



# 6<sup>th</sup> Sustainable Tourism Africa Summit 2020

16<sup>th</sup>-18<sup>th</sup> September 2020

**PrideInn Paradise Hotel,  
Mombasa Kenya**

**Theme: Sustainability &  
Optimizing Destination  
Africa~Our People. Our Planet.  
Our Prosperity**

[www.events.sttakenya.org](http://www.events.sttakenya.org)



# ABOUT STAS

Every year, tourism businesses, leaders and professionals from Africa and the rest of the world come together for three days and for one particular purpose; to find opportunities for Modelling A Sustainable Future for Tourism in Africa.

The Sustainable Tourism Africa Summit features sustainable tourism masterclasses, presentation, workshops, side events, exhibitions and sustainable tourism awards. For three days, the businesses, leaders and professionals present their solutions, business models and innovative products. The Sustainable tourism Africa summit also supports creation of networks that drive sustainability of business and destinations.

Attended by over 100 delegates from more than 10 countries across and beyond Africa, The Sustainable Tourism Africa Summit is the only event in Africa that is committed to the promotion and support of sustainable tourism in Africa.

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# EXPECTATIONS FULFILLED

STAS2019

COUNTRIES



12

DELEGATES



Main Event= 112  
Side Event= 100

SPEAKERS



19

Projections  
STAS2020

COUNTRIES



15

DELEGATES



Main Event= 150  
Side Event= 200

SPEAKERS



28

*Together We can Achieve So Much*





# PARTICIPATION OPPORTUNITIES

● SPEAKER

● WORKSHOP  
FACILITATOR

● DELEGATE

● SPONSORING  
PARTNER

● EXHIBITOR

# DELEGATE PARTICIPATION



**Conference  
Only**

**Cost: KSh. 22,000**

**Conference +  
Accommodation +**

**Cost: Conference  
fee extras**

**What you get**

- Networking opportunities
- Business support workshops
- Post conference business support for 1 month\*



# EXHIBITOR PARTICIPATION



## **Knight Booth**

**Cost: Ksh. 50,000**

## **Queen Booth**

**Cost: KSh. 60,000**

## **King Booth**

**Cost: KSh. 80,000**

## **Customized Booth**

**Cost:KSh.80,000**

All costs come with delegate fee. See exhibitor brochure





# Summit Side Event Partner Item

Partner breakfast meeting of  
100 participants

## What you get

Breakfast meeting before  
summit main sessions. Can  
include delegates and or your  
other targeted participants who  
are not summit delegates

## Cost

KES. 300,000



# PARTNERSHIP OPPORTUNITIES



## Platinum partner

### Item

Award Dinner

### What you get

Priority visibility.

- Logo on summit awards trophies
- Logo on event stage backdrop
- Front row exhibition booth
- Mention
- Up to 5 delegates

### Cost

KES.750,000 - 1 Million

Note: Limited to 2 partners for maximum visibility





# PARTNERSHIP OPPORTUNITIES



## Gold partner

### Item

Summit opening/award  
cocktail

### What you get

Priority visibility.

- Logo on event stage backdrop
- 2nd row exhibition booth
- Mention
- Up to 4 delegates

### Cost

KES. 550,000 – 700,000

Note: Limited to 4 partners for  
maximum visibility



# PARTNERSHIP OPPORTUNITIES



## Silver partner

### Item

Side event (Breakfast meeting)

### What you get

- Logo on photo/interviews backdrop banner
- 3rd row exhibition space
- Up to 3 delegates

### Cost

KES. 350,000 -500,000

Note: Limited to 6 partners



# PARTNERSHIP OPPORTUNITIES



## Bronze partner

### Item

Event branding

### What you get

- Logo on photo/interviews backdrop banner
- Company banners
- 4<sup>th</sup> row exhibition space
- Up to 2 delegates

### Cost

KES. 200,000 -300,000

Note: Limited to 10 partners



# PARTNERSHIP OPPORTUNITIES



## Media partner

### Item

Event Coverage

## What you get

Priority visibility.

- Speaker interviews
- Logo on event stage backdrop
- Right to use conference information
- Conference fee waived for 2 media persons

## Your

## Investment

Pre event feature

During and Post Conference Coverage





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16<sup>th</sup>-18<sup>th</sup> May 2020



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