



EACMC
East African Coffee
Markets & Conference

EXHIBITOR PACKAGE

October 28-30, 2026
Nairobi, Kenya

Theme: From Farm to Flavor: Quality, Compliance
& Market Growth



1. Background & Track Record

The East African Coffee Markets & Conference (EACMC) is a producer- and market-centred platform created by Smart Farmer Africa to bring together farmers, cooperatives, estates, traders, roasters, service providers and policymakers around one core goal: connecting East African coffee to sustainable, premium markets.

The inaugural EACMC 2025 in Nairobi proved the need for such a platform. Held under the theme “Sustainable Growth & Market Access: Empowering East African Coffee Producers in a Global Market”, it filled the Oshwal Centre across three days of conference sessions, exhibitions, public cupping and competitions.

In 2025, the exhibition floor at Oshwal Centre hosted more than 50 exhibitors across the coffee value chain. A strong core of green coffee suppliers – estates, unions and cooperative societies – used the platform to profile their coffees, host cuppings and sit down with serious local and international buyers. Many left with concrete leads, sample and contract requests, and, for some, the first time to sit across the table from serious international buyers in one space.

Building on this success, EACMC 2026 expands into a year-round pipeline that combines Regional Coffee Days in key producing areas with a three-day Grand Expo & Conference in Nairobi. At every step, the focus remains clear: more volume, better quality, stronger governance and faster, more transparent market access for farmers and cooperatives.

For 2026, we expect:

- 150–200 exhibitors across the regions and Nairobi;
- 3,000–5,000 visitors across the pipeline;
- Around 600 core conference delegates at any one time in the main auditorium in Nairobi.





2. Who Should Exhibit?

- ✓ Coffee estates, cooperatives, unions and producer organisations.
- ✓ Green coffee exporters, marketers and traders.
- ✓ Roasters, cafés, brew bars and coffee cart brands.
- ✓ Input suppliers – fertiliser, seedlings, crop nutrition and protection.
- ✓ Processing and milling technology providers.
- ✓ Machinery & equipment providers – pulpers, dryers, graders, roasters, grinders, brewers.
- ✓ Financial institutions, funds and SACCOs offering products for farmers and cooperatives.
- ✓ Digital and data solutions – farm management, traceability, EUDR compliance tools.
- ✓ Certifiers, standards and sustainability programmes.
- ✓ Development partners and projects supporting coffee value chains

3. Why Exhibit at EACMC 2026?

By exhibiting at EACMC 2026, you are not just taking a stand – you are positioning your brand at the centre of East Africa's emerging coffee marketplace.

- ✓ Showcase your green coffee to real buyers. At EACMC 2025, many estates, unions and co-ops exhibited at Oshwal and opened new relationships with local and international buyers through cupping, stand visits and B2B meetings.
- ✓ Meet serious regional and international buyers looking specifically for East African coffees.
- ✓ Engage directly with farmers, cooperative leaders and estates from West-of-Rift, East-of-Rift and other producing regions.



- ✓ Demonstrate new technologies, machinery, inputs and digital tools in a live, working environment
- ✓ Position your organisation as a solutions partner around production, quality, compliance, finance and market access.
- ✓ Generate qualified leads before, during and after the event through structured matchmaking and follow-up communication.

4. Exhibition Zones at EACMC 2026

By exhibiting at EACMC 2026, you are not just taking a stand – you are positioning your brand at the centre of East Africa’s emerging coffee marketplace.

- ✓ **Nairobi Grand Expo** – the main exhibition at Oshwal Centre during the three-day EACMC 2026.
- ✓ **Regional Coffee Days & Farmers’ Clinics** – compact but high-impact events in Eldoret (West-of-Rift) and one East-of-Rift location, combining clinics, demos, cupping and exhibition.
- ✓ **Roasters’ Village** – curated zones in Nairobi and the regions for roasters, cafés and brew concepts.



5. Run for Coffee – 10km & 5km Fun Run

As part of the Regional Coffee Day, we will host a high-energy “Run for Coffee” featuring a 10km race for serious runners and a 5km fun run for families, students and community groups. The run will start and finish at the event venue, with coffee-themed branding, music and simple prizes at the finish line. It is designed to draw large local crowds, raise awareness about coffee and its opportunities, and give sponsors and exhibitors extra visibility on race bibs, T-shirts, banners and social media coverage.





5. Exhibitor Packages & Rates

All rates shown are exclusive of applicable taxes. Final allocations depend on hall layout, safety regulations and availability at the time of booking.

