



 **KICP**  
kasneb International Conference for Professionals

**THE INAUGURAL KASNEB INTERNATIONAL  
CONFERENCE FOR PROFESSIONALS**

**MONDAY 22 JULY - FRIDAY 26 JULY 2024**



**PrideInn Paradise Beach Resort & Conference Centre,  
Mombasa, Kenya**

# ABOUT **KASNEB INTERNATIONAL CONFERENCE FOR PROFESSIONALS**



**A**s **KASNEB** marks its **55th Anniversary** this year, it recognises that the world and the professional environment around it especially, is changing apace. On the environmental, political, legal, social, economic and technological fronts, the typology of changes and their grand paces are disrupting almost everything in the professional environment. In particular, the Fourth Industrial Revolution (4iR) is reshaping professions and presenting both challenges and opportunities.

The 55th Anniversary celebrations and the changing environment call for a meeting of professional minds, to reflect on pertinent issues on change and continuity for the 21st Century professional. Some pertinent questions are: What is the future of the professional space as we have known it, in the midst of emerging disruption? What adjustments need to be made, in order to survive the disruptions of the 21st Century? Are some of the things done by professionals becoming obsolescent? Is the risk of becoming obsolete and irrelevant more real now than ever before?

As professionals navigate this new frontier, it is essential to understand the implications of the dynamic operating environment. The conference will explore trends and their impact on various professions, offering insights into future trajectories. The conference agenda cuts across diverse professions and geographical boundaries.

**Join us at PrideInn Paradise Beach Resort and Spa, Shanzu Mombasa, Kenya, from 22 to 26 July 2024, to celebrate 55 years of professional development. Together, let us navigate the complexities of the professional world and embark on this transformative journey to chart a future of innovation and resilience.**





## BECOME A **SPONSOR**



**The Kenya Accountants and Secretaries National Examinations Board (KASNEB)** is responsible for the planning and coordination of the Inaugural KASNEB International Conference for Professionals. In collaboration with a multi-agency team, KASNEB intends to put together a resounding and memorable event that shall raise Kenya's regional and global professional's profile. **Join us and become a sponsor in the KICP event year 2024!**

# GOLD

## SPONSOR

Your investment  
**KES 3,000,000**

### **BENEFITS**

- Logo placement and recognition as Gold Sponsor on all event materials, including the website, social media e-shots, event banners, branded materials and programme
- Sponsorship recognition at all event sessions, including a welcome message from Gold Sponsor during the official opening
- 1 Corporate table for 10 pax at the opening reception and Gala Dinner
- Co-branding the event cocktail
- Co-branding the event dinner and 10 minutes speech privilege during the conference
- Opportunity to moderate a session during the event
- A 2mX2m exhibition booth at the main entrance of the event to attract maximum traffic
- Logo profile & hyperlink will be placed on the website
- Your details will be included in all executive e-mail campaigns sent to decision makers globally
- Presence of logo on delegates' bag, general signage, event programme, printed materials and any other available media
- Two company brochures pre-inserted into the event pack
- Opportunity to run onscreen promotions and adverts between sessions

### **SPONSORING GALA DINNER AND OTHER EVENING EVENTS**

- Branding surrounding your stream
- Live product demonstration





# SILVER **SPONSOR**

Your investment

**KES 2,000,000**

## **BENEFITS**

- Logo placement and recognition as Silver Sponsor on all event materials, including the website, social media e-shots, event banners, branded materials and programme
- Company logo to feature in all advertisements
- Sponsorship recognition at all event sessions, including a welcome message from the Silver Sponsor on day 2 of the conference
- 1 Corporate table for 7 pax at the Gala Dinner
- Co-branding the event cocktail
- Co-branding the event dinner and 5 minutes speech privilege during the conference
- Opportunity to moderate a session during the event
- A 2mX2m exhibition booth at the main entrance of the exhibition hall
- Logo profile & hyperlink will be placed on the website
- Presence of logo on general signage, event programme, printed materials and any other available media





