

RWANDA TOURISM WEEK
24 - 27th November 2021

KIGALI SERENA HOTEL

YOUR GUIDE TO EXHIBITION, ACTIVITIES AND SPONSORSHIP OPPORTUNITIES

ORGANISED BY:



1. Theme:

Rebuilding tourism for sustainable and inclusive growth

2. Introduction

This guide is for the upcoming 1st Rwanda Tourism week scheduled from 24th to 27th November 2021.

3. Context

The COVID-19 pandemic has cut international tourist arrivals translating into losses in tourism receipts. As the country reopened on 1st August 2020 and began to ease the travel restrictions, tourism and hospitality businesses are gradually recovering. It is vital to keep the confidence and morale in the sector to rebuild and bounce back better, thus the suggestion for the 1st edition of the Rwanda Tourism Week.

Rwanda Tourism Week exhibition will be a four-day event, 24-27th November 2021, that will showcase the value chain's tourism and hospitality actors. The event will attract over 300 tourism and hospitality operators. This event will conclude with Rwanda Tourism Awards and Gala Dinner to celebrate the sector scheduled to take place on 27th November 2021.

The purpose of this event is to:

- ✓ To conduct an exhibition to attract the market to enhance sales, create positive and showcase different products and services Rwanda and the region offers.
- ✓ Establish a landmark event that will bring together all actors in the industry to celebrate the achievements in the sector
- ✓ Create a platform for communicating the Tourism's agenda to the public
- ✓ Attract potential stakeholders and investors into the sector
- ✓ Appreciate and recognize the importance of all the operators and the importance of working collaboratively across the sector.

4. Vision and Objectives of the Rwanda Tourism Week

The event seeks to recognize and inspire hospitality and tourism players to strive for excellence and promote domestic, regional, and continental tourism through and after covid-19. It will be an opportunity to work towards a mindset, shift both among trade and consumers to ensure that domestic, regional and continental tourism thrives.

The objective of the event includes:

- ✓ To celebrate the government of Rwanda and key public institutions that were at the forefront of the COVID-19 pandemic battle, thus contributing to the tourism sector's resilience
- ✓ To recognize organizations that are supporting the recovery of the tourism and hospitality sectors and companies (RCOT members) that showed professional and consistency in promoting domestic tourism
- ✓ To reflect on the sector's contribution towards the socio-economic recovery of the country and an opportunity for networking among tourism and conservation stakeholders
- ✓ To promote sustainable travel by promoting domestic tourism, regional and continental tourism packages with key stakeholders and partners

5. Rwanda Tourism Week Exhibition

The Rwanda Tourism week will bring Rwanda, the region and the continent to you. Every business that will be showcased in the forthcoming Rwanda Tourism Week 2021 will be joining a regional and continental network of exhibitors and investors to drive business opportunities from Rwanda and the region to the world.

The Expo will offer Rwandans and international tourism operators and investors great opportunities to diversify their businesses and tourism products, promote new products, expand their business to new tourism circuits/new routes, grow their business beyond borders, and increase profitability.

- 100 Exhibitors
- 10+ Countries represented

- 50+ buyers from East Africa and the continent
- 1,000 trade visitors from the region and the continent
- Meeting potential buyers in 3 days
- 3,000 attendees with direct influence on purchase

Who Should Exhibit at the Rwanda Tourism Week 2021?

RTW2021 is definitely a platform for you to capture the fast-growing East Africa's travel market, forge new partnerships and strengthen existing business relations with the most important players Rwanda and beyond. Travel and Tourism Trade professionals across the following industries will be represented within our visitors and exhibitor's profile:

- Tourism Board
- Government Institutions
- Airlines
- Hotels
- Restaurants
- Tour Operators
- Travel agents
- Tourism and Hospitality Educators/training institutions
- Tourism SMEs
- Tourists Attractions providers
- Financial institutions
- Conservation agencies
- Tourist Activity Providers
- Cultural Tourism enterprises
- Arts and Crafts suppliers
- Travel and Tourism Technology companies
- Transport companies
- Tourism sector suppliers
- Community-based Tourism Enterprises
- Car Rentals
- Convention Bureau
- Professional Conference Organizers
- Fashion company
- Made in Rwanda tourism products

Why you Should Exhibit at RTW 2021

RTW2021 is an opportunity to shine among the quality Exhibitors, Buyers, investors and business visitors who will participate in our quality travel and tourism Expo well-arranged and managed programs.