5.1 Multi-Event 'Circuit' Options

For brands that want to be visible across the entire pipeline – from the regions to Nairobi – circuit packages provide better value and consistent presence.

Package	Events Covered	Key Benefits (Summary)	Rate (KES, ex. VAT)
National Coffee Circuit – Standard 3×3m	3×3m booth at both Regional Coffee Days + 3×3m stand at Nairobi Grand Expo	Presence at all three core events; consistent branding across regions and Nairobi; ideal for input suppliers, technology providers, finance and national programmes.	190,000
National Coffee Circuit – Large Format 6×3m	6×3m booth at both Regional Coffee Days + 6×3m stand at Nairobi Grand Expo	Dominant footprint throughout the pipeline; best for anchor brands, major machinery or national initiatives wanting maximum visibility.	320,000
2 Regional Circuit – Standard 3×3m	3×3m booths at both Regional Coffee Days (Eldoret + East-of-Rift)	Strong regional presence focused on farmers and co-ops; ideal for inputs, services and county or regional programmes.	100,000
Regional Circuit – Roasters' Village Station	Roasters' Village coffee station at both Regional Coffee Days	Circuit presence for roasters and café brands targeting the regional farmer and youth audience; two 2×2m stations, one in each region.	45,000
Nairobi + One Regional Combo – 3×3m	3×3m booth at Nairobi Grand Expo + 3×3m booth at either Eldoret or East-of-Rift Regional Coffee Day	Balanced presence for organisations piloting regional engagement while anchoring in Nairobi.	140,000
2 Regional table top display	Approx. 1.2m by 0.6m table space within a shared tent	One Regional Coffee Day (2 days)	28,000
Nairobi + 2 Regionals table - top display	Approx. 1.2m by 0.6m table top at Nairobi Grand Expo + 2 regionals	Table + 2 chairs	40,000



5.2 Nairobi Grand Expo – Oshwal Centre, Nairobi (3 Days)

These packages cover the main EACMC 2026 exhibition in Nairobi. All Nairobi booths are located within the main halls at Oshwal Centre, with aisle placement based on booking date, package level and sponsorship status.

Package	Booth Size / Format	Events Covered	Key Benefits (Summary)	Rate (KES, ex. VAT)
Nairobi Grand Expo – Premium Island	6×3m island stand (open on 4 sides) in a prime location	Nairobi Grand Expo (all 3 days)	Largest stand on the floor; ideal for flagship brands and machinery; high visibility on main aisles; logo on floorplan, website and event backdrops; up to 4 exhibitor badges; priority consideration for demo slots.	300,000
Nairobi Grand Expo – Standard 6×3m (Inline)	6×3m inline stand (double 3×3) on a key aisle	Nairobi Grand Expo (all 3 days)	Double-width stand with generous product display area; strong visibility on main aisle; logo on website and floorplan; up to 3 exhibitor badges.	220,000
Nairobi Grand Expo – Premium 3×3m	3×3m premium stand on a high-traffic aisle near key zones	Nairobi Grand Expo (all 3 days)	Standard shell scheme with strong footfall; good branding opportunities; logo and listing on website and in programme; up to 3 exhibitor badges.	150,000
Nairobi Grand Expo – Standard 3×3m	3×3m standard stand within the main exhibition	Nairobi Grand Expo (all 3 days)	Entry-level full booth; listing on website and programme; up to 2 exhibitor badges.	100,000
Nairobi Grand Expo – Compact 3×2m	3×2m compact stand	Nairobi Grand Expo (all 3 days)	Cost-effective option for SMEs and projects needing presence without a full 3×3; listing on website and programme; 2 exhibitor badges.	60,000
Table top Display	App 1.2m by 0.6m	Nairobi Grand Expo (all 3 days)	Cost-effective option for SMEs and projects needing presence without a full 3×3; listing on website and programme; 2 exhibitor badges.	15,000

5.3 Roasters' Village & SME / Innovation Pods – Nairobi

Roasters, cafés, brew bars and innovators are grouped in visually distinct hubs to create an exciting visitor experience and concentrated footfall.

