



THE OFFICIAL EXHIBITOR'S GUIDE



16 – 18 MARCH 2027
The Edge Convention
Centre, Nairobi, Kenya



Connect. Trade. Innovate.

Advancing SeedSolutionsforAfrica



Show
Schedule



Booth
Packages



Build-Up &
Breakdown



Security &
Safety



Site
Essentials

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A guide to exhibiting at AFSTA Congress 2027, Nairobi

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“Participation offers an excellent opportunity to exhibit your products while contributing to a movement dedicated to food security across the continent.”



A MESSAGE FROM THE BOARD

Welcome Message

On behalf of the Board of Directors of the African Seed Trade Association (AFSTA), we are pleased to extend a formal welcome to you as an exhibitor at The Edge Convention Centre, Nairobi, Kenya.

Participation in this distinguished event offers an excellent opportunity to exhibit your products and services while actively contributing to a movement dedicated to enhancing food security and promoting economic development across the continent.

We appreciate your interest and participation in the upcoming AFSTA Congress and sincerely value your contribution. We anticipate that your involvement will be mutually advantageous for your organization and the AFSTA Congress.



PRE-SHOW

Kindly review this brochure in its entirety, as it has been crafted to assist you with the procurement of services necessary for your participation in the event. Please distribute it to your designated external and/or personnel responsible for the setup of your booth.

01

PLAN YOUR VISIT

Show Information



Show Times

Day	Time
Tuesday, 16 March 2027	11:00 – 17:30
Wednesday, 17 March 2027	08:00 – 17:30
Thursday, 18 March 2027	08:00 – 15:00



VENUE

The Edge Convention Centre
Nairobi, Kenya



Exhibition Service Provider

Jim Africa Exhibitions Ltd has been appointed as the official exhibition service provider for AFSTA Congress 2027.

- Contact: Mr. Monphrey Adisa
- Tel: +254 725 839 565 | Mobile: +254 714 090 981
- Email: adisa@jimafrica.com



Exhibition Queries / Organizing Committee

For any exhibition-related queries, please contact:

- Mr. Samuel Muchiri
- Mobile: (+254) 739 154 587
- Email: samuel@afsta.org or congress@afsta.org

Connect. Trade. Innovate.
Advancing Seed Solutions for Africa.

02

KEY DATES

Event Schedule



Build-Up – Monday, 15 March 2027

- Exhibitor registration is open from 10:00 to 18:00.
- Exhibitors may unpack displays and printing materials from 10:00 on Monday, 15 March.
- If a company representative fails to report by the designated time, the Organizing Committee reserves the right to reclaim the exhibition space. No refund will be issued unless prior arrangements have been made.
- Exhibitors anticipating late arrival must inform Mr. Samuel Muchiri (samuel@afsta.org, +254 739 154 587) in advance.



Exhibition Open

- | | |
|----------------------------|---------------|
| • Tuesday, 16 March 2027 | 11:00 – 17:30 |
| • Wednesday, 17 March 2027 | 08:00 – 17:30 |
| • Thursday, 18 March 2027 | 08:00 – 15:00 |



Breakdown – Thursday, 18 March 2027

- Exhibitors may remove displays and printing materials from their booths only from 15:00.
- Equipment and structural displays may only be dismantled from 23:00 on 18 March, by the exhibition booth service provider.
- Any equipment or materials left behind after closure will be discarded.



***Early breakdown is not permitted.
Please respect the schedule.***

03

STAND CONSTRUCTION & INSURANCE

Design Rules and Liability Cover**Stand Construction**

- All stands must be designed and constructed in line with the venue regulations and the guidelines provided in this brochure.
- Any custom-built stands must be approved by the official exhibition service provider.
- Stands should not obstruct aisles, neighbouring stands, signage or safety equipment.

**Fire Safety**

- All materials used must be non-flammable or flame-retardant.
- Open flames, candles and hazardous materials are strictly prohibited.
- Electrical installations must comply with venue safety standards.

