



FASHION
& BEAUTY
AFRICA

CO-LOCATED WITH:



9 - 11 April. 2027

THE SARIT EXPO CENTRE
NAIROBI, KENYA

A WORLD OF
BEAUTY &
GLAMOUR

www.fashionandbeautyafrika.com



MIE EVENTS FZCO
— www.mieevents.com —





FAB-AFRICA is the meeting place for fashion and beauty under one roof, a 3 day B2B Beauty and fashion trade show with the last day open to consumers.

A platform for inspiration, information and connection.

Whatever your brand, there's a place for you at the **FAB-AFRICA**.

Backed by an unprecedented marketing campaign, **FAB-AFRICA** will put your business in front of thousands of new and existing customers.

CONFERENCES

Take your industry knowledge to the next level in our comprehensive Conference Program and get ahead in the industry.

Get your glam on at our **Special VIP Beauty bar**.



Meet & Greet
the fashion
industry
leaders



Beauty
Workshops



Pop-up
Stores



Fashion
Runway

EXHIBITORS PROFILE

- Personal, Body, Skin and Hair care
- Aesthetics and Dermatology
- Fragrance
- Nail Art
- Natural and Organic
- Beauty Accessories
- Spa and Wellness
- Local and International Fashion Designers
- Jewelry
- Footwear
- Textile
- Packaging and Equipment
- Trade Associations

VISITORS PROFILE

- Distributors
- Wholesalers
- Private Label Buyers
- Retail Chains & Discount Stores
- Department Stores
- Cosmetics Chain Stores
- Pharmacies
- Home Stores
- Online Stores
- Duty Free Stores
- Manufacturers
- Exporters
- Hairdressers
- Salon and Spa Owners
- Dermatologists
- Estheticians
- Press



THE PERSONAL HYGIENE SHOWCASE



9th -11 April 2027

The Sarit Expo Centre, Nairobi, Kenya



Good personal hygiene not only enhances our overall appearance, It's importance is directly related to prevention of infectious transmissible diseases.

EXHIBITORS PROFILE:

Personal Hygiene Products

- Hand sanitizer Gels
- Sterilized hand gloves
- Respirator masks
- Protective Clothing & Gowns •
- Lotions, Creams
- Facial Wipes
- Facial Wash
- Cleansing Water
- Cleansing Jellies
- Skin Hydration Products
- Oral, Body, Hair Hygiene Products
- Intimate Hygiene Products
- Body disinfectant solutions
- Anti-bacterial skin wipes
- Natural Extracts
- Organic Skin Products
- Sea salt Skincare and Hygiene Products

Hygienic Technology

- Packaging and Dosing Equipment •
- Laboratories
- Research Centers
- Product Testing & Certification



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SPONSORSHIP PACKAGES



DIAMOND PACKAGE BENEFITS

KES3,000,000–US\$30,000

Limited to 1 Sponsor Only

- **36 sqm of space only**, island space in a prominent location within the exhibition hall
- Your company will be branded as the Diamond Sponsor on all relevant advertisements used to promote the exhibition
- 10 VIP invitations for the official event opening ceremony.
- 1 advertorial (Double Page) in English in the show preview magazine, sent to B2B visitors, potential buyers and distributors at least 1 month prior to the show
- 1 Full Page, Inside Front Cover and 1 Full Page Advertisement inside the official show to our network of clients as well as to every exhibition attendee
- 1 Roll Up banner dedicated to your company at the entrance of the exhibition
- Company Logo branded as 'Diamond Sponsor' on VIP invitations
- Company logo hyperlinked on the official website
- Company logo on relevant on-site branding
- Company logo on relevant digital and print marketing material used to promote the event (This includes local and international media partners).
- Company logo on all relevant newsletters sent to our global industry database
- Opportunity to include company flyer or brochure in the press kit distributed at the press conference held a few weeks before the opening day.