Package	Booth Size / Format	Events Covered	Key Benefits (Summary)	Rate (KES, ex. VAT)
Nairobi – Roasters' Village Station	Approx. 2×2m coffee service station with counter and backwall branding	Nairobi Grand Expo (all 3 days)	Curated slot within the Roasters' Village; ideal for showcasing single origins and signature drinks; includes small counter, backwall branding and 2 exhibitor badges. Exhibitor brings brew/espresso equipment, coffee, cups and payment solution.	35,000
Nairobi – SME / Start-Up Pod	Approx. 2×2m pod in SME & Innovation Hub	Nairobi Grand Expo (all 3 days)	Branded pod within the SME & Innovation Hub; ideal for start-ups, youth-led brands and digital tools; includes branding panel, counter and 2 exhibitor badges.	50,000

5.4 Regional Coffee Days & Farmers' Clinics

Two Regional Coffee Days – one in Eldoret (West-of-Rift) and one in an East-of-Rift coffee county – combine clinics, demos, cupping, exhibitions and the regional qualifiers for the 'Flavours of East Africa' coffee competition.

Rates below are per Regional Coffee Day (2 days each).

Package	Booth Size / Format	Events Covered	Key Benefits (Summary)	Rate (KES, ex. VAT)
Regional Coffee Day – Standard 3×3m	3×3m stand (tent or hall, depending on venue)	One Regional Coffee Day (2 days)	Full stand in the regional exhibition area; ideal for inputs, services, county programmes and cooperatives; 2 exhibitor badges.	50,000
Regional Coffee Day – Standard 6×3m	6×3m stand (double-width) in regional exhibition	One Regional Coffee Day (2 days)	Larger presence for machinery, county pavilions or major brands; suitable for equipment demos; up to 3 exhibitor badges.	80,000
Regional Coffee Day – Compact 3×2m	3×2m compact stand	One Regional Coffee Day (2 days)	Budget-friendly presence for SMEs or smaller projects; 2 exhibitor badges.	35,000

Regional Coffee Day – Tabletop Display	Approx. 1.2m by 0.6m table space within a shared tent	One Regional Coffee Day (2 days)	Ideal for NGOs, smaller projects or information desks; logo in programme; 1–2 staff passes.	15,000
Regional Coffee Day – Roasters’ Village Station	Approx. 2×2m coffee service station within Roasters’ Village	One Regional Coffee Day (2 days)	Curated slot in the regional Roasters’ Village; great for youth roasters and café brands to showcase brews to farmers and local visitors; includes counter/backwall and 2 exhibitor badges. Exhibitor brings brew equipment, coffee and cups.	25,000

6. What’s Included in a Standard Booth 3X3 and anything above

- ✓ Basic shell scheme (where applicable) – back and side panels within the hall or tented structure.
- ✓ One table and two chairs (for 3×3m and larger booths; pods and stations follow their own format).
- ✓ Name board with exhibitor name.
- ✓ Standard power point (suitable for laptops and light equipment).
- ✓ General hall security and cleaning.
- ✓ Listing on the EACMC 2026 website and in the exhibitors’ directory / floorplan.
- ✓ Access to exhibitor briefings and basic matchmaking support.
- ✓ Coffee breaks and lunch
- ✓ Access to the conference
- ✓ Access to the cupping lab

Roasters’ Village stations and SME/start-up pods follow a simplified format as described in their package descriptions. Heavy machinery or high-load equipment must be pre-cleared with the organisers to ensure adequate power and safety.



7. Branding & Activation Add-Ons (Optional)

Add-On	Description	Indicative Rate (KES, ex. VAT)
Coffee Cupping Slot (Nairobi)	Host a cupping session in the cupping lab or Roasters' Village (schedule and format agreed with organisers).	20,000–40,000
Product Demo Slot (Main Hall / Demo Area)	20–30 minute live demo or talk in a designated demo space, promoted in the programme.	60,000
Branded Session Support	Logo on a relevant conference session as a supporting partner (non-exclusive; subject to availability).	On request
On-site Branding (Banners, Pillars, Outdoor)	Branded banners, flags or pillars in key traffic areas (production and placement to be agreed).	On request
Digital Visibility Package	Pre- and post-event social media mentions, newsletter feature and logo placement on event website.	20,000

