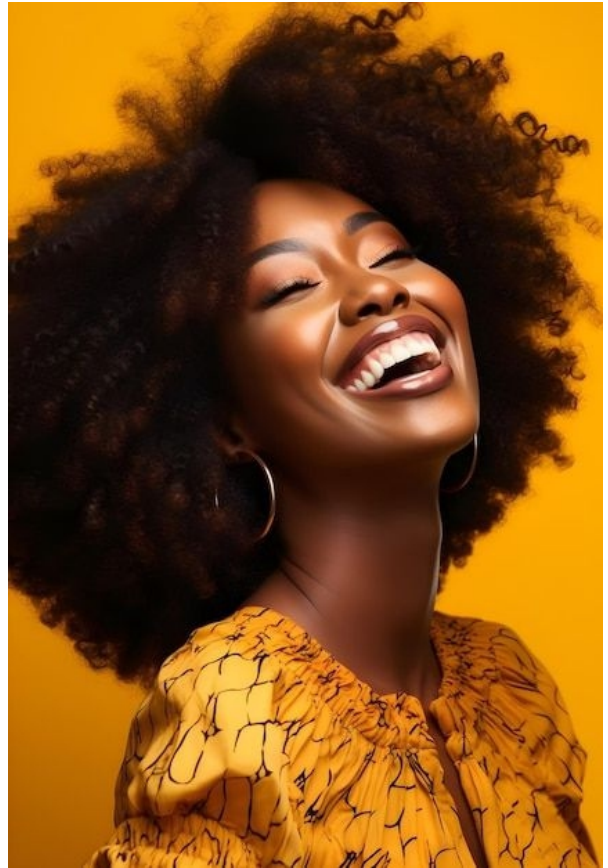


O'Hair EXPO

May 24TH to 26TH 2024
Sarit Centre-Westlands
Nairobi, Kenya.



OVERVIEW:

In the Republic of Kenya Hair Care market generates revenue of 570 million USD. It is projected to experience an annual growth rate at 7% and they are increasingly natural and organic products. That includes shampoos, conditioners, hair masks, styling products and hair colors. That growth almost doubled in the past four years. Therefore Eventive Tigani Ltd decided to organize this Exhibition and add it to its wide portfolio of exhibitions. Other hair lines will be added such as shaving products, hair salon services, artificial and natural hair extensions and wigs.



ABOUT THE EVENT:

This big gathering is going to be a four day event where exhibitors get to display and sell their products and services as well as expanding their cliental base. There will be accompanying events such as live workshops and B to B meetings and prize sweepstakes.

ADVERTISING CAMPAIGN:

The advertising campaign for the EXPO will start a month prior to the event utilizing wide range at channels such as print, visual media and social media platforms.

ABOUT THE ORGANIZERS:

Eventive Tigani Ltd is a subsidiary of Country Club promotions a renowned company that has been around for over twenty two years and organized shows all over Africa and Middle East for over seventeen years and going.



PACKAGES

PARTICIPATION FEES:

100USD per square meter covering

Covering

- Installed partition
- Chair and table
- Electric sockets
- Spot light

SPONSORSHIP:

Platinum sponsor 10,000 USD

Covering

- 21 Sq Meter space
- Name and logo in all advertisements
- Name and logo inside the exhibition hall in all displays

Gold sponsor 5000 USD

Covering

- 15 Sq Meter space
- Name and logo in all advertisement
- Name and logo in all displays inside the hall