**Insurance & Liability**

- Exhibitors are responsible for arranging their own comprehensive insurance cover for their exhibits, equipment and personnel.
- The Organizing Committee, AFSTA and the venue will not be liable for loss, damage or injury during the event.
- It is recommended that exhibitors also have public liability insurance.



Let's create a safe, professional and inspiring exhibition environment for all.

04

CHOOSE YOUR STAND

Exhibition Booths & Packages

All exhibition packages include a 3m x 3m shell scheme booth with fascia board, carpeted flooring, lockable storage counter and dedicated lighting. Choose the package that best fits your brand presence.

Standard

Available Slots: 33



- ✓ 3m x 3m shell scheme
- ✓ Fascia board with company name
- ✓ 1 lockable storage counter
- ✓ 2 bar stools
- ✓ Carpeted flooring
- ✓ 1 plug point, 2 x 150-watt flood lights on arm

Executive

Available Slots: 4



- ✓ 4m x 3m shell scheme
- ✓ Fascia board with company name
- ✓ 1 lockable storage counter
- ✓ 2 bar stools
- ✓ Carpeted flooring
- ✓ 1 plug point, 2 x 150-watt flood lights on arm

Platinum

Available Slots: 2



- ✓ 4m x 3m shell scheme
- ✓ Fascia board with company name
- ✓ 1 lockable storage counter
- ✓ 2 BAR STOOLS
- ✓ Carpeted flooring
- ✓ 1 PLUG POINT, 2 X 150-WATT flood lights on arm



TIP

Choose a package that aligns with your brand goals and maximizes your visibility at the AFSTA Congress.

05

BOOTH LAYOUT SPECIFICATIONS

Graphics, Electrics & Floorplan



Graphics

- Exhibitors are responsible for producing and installing their own graphics.
- Graphics must be within the allocated booth space and should not obstruct neighbouring stands or aisles.
- Any artwork must be approved by the official exhibition service provider.



Electrical

- Each booth is provided with 1 plug point and 2 x 150-watt flood lights on arm.
- Additional power requirements must be arranged through the official exhibition service provider.
- All electrical installations must comply with venue safety standards.



Floorplan & Dimensions

- Standard booth size: 3m (W) x 3m (D) x 2.5m (H).
- Any custom design must be approved in advance.
- Aisles and common areas must remain clear at all times.

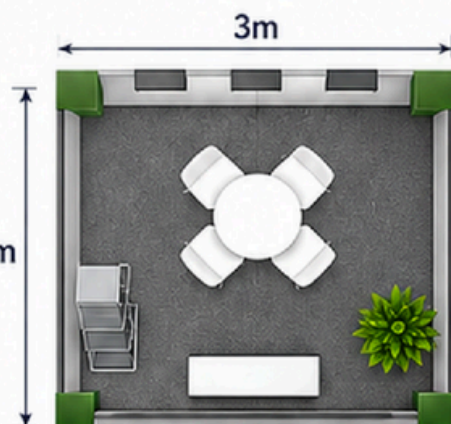


TIP

Plan your graphics early and keep within the allowed dimensions for a smooth setup.



Standard booth dimensions
3m (W) x 3m (D) x 2.5m (H)



Floorplan (Top View)

Dimensions Reference

Width (W)	3 metres
Depth (D)	3 metres
Height (H)	2.5 metres
Fascia board height	0.3 metres
Carpeted area	9 sqm



Please Note

- Keep all displays within your booth space.
- Do not obstruct aisles or neighbouring stands.
- Ensure all materials comply with venue safety regulations.
- Seek approval for custom designs in advance.

06

GENERAL INFORMATION

Admission, Security, Safety & Storage



Admission

- Exhibitors will receive badges for registered staff.
- Badges must be worn at all times within the exhibition area.
- Additional badges may be requested from the Organizing Committee.
- Access may be restricted to authorized personnel only.



