



KRACON

2ND – 5TH OCTOBER, 2024



THEME: IMPROVING OUTCOMES IN PATIENTS WITH CKD

PRIDE INN CONVENTION CENTRE, SHANZU, MOMBASA



About KRA

The Kenya Renal Association (KRA) is a premier professional association representing nephrologists who are dedicated to the provision of quality specialized kidney health-care in Kenya as well as the larger East Africa region. A key component of its activities is the organization of annual scientific conferences during which updates on matters kidney – care are shared with conference delegates. These conferences are very popular with the regional renal community as they provide opportunities for knowledge updates, networking and mentorship opportunities.

A snap shot from the 2023 post conference report shows:

400+



Unique delegates attended the conference

46+



companies participated

99%



of delegates were satisfied with the exhibition area

98%



of exhibitors were excited with delegate turnout to the exhibition area

SUB THEME:

Haemodialysis | Peritoneal Dialysis | Kidney Transplant
Peritoneal Dialysis | Transplantation | Glomerulonephritis
Vascular access | Hypertension | Diabetes | Paediatric
Nephrology | Nephropathology | Renal Nursing | Registry trends
| Nutrition | Counselling | Onconeuro

THE TARGET AUDIENCE:

Nephrologists, Physicians, paediatricians, pathologists, General practitioners, Nephrology Nurses, Nutritionists, Pharmacists, Bio-Medical Technologists as well as Laboratory Technologists.

SPONSORSHIP OPPORTUNITIES

HOW TO RESERVE YOUR SPONSORSHIP

Sponsorships are limited and available on a first-come, first-served basis. To request your sponsorship just email us at info@mmskenya.co.ke

BOOTH SELECTION.

Sponsors have the opportunity to select the booth of their choice in their sponsorship level (based on availability). The selection process will begin in the order in which the signed agreements are received.

PAYMENT OPTIONS

Sponsorships can be paid by cheque or wire transfer. Sponsorships must be paid in full for booth selection.

Make cheques payable to:

Account name:

Bank Name:

Branch:

Branch Code:

Account Number:

Swift Code:

Kenya Renal Association

Absa Bank Kenya

Hurlingham

045

0451155660

BARCKENX





Conference Partner Sponsor **Kshs.2,000,000**

- ❖ One (1) 8m x 2m (16m²) exhibition Booth
- ❖ Badge sponsor-The Name badge for all delegates will have your logo on it
- ❖ TV
- ❖ One symposium slot
- ❖ Opening Ceremony sponsor
- ❖ Eight full conference passes
- ❖ Recognition/Thank You during Keynote by KRA organizing committee member
- ❖ website recognition
- ❖ Logo on sponsor section
- ❖ Company description
- ❖ Branded sponsorship signage in prominent locations
- ❖ Link to your featured content shared on email
- ❖ Logo on footer of KRA CON emails
- ❖ One promotion of your Product

Gold Sponsorship Package **Kshs.1,500,000**

- ❖ One symposium slot
- ❖ One (1) 5m x 2m (10m²) exhibition booth in the main entrance to the conference venue
- ❖ Four (4) exhibition passes
- ❖ One workshop
- ❖ One content email sent to all the conference registrants.
- ❖ Website recognition
- ❖ Logo on sponsor section
- ❖ Company description
- ❖ Branded sponsorship signage in prominent locations
- ❖ Link to your featured content
- ❖ Logo on footer of conference emails

Silver Sponsorship Package **Kshs.1,200,000**

- ❖ One (1) 4mx2m (8m²) Exhibition booth
- ❖ Three (3) exhibition passes
- ❖ Thursday cocktail sponsor
- ❖ Website recognition
- ❖ Logo on sponsor section
- ❖ Company description
- ❖ Branded sponsorship signage in prominent locations
- ❖ Logo included in program
- ❖ Link to your featured content

Gala Dinner Sponsor (two available) **Kshs. 800,000**

- ❖ Verbal acknowledgement as the Conference Dinner Sponsor during the Conference Dinner.
- ❖ Acknowledgement as the Conference Dinner Sponsor on printed Conference documents, including conference handbook and dinner invitation cards
- ❖ An opportunity to address guests before the Conference Dinner (10-minute presentation only).
- ❖ Company name/logo on Conference Dinner function ticket.
- ❖ Signage rights with signage prominently displayed at the Conference Dinner (pull-up banner to be supplied by sponsor by the advised deadlines).
- ❖ An opportunity to place one (1) promotional item at each place setting at the Conference Dinner (supplied by sponsor by the advised deadlines and no larger than A4 size).
- ❖ Three (3) complimentary tickets to the Conference Dinner.
- ❖ Company logo on conference website with links to company website.
- ❖ One (1) satchel insert (supplied by the advised deadlines, lightweight and no larger than A4 size).
- ❖ Please note this is the sponsor for the food only

Gala Dinner Entertainment Sponsor (one available) **Kshs. 300,000**

- ❖ Main sponsor for Gala Dinner 10-minute talk, Drinks and MC sponsor
- ❖ Verbal acknowledgment as the conference dinner entertainment sponsor during the conference dinner.