GOLD PACKAGE BENEFITS

KES2,000,000–US\$ 20,000

Limited to 2 Sponsors Only

- **30 sqm of space only**, 2-3 sides open space in a prominent location within the exhibition hall.
- Your company will be branded as Gold Sponsor on all relevant advertisements used to promote the exhibition
- 5 VIP invitations for the official event opening ceremony
- Advertorial (Full Page) in English in the show preview magazine, sent to B2B visitors, potential buyers and distributors at least 1 month prior to the show.
- 1 Full Page, Inside Back Cover in the official show catalogue, this is printed and distributed before the show to our network of clients as well as to every exhibitor attendee
- 1 Roll Up Banner dedicated to your company at the entrance of the exhibition
- Company logo branded as 'Gold Sponsor' on VIP invitations sent.
- Company logo hyperlinked on the official website.
- Company logo on all relevant on-site branding.
- Company logo on all relevant digital and print marketing materials used to promote the event (This includes local and international media partners)



FUNCTION SPONSORS

BEAUTY LOUNGE AND MASTERCLASS; RUNWAY AND FASHION SHOW

KES 1,500,000 – US\$ 15,000

Limited to 1 Sponsor per Function

- Maximum exposure as the exclusive function sponsor for the event
- Exclusivity over the function space
- Your company will be branded as the [Function Sponsor] on all relevant advertisement used to promote the exhibition.
- 5 VIP invitations for the official event opening ceremony
- 1 advertorial (half page) in English in the show preview magazine, sent to B2B visitors, potential buyers and distributors prior to the show
- 1 full page advertisement inside the the official show catalogue, this is printed and distributed before the show to our network of clients as well as to every exhibition attendee
- Company logo branded as [Function Sponsor] on VIP invitations sent
- Company logo hyperlinked to the official website
- Company logo on all relevant on-site branding
- Opportunity to add a branded item in the goody bags for all guests
- Company representative will have a prominent speaking opportunity at the launch and event
- Complimentary 18 sqm of space only, 2 – 3 sides open space in a prominent location within the exhibition hall

FAB Stimulus Package

MAIN BENEFITS INCLUDE:

- 15% discount voucher and priority booking over 2021 edition
- Preferred freight forwarding rates from DB Schenker (as our official logistic partner)
- High speed WI-FI across the exhibition hall
- Free shuttle service from/to exhibition and hotel, airport
- Meal vouchers from the venue catering contractor offered at reduce price
- Lounge access for exhibitors and sponsors with basic coffee break and refreshments
- FAB stationary distributed to all exhibitor booths
- Granted slot in the speaker's list of FAB show discussion panels and conferences (on a first come first served basis)
- Mention in the "FAB Supports Africa Fashion Community" PR announcement amongst contributors to the charity donation
- Free Social Media sponsorships on selected content pushed through FAB page (on Instagram and LinkedIn)
- Sound bites and testimonials from executives in the wrap-up video of the 2020 show (also used to campaign the 2021 edition of FAB show)

FAB AFRICA FLOOR PLAN



Visitor Access



REGISTRATION AREA

Organized by:



MIE EVENTS FZCO
www.mieevents.com

ABOUT MIE EVENTS



MIE EVENTS FZCO
— www.mieevents.com —

- MIE Events, founded in 2000: Professional exhibitions, trading and business consulting organization.
- 5 International offices in Middle East & Africa and 8 offices across China.
- MIE Events organized over 80,000 international trading companies to exhibit in the Middle East & Africa.
- MIE Events works with SMEs and all businesses sector to develop their global market.

Sarit
Expo Centre



VENUE

Located right at the Sarit Mall, Sarit Expo Centre is Kenya's most beautiful Convention Centre that offers one of the most breath-taking venue in the country with convenient access to all the major amenities in the downtown core. The facility welcomes hundreds of thousands of attendees each year and hosts more than 100 events.



SUPPORTED BY:



KANGA
STUDIOS
NAIROBI



iINVEST KENYA
KENYA INVESTMENT AUTHORITY

Sarit
Expo Centre

MS. ZILPER KOYO

PROJECT CO-ORDINATOR

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