



AFRICA 2026
KIGALI, RWANDA
7-8 OCTOBER

CUSTOMIZED MARKETING OPPORTUNITIES

EXPO FOR SUB-SAHARAN AFRICA

WWW.VIVAFRICA.NL





CUSTOMIZED MARKETING OPPORTUNITIES

STAND OUT BEFORE, DURING, AND AFTER VIV AFRICA 2026

Our Customized Marketing Opportunities are designed to extend your visibility beyond your booth and place your brand in front of the right audience at the right moment.

From onsite branding and print advertising to digital exposure through our website, newsletters, social media, and show review, these options allow you to reinforce your presence across multiple touchpoints.

This brochure provides an overview of the available marketing items you can add to your participation, helping you increase reach, recognition, and recall among visitors and industry professionals.

CONTACT

For questions please contact Rachel Lum: Rachel@vnueurope.com

DIGITAL PROMOTION

EMAIL DIRECT MARKETING NEWSLETTER

Our e-newsletters are part of the visitor promotion campaign and are sent to a targeted audience of animal protein industry professionals. Each edition shares key event updates and industry news. Newsletter placements apply to one edition of the e-newsletter, selected by VIV, and position your brand in front of registered and potential visitors ahead of the event.

BUTTON

€ 270

A clickable button included in a VIV Africa e-newsletter, linking directly to your website.

BANNER

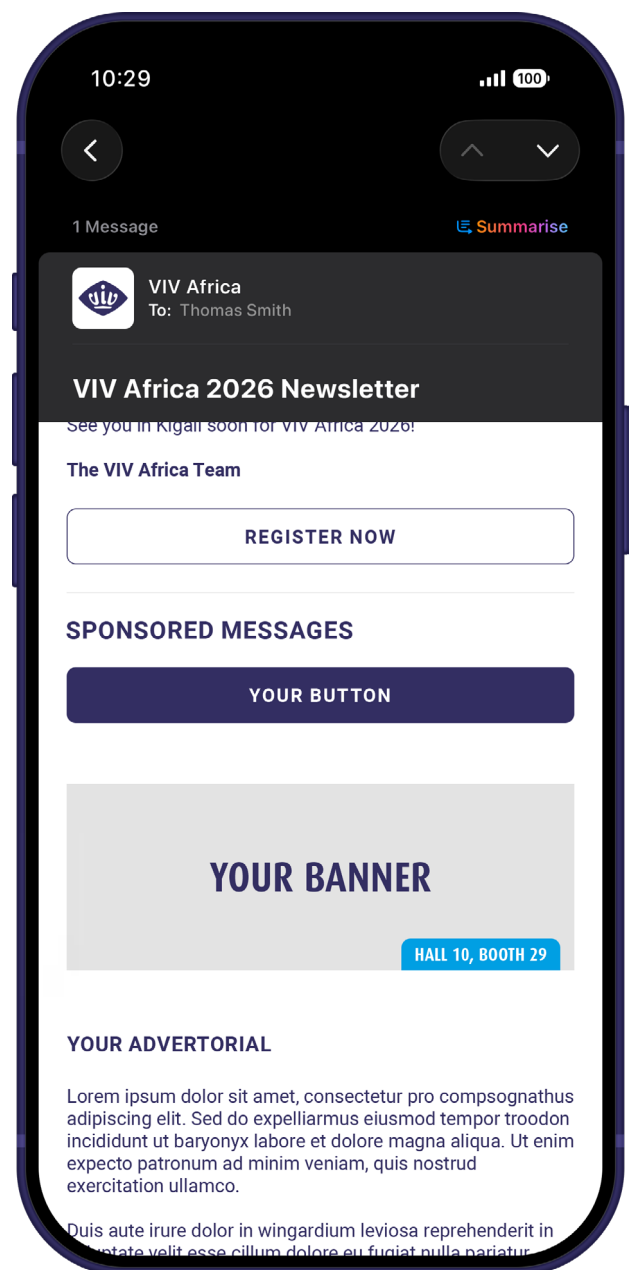
€ 270

A banner placement within a VIV Africa e-newsletter, linking directly to one of your URL's.

ADVERTORIAL

€ 550

An article-style advertisement featured in a VIV Africa e-newsletter, including a link to your website.