- ❖ Company logo on conference website with links to company website.
- ❖ Two complimentary tickets to the conference dinner.
- ❖ Company name/logo on conference dinner function ticket.
- ❖ Acknowledgment as the gala dinner entertainment sponsor on printed conference documents, including conference handbook and dinner invitation cards.
- ❖ An opportunity to place one (1) promotional item at each place setting at the conference dinner (supplied by the sponsor by the advised deadlines a no larger than A4 size)
- ❖ Note this is the sponsor for the gala dinner entertainment

Special Packages

Special Packages, for those with special branding requirements:

Registration Sponsorship - Kshs.200,000

The registration staff who ensure the smooth transition of all delegates into the exhibition, will wear branded shirts and we will place your logo on the front right of the shirts. We can also include an opt in question where we request the delegates to tick if they would want us to share their contact details with you. A half page advert will be included in this sponsorship.

Contact the event organizer if interested in this package.

Branded Panels:

During exhibition, making sure that your brand and products are as visible and clear as possible is incredibly important. Rather than just putting some products on a table or in a brochure, why not brand the panels of your stand with your information, images and logo. This will make your stand a lot more informative and attractive. Not only will more individuals approach your stand, as it will be more inviting, but those that do interact with you on your stand will get a lot more information.

Hanging Banner

At the exhibition area all the stands are less than 3m in height. We can print and hang banners from the ceiling. This can either show your logo and branding or even have an arrow pointing down to show people exactly where your exhibition booth is

EXHIBITION BOOTH PACKAGE

(LIMITED SPACES AVAILABLE) KSHS.200 000

- ❖ One (1) 3m x 2m (6m²) exhibition booth. Inclusive of power source, centre bulb, 1 table and 2 chairs
- ❖ Two (2) complimentary conference registrations, including attendance at all conference sessions, morning/afternoon teas and lunches



The Exhibition will be held in the Conference venue: The floor plan has been designed to maximise Exhibitors' exposure to the attendees. Exhibitors can choose more than one module to create a bigger area. Conference Partner and Gold Sponsors exhibiting will receive priority exhibit booth assignment. Exhibit spaces will be sold on a first-come, first-served basis.

Please always indicate a second choice. Please note that module rental does not include any furniture, electrical usage or stand cleaning.

These services can be provided upon request. All exhibitors will receive recognition in the following locations before and during the congress: - signage near the registration area, - website link to the supporting Company's corporate website.

Exhibitor registration

All exhibitors are required to be registered and will receive a badge displaying the exhibiting Company name. Two staff badges will be given to each exhibitor. Any additional badge will be charged up to **Kshs.5,000**. All support personnel attending the congress or staffing an exhibit booth must be registered. Exhibitor badges are non-transferable and must be worn at all times. Attaching cards, ribbons, or other items to badges is not permitted.

CONFERENCE MATERIALS SPONSORSHIP

This includes the sponsorships of posters, bags, lanyards and nametags (if there is no conference partner), program and banners. The benefits of this are:

❖ Company name/logo on lanyards

- Company logo on bags and nametags
- Advertisement in the program booklet
- Company logo on one of the banners
- Discounted exhibition booth
- One (1) bag insert (supplied by sponsor by the advised deadlines, lightweight and no larger than A4 size).

This package will be allocated on a first come basis.

Kindly contact the event organizer

Other & Event Sponsorship Welcome Reception

(Kshs.600, 000)

The welcome reception will be held at the Pride Inn on Thursday. Sponsoring company will be given a 15-minute trade talk slot during the opening cocktail.

Track session or Scientific Talk + booth (Kshs.650,000)

Any track session or talk during the scientific program +booth (10min talk)

Pre-conference workshop slot + booth (Kshs.700,000)

(Opportunity to brand and interact with delegates)

The opportunity to sponsor a symposium, where the sponsoring company representatives will be given a chance to host a 10-minute talk. This will be preceded by a 10-minute scientific talk by one of the surgeons nominated by the sponsor. The 2024 program also includes sponsored sessions. For more information on the program slots available for sponsorship kindly contact the event organizer.

Advertisement in the Abstract booklet/Program

Interested companies can advertise in the program booklet at the below rates:

Half Page Advert	Kshs. 50000
Full page Advert	Kshs. 65,000
Back inside cover Advert	Kshs. 70,000
Front inside cover Advert	Kshs. 75,000

For more information on sponsorship packages, please contact info@mmskenya.co.ke