Security

- 24-hour security will be provided at the venue.
- Valuables should not be left unattended.
- The Organizing Committee is not responsible for lost or stolen items.
- Report any suspicious activity to venue security or the Organizing Committee.



Safety

- Follow all venue safety regulations.
- Report any hazards or incidents to the Organizing Committee.
- Keep aisles, exits and emergency routes clear at all times.
- Ensure compliance with fire, electrical and structural safety standards.



Storage

- Limited storage facilities are available at the venue.
- The Organizing Committee is not responsible for items left in storage.
- Store items in clearly labelled containers.
- Remove all materials after the breakdown period. Any items left behind will be discarded.



“ A safe and well-organized exhibition environment benefits everyone.

Thank you for your cooperation.



07

THE VENUE

The Edge Convention Centre



The Edge Convention Centre

Nairobi, Kenya

The Edge Convention Centre is a modern, world-class venue offering flexible spaces, state-of-the-art facilities and a prime location in Nairobi. It provides the ideal setting for the AFSTA Congress 2027, bringing together stakeholders from across Africa and beyond.



Venue Features



Large exhibition and conference spaces



Ample parking space



High-speed internet connectivity



On-site catering and restaurants



Nearby hotels and accommodation options



Accessible facilities

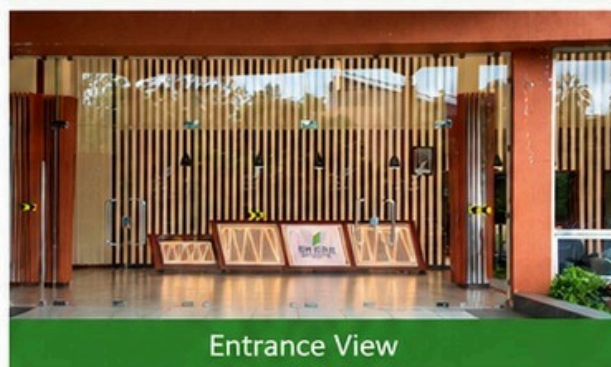


Convenient access from Jomo Kenyatta International Airport (JKIA)

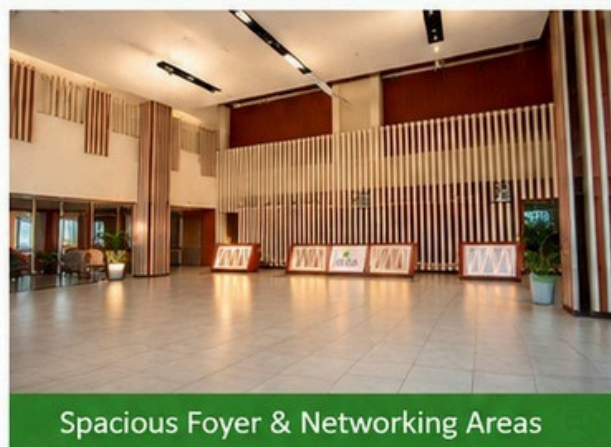
*A world-class venue
for a world of
opportunities.*



Main Entrance Lobby



Entrance View



Spacious Foyer & Networking Areas

08

KEY INFORMATION

Contacts & Important Dates

Important Dates

Oct 2026

Exhibition bookings open

10 Mar 2027

Final date for exhibition booking

*Together, we are growing
a more prosperous, food
secure and resilient Africa.*

Contacts

EXHIBITION SERVICE PROVIDER

- **Jim Africa**
Exhibitions Ltd — official exhibition service provider
- **Mr. Monphrey**
Adisa | Tel: +254 723 839 568 | Mobile: +254 714 090 981
- **Email:**
adisa@jimafrika.com

EXHIBITION QUERIES / ORGANIZING COMMITTEE

- **Mr. Samuel**
Muchiri | +254 739 154 587
- samuel@afsta.org or congress@afsta.org



Closing Remarks

We look forward to welcoming you to the AFSTA Congress 2027 Exhibition.

Your cooperation with these guidelines will contribute to a safe, professional and successful event for all participants.