# BRONZE SPONSOR

Your investment

**KES 1,000,000**

## BENEFITS

- Logo placement and recognition as Bronze Sponsor on all event materials, including the website, social media e-shots, event banners, branded materials and programme
- Sponsorship recognition at all event sessions, including a welcome message from the Bronze Sponsor on day 2 of the conference
- 1 Corporate table for 3 pax at the opening reception and Gala Dinner
- Co-branding the event cocktail
- Co-branding the event dinner and 5 minutes speech privilege during the conference
- A 2mX2m exhibition booth at the main entrance of the exhibition hall
- Logo profile & hyperlink will be placed on the website
- Presence of logo on general signage, event programme, printed materials and any other available media





# INDIVIDUAL SPONSOR

Your investment

**KES 100,000**

## **INCREASED CREDIBILITY AND RECOGNITION:**

- By sponsoring this event, especially being a well-regarded one in the professional field, you associate yourself with a respected platform. This can enhance your reputation and establish you as a thought leader within your industry.

## **TARGETED NETWORKING OPPORTUNITIES:**

- Conferences attract a concentrated audience with shared interests. Sponsoring grants you access to these attendees, allowing you to connect with potential clients, collaborators, or employers directly.

## **POSITIONING YOURSELF AS AN EXPERT:**

- Get an opportunity to speak at the conference and participate in a panel discussion. This is a fantastic platform to showcase your knowledge and expertise to a relevant audience.

## **ACCESS TO DELEGATES:**

- All sponsors shall get access to delegates lists, which shall be invaluable for networking and establishing connections.

## **SPONSOR RECOGNITION:**

- Special recognition during the event, such as mentions in keynote speeches and the awards ceremony.

## **AWARDS PARTICIPATION:**

- Participate in presentation of awards, providing additional recognition.



# Gala Dinner

**SPONSOR**

Your investment

**KES 2,000,000**



## PRE-EVENT BENEFITS

- Company will be branded as Gala Dinner Sponsor
- Logo included in all event literature
- Logo profile will be placed on the website of the event
- Opportunity to provide a wish list of delegates you would like to meet at the event

## AT - EVENT BENEFITS

- 10-minute speech at the Gala Dinner
- One company brochure pre-inserted into the event pack
- Logo on all branding as the Official Gala Dinner Sponsor
- Opportunity to brand & provide branded giveaways at the Gala Dinner
- Mention at the Gala Dinner & logo on electronic signage
- Exclusive branding at the Gala Dinner venue
- 2 Corporate tables for 10 pax (maximum of 20 guests)





# Official Opening

## LUNCH SPONSOR

Your investment

**KES 1,500,000**



### PRE-EVENT BENEFITS

- Company will be branded as Opening Lunch Sponsor
- Logo included in all event literature
- Logo profile will be placed on the website of the event
- Opportunity to provide a wish list of delegates you would like to meet at the event

### AT - EVENT BENEFITS

- 10-minute speech at the Gala Dinner
- One company brochure pre-inserted into the event pack
- Logo on all branding as the Official Opening Lunch Sponsor
- Exclusive branding at the lunch venue
- 5 tickets slots to the Gala Dinner
- Sponsor can place mini flags, coasters or other accessories on the tables during the lunch



# Workshop

## COFFEE BREAK

## SPONSOR

Your investment

**KES 750,000**



### PRE-EVENT BENEFITS

- Company will be branded as Official Coffee Break Sponsor
- Company will be branded in all advertisements and newsletter materials
- Logo included in all event literature
- Logo profile will be placed on the website of the event

### AT - EVENT BENEFITS

- One company brochure pre-inserted into the event pack
- Logo on all branding as the Official Coffee Break Sponsor
- Exclusive branding at the tea break venues
- Sponsor can place mini coffee flags, coasters or other accessories on the tables during the coffee break
- One company brochure pre-inserted into the workshop (where applicable)



# Exhibition Booth

**SPONSOR**

Your investment

**KES 200,000**

## PRE-EVENT BENEFITS

2M\*2M exhibition booth which includes:

- Standard shell scheme booth
- 1 table
- 2 seats
- Power source socket
- Lighting (preferably led) x3
- Waste basket

Limited slots available

Excludes branding

Cost applies for 5 days (22nd – 26th July 2024)







# TO BECOME ONE OF OUR EVENT'S SPONSORS

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Please contact :

 <https://internationalconference.kasneb.or.ke>

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