VIV Africa Customized Marketing Opportunities

DIGITAL PROMOTION

WEBVERTISING

The VIV Africa website is a key information hub for exhibitors and visitors before and during the event. Webvertising options place your brand in a visible position on the website, ensuring ongoing exposure to professionals actively preparing their visit to the event.

LOGO ON OUR WEBSITE

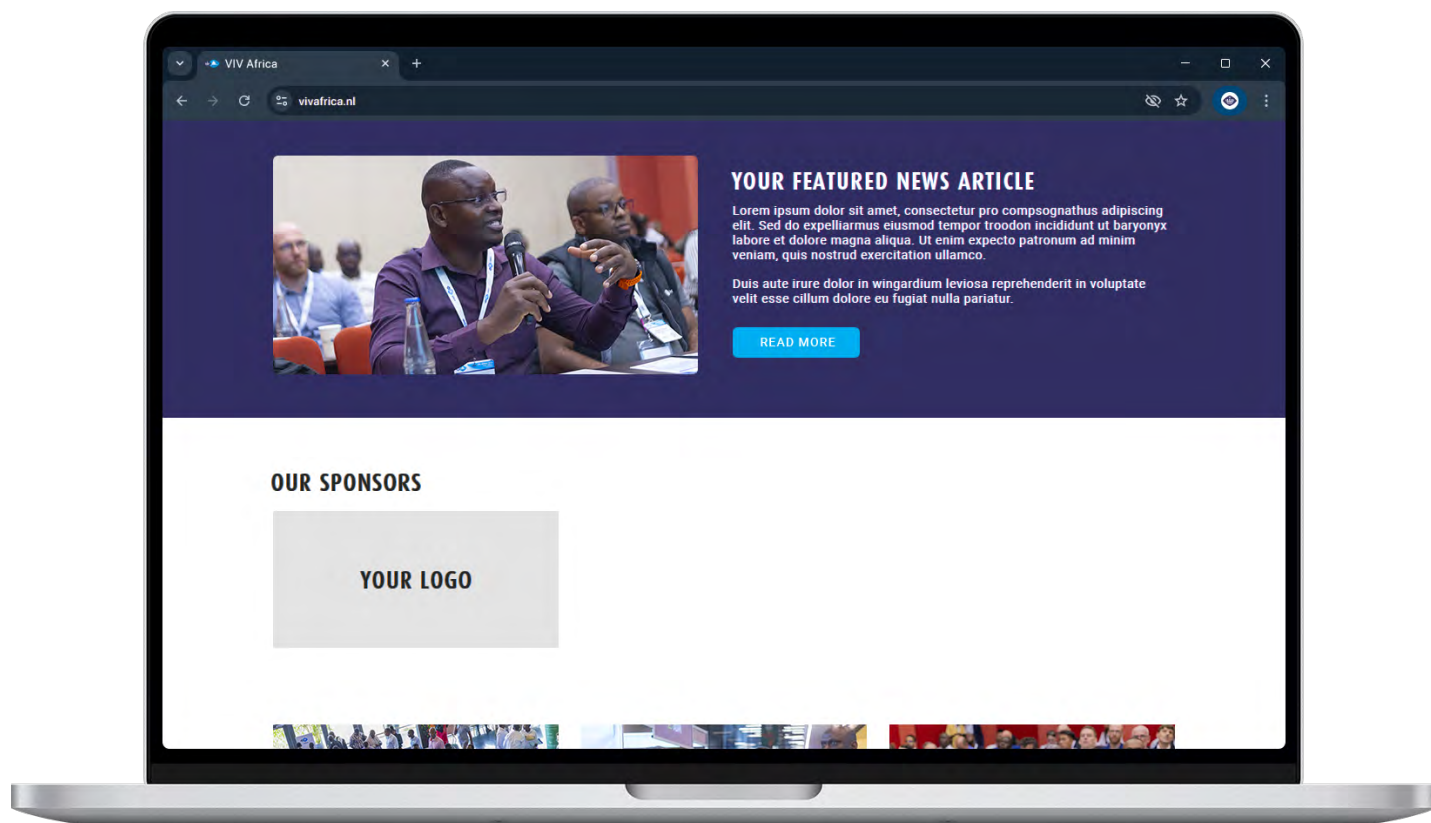
€ 270

Your company logo displayed on the VIV Africa website, linking directly to your company's website for additional visibility before and during the event.