- Tourism Exhibition with 100+ exhibitors from over 10 countries
- Speed networking for exhibitors
- Seminars with educative presentations
- B2B networking
- Networking in organized cocktails events and Gala dinner

Exhibition:

Exhibition stands are available in several categories (Tourism, suppliers, food, arts and crafts) and in different sizes to cater for different participants needs. Companies planning to build and showcase their unique facilities will be given an opportunity to buy a booth as per the terms and conditions of the venue.

6. RWANDA TOURISM WEEK 2021 ACTIVITIES

No	Activity	Date
1	Arrival of international Exhibitors	November 22nd 2021
2	Venue Inspection and Boot allocations	November 22nd 2021
3	Exhibition set up at Venue	November 23rd 2021
4	Arrival of international participants	November 23rd 2021
5	Opening of the Exhibition	November 24th 2021

6	Africa Tourism Leadership Conference and Seminars	November 24 – 26th 2021
7	Rwanda Restaurant Week	November 23 – 27th 2021
8	Kigali City Tours	November 24 – 26th 2021
9	Photo Competitiion	November 24 – 26th 2021
10	Gala Dinner	November 27th 2021
11	Fam trips	November 28th 2021

1. Rwanda Restaurant Week November 23 – 27th 2021

Restaurants will be part of Rwanda Tourism Week to increase awareness and support to the industry. Restaurants offer signature dishes, a select menu, or their regular menu with a discounted price of 10-20% for any dining during Rwanda Tourism Week.

2. Kigali City Tours November 24 – 26th 2021

An opportunity to promote Kigali City Tours, Local tour operators in collaboration with the Rwanda Chamber of Tourism will create engaging, fun and appealing itineraries for the local and international attendees.

3. Photo Competition:

Invite local photographers and creatives to take images of anything relating to Nature, Travel, Touristic Attraction, Wildlife, Heritage and Culture that will highlight the wonders of Rwanda. It is an incentive to encourage the public to Visit Rwanda.

SPONSORSHIP OPPORTUNITIES

This is a fantastic opportunity to be seen. Do not miss to partner with the Rwanda Chamber of Tourism and tourism stakeholders. The partnership and sponsorship packages have been designed to consider both cash and contributions of products and services. Participation in all events for all partners and sponsors.

RTW2021 Sponsorship categories

1. Diamond Sponsor
2. Titanium Sponsor
3. Platinum Sponsor
4. Gold Sponsor

Diamond Event Partner – 50,000 and above USD (Limited to 1 partner)

The principal event partner package is the top prime partnership opportunity. The sponsor will gain maximum exposure at all RTW2021 events and during all phases of post-event communications;

Pre-event Brand Recognition

- Logo and principal partner recognition in all media advertisements
- Your promo sent to the entire marketing list via HTML marketing emails
- Logo and principal partner recognition on all printed and electronic materials distributed via the organizers

5. Silver Sponsor
6. Bronze Sponsor

- Inclusion of your logo in our online platforms/social media
- JPG Banner advertisement with a link on our online event platforms
- Inclusion and recognition in all RTW2021 marketing campaigns
- Collaboration with RTW 2021 organizers n joint PR activities

Live Interaction Opportunities

- Senior company executive to make a speech at the Tourism week Gala dinner
- 1 Table of 8 people offered to the company at the Tourism Week Gala dinner
- Verbal acknowledgement as principal Event partner throughout the event

- 15 Access passes for staff for all 3 days to the exhibition and event seminars

During RTW 2021 Brand recognition

- Logo and Principal partner recognition in all multimedia created to promote the event
- Logo and Principal Event partner recognition printed on signage created
- Promotional material distributed among attendees and buyers
- Opportunity to provide giveaways and company-branded merchandise to buyers

Exhibition

Large Exhibition stand/space in a prime location as "Principal Event partner."

