

AfriFueling EXPO

20
25

Brought to you by:



MAY 6 - 8
2025
Sarit Expo Centre, Nairobi Kenya



2023 Lead Sponsors:



Contact
ADG

ALISON & DAVIS GROUP LTD

No. 07, Muthaiga Suites Off Thika Road Nairobi

Tel: +254 721 845 944 | Email: info@adgafrica.com | www.adgafrica.com

BACKGROUND

The Africa Petroleum Equipment Convention, widely referred to as (AFRIPET) was launched in 2018. The event is Africa's biggest exhibition of retail petroleum and energies equipment and technologies.

In line with the ongoing transitional shift in the global retail fueling industry, AFRIPET has now rebranded to become AfriFueling Expo. Going forward, The AfriFueling Expo becomes Africa's leading showcasing platform for the Petroleum, Liquefied Petroleum Gas, Lubricants & Mobility industry. The Expo will be held rotationally in strategic cities across Africa.

Since 2018, the event has grown steadily to become the top showcase platform for the fast growing African retail fueling business. In 2023, Gilbaco Veeder-Root, Dover Fueling Solutions & Fueling Magazine were the leading sponsors of the Show in Nairobi Kenya which brought together over 1,500 visitors from various parts of Africa and exhibitors from across the globe.

The next AfriFueling Expo will be held on May 6 to 8, 2025 again at the Sarit Expo Centre in Nairobi Kenya. Building on the growth momentum of past events, we expect over 100 international and local exhibitors and thousands of visitors from different countries of Africa.

The Petroleum Outlets Association of Kenya (POAK), Fueling Magazine – the leading petroleum, energies and mobility magazine in Eastern Africa are already confirmed anchor partners of AfriFueling Expo 2025 while the leading global fuel equipment & technologies manufacturers have committed to continue sponsoring the event.

We are therefore looking forward to welcome everyone whether first timers or repeat visitors, sponsors & exhibitors to Nairobi in May 2025! Come Showcase, Benchmark and Close unlimited deals!

EVENT MODEL

The event is a melting pot for global exhibitors from petroleum equipment manufacturers, dealers, solutions providers, consulting companies, and other service providers in the petroleum, energies and mobility supply chain keen to meet representatives of oil marketing companies, fleet executives and other players in the African retail energies business.

The three-day Expo will run from 08th - 10th May, 2025. An Exhibition will run concurrently with a conference providing plenty of opportunities for participants to network with potential buyers, peers and other stakeholders. On Monday, May 07th the organizers will be hosting an evening reception for the industry and invited guests to network informally and officially launch the AfriFueling Expo 2025.



SPONSORSHIP PACKAGES

Headline Sponsor USD 70,000 (Exclusive)

This is the ultimate and top prize for the lead investor in AfriFueling Expo 2025. The package is specially designed to effectively confer a wide range of benefits to the sponsor who takes up this prime opportunity. Our headline sponsor becomes the face of the Expo immediately they make a sponsorship confirmation. This could be several months before the actual event. Confirmation of sponsorship immediately triggers a publicity buzz with the sponsorship positioned as the trending news on both traditional and online media. Branding on the event's website and on all marketing materials goes on until after the actual Expo ends.

The publicity continues throughout the event preparation stages and is heightened as the actual event's grand opening approaches. In the weeks ahead of the grand opening of the Expo, the headline sponsor gets media coverage on national television, radio stations and online platforms with leading social media influencers and participate in all other Expo publicity initiatives. These include; online campaigns, media activations, billboards and prominent visibility in all Expo promotional materials.

During the actual event, the headline sponsor gets headline venue branding (stage branding, ceiling branding and entrance goal posts branding. This is in addition to an Expo stand - 9m x 3m and a Full Page Advert on the Fueling Magazine cover as well as a speaking/presentation slot during the event opening ceremony.

Highlights

- Becomes the face of the Expo on onboarding
- Immediate publicity buzz on traditional & online media
- Headline branding on all Expo platforms & merchandise
- Continuous publicity throughout Expo preparation months
- Best Return on Investment
- Media interviews on national television, radio stations and online platforms with leading influencers
- Headline branding on roadshow and billboards
- Headline venue branding
- 9m x 3m Exhibition booth
- Full Page Advert on Fueling Magazine Cover
- Speaking/presentation slot during the opening ceremony

Silver Sponsor USD25000 (3 Slots)

Highlights

- Print Media (pictorial) & online publicity on onboarding
- Incorporated on all Expo platforms & merchandise
- Included in publicity throughout Expo preparation months
- Coverage on online platforms and with leading influencers
- Branding on billboards
- Venue branding
- 6m x 3m Exhibition booth
- Half Page Advert inside the Fueling Magazine

Gold Sponsor USD 45,000 (2 Slots)

The Gold sponsor becomes part of the Expo publicity immediately they make a sponsorship confirmation. The sponsor's corporate identities are incorporated in all publicity platforms. The publicity continues throughout the event preparation stages and is heightened as the actual event's grand opening approaches.