FEATURED NEWS ITEM ON OUR HOMEPAGE

€ 459

A featured news item published on the VIV Africa homepage, highlighting your company or activity in relation to the event. Content is aligned with our editorial guidelines.



DIGITAL PROMOTION

SHOW REVIEW

The Digital Show Review highlights key results and moments of VIV Africa, including facts and figures, articles, interviews, and photo impressions. It is published on the VIV Africa website and shared through the post-show e-mail newsletter and social media channels, offering extended visibility after the event.

HALF PAGE AD

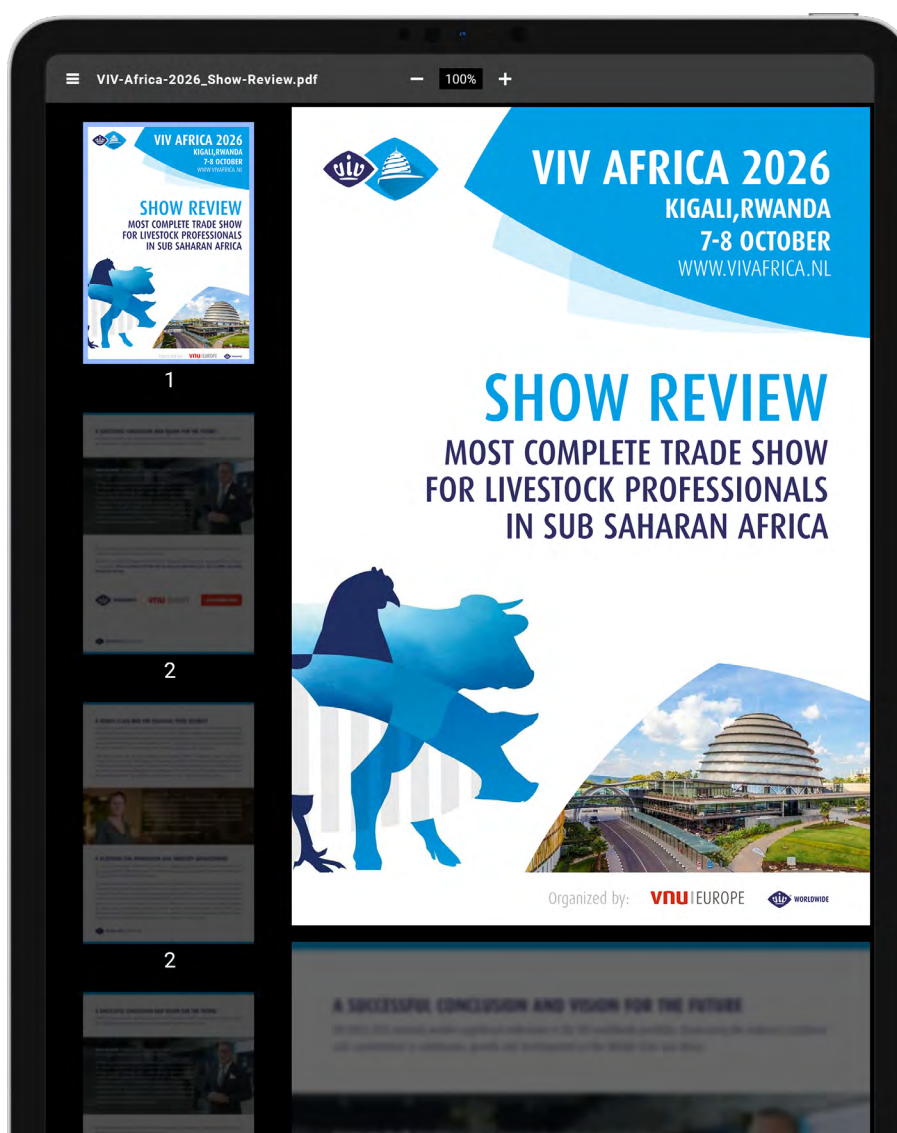
€ 690

A half-page advertisement placed within the Digital Show Review, positioning your brand alongside official event highlights and editorial content.

LOGO ON THE 'THANK YOU FOR VISITING' PAGE

€ 430

Your company logo displayed on the "Thank you for visiting" page of the Digital Show Review, offering additional brand visibility after the event.