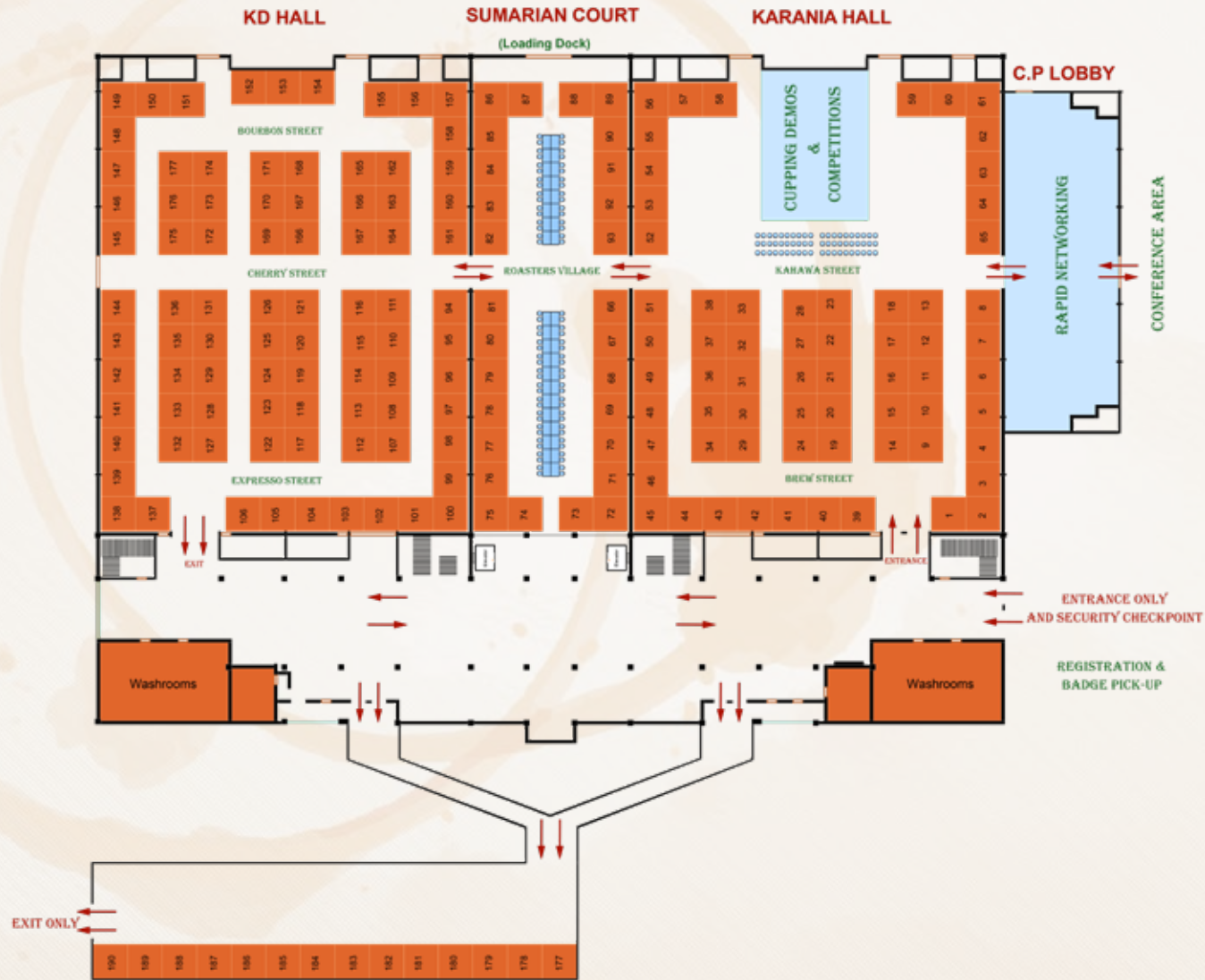
8. Optional Add-ons (Upsell Ideas)

Add-On / Visibility Option	Description	Guide Rate (KES)
Run for Coffee Branding Partner	Logo on race bibs/banner, mention in PA, presence at start/finish, co-branded hashtag	150,000 – 250,000
Farmers' Clinic Session Sponsor	Branded technical session tent/space + mention in programme	75,000 – 100,000
Flavours of East Africa – Category Sponsor	Named sponsor for one category (e.g. Best Cooperative Lot – West-of-Rift)	100,000 – 150,000
Public Cupping Session Sponsor	Branding on cupping table/area and in communications	75,000 – 100,000



EACMC 2026 FLOOR PLAN LAYOUT

EAST AFRICAN COFFEE MARKETS AND CONFERENCE (EACMC)





General setup logistics

1

Setup Times:
October 27, 2026,
9:00 AM - 6:00 PM

2

Breakdown Times:
October 30, 2026,
3:30 AM - 7:00 PM

3

Additional Services

Electrical outlets, furniture rental, and audio-visual equipment are available upon request

Basic shell scheme (minimum 9 sq.m)

- Structure and Frame.
- 1 x Rectangular White table
- 3 x Spotlights
- 1 x Dustbin
- 1 x 13 amp Electrical Socket
- 1 x 0.24m Facia Board