Pooling of resources amongst sponsors, exhibitors and partners justifies an investment in the AfriFueling Expo as the return is six-fold compared to any other awareness approach.

In the weeks ahead of the grand opening of the Expo, the Gold sponsor gets media coverage on a national media platform and online platforms with leading social media influencers.

During the actual event, the Gold sponsor gets strategic venue branding (branding at strategic Expo positions). This is in addition to an Expo stand - 6m x 3m and a Full Page Advert in Fueling Magazine as well as a speaking/presentation slot during the opening ceremony.

Highlights

- Becomes part of the Expo publicity on onboarding
- Immediate publicity on traditional & online media
- Incorporated on all Expo platforms & merchandise
- Continuous publicity throughout Expo preparation months
- Pooling of resources confers best Return on Investment
- Media coverage national media and online platforms with leading influencers
- Branding on billboards
- Strategic venue branding
- 6m x 3m Exhibition booth
- Full Page Advert inside Fueling Magazine
- Speaking/presentation slot during the opening ceremony

Cocktail Sponsor USD20000 (1 Slot)

Highlights

- Becomes the face of the Cocktail Reception
- Print Media (pictorial) & online publicity on onboarding
- Incorporated on all Expo platforms & merchandise
- Included in publicity throughout Expo preparation months
- Coverage on online platforms and with leading influencers
- Branding on billboards
- Venue branding
- 3m x 3m Exhibition booth
- Half Page Advert inside the Fueling Magazine

Exhibition Packages

- 9 meters x 3 meters - 8,000 USD
- 6 meters x 3 meters - 6,000 USD
- 3 meters x 3 meters - 3,000 USD

BOOKING FORM

Company Name:

Contact Name (Mr/Ms/Mrs/Dr/Prof):

Job title:

Contact Address:

Telephone: Email:

Size: Investment Value:

Signature:

Company Stamp:

Bank Details

Bank: Diamond Trust Bank Kenya
Account Name: Alison and Davis Group Ltd
Account Number: 0259212002 (USD)
Bank Code: 063
Branch Code: 001
Swift Code: DTKEKENA

1. Payment Terms

Full payment upon receipt of invoice. ADG reserves the right to cancel and relocate all bookings not complying with the payment terms.

2. Alteration to Event

ADG reserve the right to make such changes to the time, schedule, location, presenters or in the general plan of the event without penalty, as may be deemed necessary by ADG management, to be in the best interest of the event.

3. Cancellation of Event

Should the event be cancelled due to war and/or natural calamities, ADG shall be under no liability in any way in respect of any liability incurred by the sponsor/ exhibitor. Participant will receive a full credit for the entire amount paid towards a future event taking place within one year.

4. Cancellation of Sponsorship/Exhibition

- a. If ADG cancels the event/sponsorship/exhibition/marketing package for any reason apart from those covered by Clause 3, the sponsor/ exhibitor/ marketing package will be refunded in full within fourteen (14) days for any payments already made for sponsorship/exhibit on that event.
- b. If ADG cancels a scheduled event/sponsorship/exhibition due to the failure on the part of the sponsor/exhibitor to comply with payment terms in Clause 2, the

sponsor/exhibitor/marketing partner is liable to a fifty (50%) percent cancellation charges to be made payable to ADG within five (5) days of the cancellation notice.

5. Liability

ADG accepts no responsibility for any loss or damage to properties or personal injuries that occurs during, or in preparation for, the event. In making arrangements with third parties for carriage by air, hotel, accommodation, transportation, or other services, for purposes related to the event/sponsorship/exhibition on behalf of the sponsor/ exhibitor, ADG is protected from liability of any kind arising out of such arrangements.

6. Number of Delegates

ADG undertakes to extensively research and market each event but are unable to guarantee the number of delegates or their purchasing power or level of responsibility. Estimates made or given whether in publicity material about the event by or on behalf of ADG whether verbally or in writing shall not be constituted as a guarantee and is not incorporated or become part of the Agreement unless the estimate is contained in the amendment part of the Agreement and countersigned by a Director.

7. Extra Charges

Any additional charges incurred at the event, which are not covered by the package, shall be borne by the sponsor/exhibitor. Any additional charges incurred at the event by the sponsor/exhibitor, which are billed to ADG are payable to ADG within five (5) working days of receipt of invoice



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