DIGITAL PROMOTION

SOCIAL MEDIA

Through the VIV Worldwide social media channels, exhibitors can extend their visibility before and after the event. Social media promotion highlights your brand or innovation within the official event campaign, reaching an international industry audience across multiple platforms.

VIDEO CAMPAIGN

€ 3,630

A 60-second promotional video supplied by the exhibitor and shared through the VIV Worldwide social media channels:

- Instagram
- Facebook
- LinkedIn
- X (Twitter)





ONSITE PROMOTION

Onsite promotion offers high-impact visibility across the VIV Africa venue. Through strategically placed branding, printed media, and live content opportunities, your brand remains visible to visitors at multiple moments during their event journey.

CONTACT

For questions please contact Rachel Lum: Rachel@vnueurope.com



ONSITE PROMOTION

BLOW UP FLOOR PLAN AT ENTRANCE

Make sure to have extra exposure on the floor plan by displaying your logo and thereby highlighting your booth.

LOGO ON FLOORPLAN

€ 270

Your company logo displayed on the large-format floorplan at the venue entrance, with a visual reference to your booth location to increase findability on the exhibition floor.

LOGO ON EXHIBITOR LIST

€ 270

Your company logo displayed on the large-format exhibitor list at the venue entrance, offering additional exposure during visitor orientation.



ONSITE PROMOTION

SHOWGUIDE

The printed show guide is an A5 booklet distributed to visitors during VIV Africa. It contains essential event information, exhibitor listings, and floorplans, and is used by visitors throughout the event as a practical reference. Advertising in the show guide places your brand directly in the hands of attendees on site.

FULL PAGE AD INSIDE THE FRONT COVER

€ 690

A full-page advertisement placed on the inside front cover of the printed A5 show guide, offering premium visibility at the start of the publication.

FULL PAGE AD INSIDE THE BACK COVER

€ 690

A full-page advertisement placed on the inside back cover of the printed A5 show guide, ensuring strong visibility at the end of the publication.

SPECIAL AD ON THE BACK COVER

€ 835

Lorem ipsum

HALF PAGE AD

€ 430

A half-page advertisement placed within the printed A5 show guide, providing a compact print presence.

FULL PAGE AD

€ 550

A full-page advertisement placed within the printed A5 show guide, distributed to visitors during the event.

LOGO ON EXHIBITOR LIST

€ 270

Your company logo included in the exhibitor list section of the printed show guide.

LOGO ON FLOORPLAN

€ 270

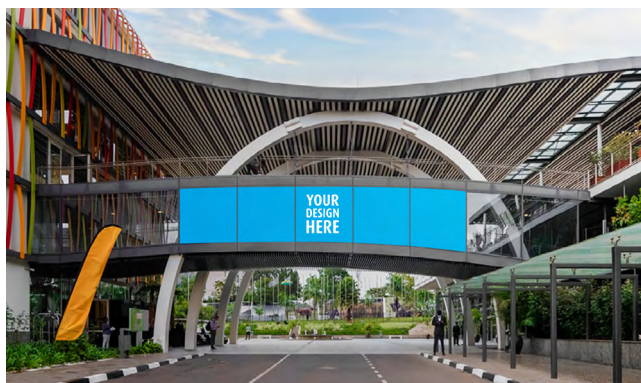
Your company logo displayed on the floorplan inside the printed show guide, increasing visibility as visitors navigate the exhibition.



ONSITE PROMOTION

LARGE-SCALE VENUE BRANDING

Large-scale venue branding offers high-impact visibility through prominent promotional elements placed throughout the exhibition venue.



A WELCOME BANNER

€ 3,744

Welcome visitors with your branding displayed over the venue entrance.



B ENTRANCE TEARDROP FLAG

€ 955

Welcome visitors with branded teardrop flags placed near the event entrance.

KIGALI CONVENTION CENTRE





CHARGING STATION

€ 1,390

Place your brand on charging stations used by visitors throughout the venue.



C HANGING BANNER

€ 1,390

Position your brand above the exhibition floor with a large hanging banner visible from across the hall.



D PILLAR WRAPPING

€ 2,100

Wrap selected venue pillars with your branding and gain repeated visibility across the exhibition floor.



ONSITE PROMOTION

VARIOUS

This section includes additional onsite promotional opportunities that support direct brand exposure during VIV Africa. These items focus on physical touchpoints and materials that visitors interact with throughout their visit, helping to increase brand recognition on site.



LANYARDS

€ 1,795

Branded lanyards distributed to visitors when collecting their badge at the entrance. This option offers continuous brand visibility throughout the event days.

- **Max. exhibitors:** 2



RIGHT TO DISTRIBUTE FLYERS

€ 2,220

Permission to distribute flyers at designated areas within the venue during the event, allowing direct engagement with visitors on site.



RIGHT TO DISTRIBUTE BAGS

€ 2,220

Permission to distribute branded bags at designated areas within the venue during the event. Bags may be pre-filled with promotional materials or giveaways by the exhibitor.



ONSITE PROMOTION

SEMINARS

Seminars and workshops are excellent opportunities for knowledge sharing, marketing and product branding. Get in touch with new business relations and book your space timely.

1 HOUR SEMINAR

€ 745

Includes standard equipment:

- Microphone
- Screen
- Beamer
- Chairs

Catering and additional AV equipment to be ordered separately.

PREMIUM PROMOTIONS

NETWORKING EXPERIENCES

These premium promotions are designed to position your brand among top industry leaders and key decision makers. Host influential guests in a refined setting, strengthen strategic relationships, and align your company with the most prominent professionals at VIV Africa.

INDUSTRY LEADERS LUNCH

Host up to 50 invited industry leaders in a premium lunch setting. Position your brand directly with key decision makers.

- Available for 2 exhibitors
- Price upon request

INDUSTRY LEADERS DINNER

Host senior executives and top decision makers during a premium dinner. Build strong relationships in a refined atmosphere.

- Available for 1 exhibitor
- Price upon request

NETWORKING COCKTAIL

Connect with exhibitors, industry leaders, associations, embassies, and key stakeholders during an exclusive networking cocktail. Elevate your brand in a high-impact social setting.

- Available for 1 exhibitor
- Price upon request



ORDER FORM

Company:

Contact Person:

Address:

Zip & City:

Telephone:

DIGITAL - EMAIL DIRECT MARKETING NEWSLETTER		PRICE
Button		€ 270
Banner		€ 270
Advertorial		€ 550

DIGITAL - WEBVERTISING		PRICE
Logo on our website		€ 270
Featured news item on our homepage		€ 459

DIGITAL - SHOW REVIEW		PRICE
Half Page Ad		€ 690
Logo on the 'Thank you for visiting' page		€ 430

ORDER FORM

DIGITAL - SOCIAL MEDIA		PRICE
Video campaign		€ 3,630
ONSITE - BLOW UP FLOOR PLAN AT VENUE ENTRANCE		PRICE
Logo on floorplan		€ 270
Logo on exhibitor list		€ 270
ONSITE - PRINTED SHOWGUIDE		PRICE
Full page ad inside the front cover		€ 690
Full page ad inside the back cover		€ 690
Special ad on the back cover		€ 690
Full page ad		€ 430
Half page ad		€ 550
Logo on floorplan		€ 270
Logo on exhibitor list		€ 270

ORDER FORM

ONSITE - LARGE-SCALE VENUE BRANDING		PRICE
Welcome banner		€ 3,744
Entrance teardrop flags		€ 955
Charging station		€ 1,390
Hanging banner		€ 1,390
Pillar wrapping		€ 2,100
ONSITE - VARIOUS		PRICE
Lanyards		€ 1,795
Right to distribute flyers		€ 2,220
Right to distribute bags		€ 2,220
ONSITE - SEMINARS		PRICE
1 hour seminar		€ 745

ONSITE - PREMIUM PROMOTIONS		PRICE
Industry leaders lunch		On request
Industry leaders dinner		On request
Networking cocktail		On request

ORDER FORM

If the material deadline is exceeded and / or the material does not meet the specifications VNU Exhibitions can void the claim. If the material does not meet the specifications, VNU Exhibitions is empowered to update the material. The costs will be borne by the client.

The undersigned participates in VIV Africa 2026 for which the participation [Terms and Conditions](#) are applicable. The Terms and Conditions can be found on www.jaarbeurs.nl and filed with the Chamber of Commerce in Utrecht under number 30149544.

Agreed: This is a binding reservation. By returning this signed booking form by email scan the booking is final. Canceled reservations are charged according to the Terms and Conditions.

Name (In Capitals):

Signature:

Company Stamp:

For questions please contact Rachel Lum: Rachel@vnueurope.com