Titanium Event Partner – 30,000 USD (Limited to 2 partners)

Pre-event Brand Recognition

- Logo and titanium sponsor recognition in all media advertisements
- Your promo sent to the entire marketing list via HTML marketing emails
- Logo and titanium sponsor recognition on all printed and electronic materials distributed via the organizers

- Inclusion of your logo in our online platforms/social media
- JPG Banner advertisement with a link on our online event platforms
- Inclusion and recognition in all RTW2021 marketing campaigns
- Collaboration with RTW 2021 organizers n joint PR activities

Live Interaction Opportunities

- 1 Table of 8 people offered to the company at the Tourism Week Gala dinner
- Verbal acknowledgement as titanium sponsor throughout the events
- 10 Access passes for staff for all 3 days to the exhibition and event seminars

During RTW 2021 Brand recognition

- Logo and titanium sponsor recognition in all multimedia created to promote the event
- Logo and titanium sponsor recognition printed on signage created
- Promotional material distributed among attendees and buyers
- Opportunity to provide giveaways and company-branded merchandise to buyers

Exhibition

Large Exhibition stand/space in a good location as "titanium sponsor."

Platinum Event Partner – 20,000 USD (Limited to 3 partners)

Pre-event Brand Recognition

- Logo and platinum sponsor recognition in all media advertisements
- Your promo sent to the entire marketing list via HTML marketing emails
- Logo and platinum sponsor recognition on all printed and electronic materials distributed via the organizers
- Inclusion of your logo in our online platforms/social media
- JPG Banner advertisement with a link on our online event platforms
- Inclusion and recognition in all RTW2021 marketing campaigns

Live Interaction Opportunities

- 1 Table of 8 people offered to the company at the Tourism Week Gala dinner
- Verbal acknowledgement as platinum sponsor throughout the events
- 8 Access passes for staff for all 3 days to the exhibition and event seminars

During RTW 2021 Brand recognition

- Logo and platinum sponsor recognition in all multimedia created to promote the event
- Logo and platinum sponsor recognition printed on signage created
- Promotional material distributed among attendees and buyers
- Opportunity to provide giveaways and company-branded merchandise to buyers

Exhibition

Medium Exhibition stand/space in a good location as “platinum sponsor”

Gold Event Partner – 15,000 (Limited to 4 partners)

Pre-event Brand Recognition

- Logo and Gold sponsor recognition in all media advertisements
- Your promo sent to the entire marketing list via HTML marketing emails
- Logo and gold sponsor recognition on all printed and electronic materials distributed via the organizers
- Inclusion of your logo in our online platforms/social media
- JPG Banner advertisement with link on our online event platforms

- Inclusion and recognition in all RTW2021 marketing campaigns

Live Interaction Opportunities

- 6 people invitations will be offered to the company at the Tourism Week Gala dinner
- Verbal acknowledgement as titanium sponsor throughout the events
- 5 Access passes for staff for all 3 days to the exhibition and event seminars

During RTW 2021 Brand recognition

- Logo and gold sponsor recognition in all multimedia created to promote the event
- Logo and gold sponsor recognition printed on signage created
- Promotional material distributed among attendees and buyers
- Opportunity to provide giveaways and company-branded merchandise to buyers

Exhibition

Medium Exhibition stand/space in a good location as “gold sponsor”

Silver Event Partner – 10,000 (Limited to 5 partners)

Pre-event Brand Recognition

- Logo and Silver sponsor recognition on all printed and electronic materials distributed via the organizers
- Inclusion of your logo in our online platforms/social media
- JPG Banner advertisement with a link on our online event platforms
- Inclusion and recognition in all RTW2021 marketing campaigns

Live Interaction Opportunities

- 4 people offered to the company at the Tourism Week Gala dinner
- Verbal acknowledgement as titanium sponsor throughout the events
- 4 Access passes for staff for all 3 days to the exhibition and event seminars

During RTW 2021 Brand recognition

- Logo and silver sponsor recognition in all multimedia created to promote the event
- Logo and silver sponsor recognition printed on signage created
- Promotional material distributed among attendees and buyers

Exhibition

Exhibition stand/space in a good location as “Silver sponsor”

Bronze Event Partner – 5,000 (Limited to 6 partners)

Pre-event Brand Recognition

- Logo and Silver sponsor recognition on all printed and electronic materials distributed via the organizers
- Logo and bronze sponsor recognition in all printed and electronic materials distributed via the organizers
- Inclusion of your logo with a web-linked displayed in our social media platforms
- Inclusion and recognition in bronze sponsor position in all RTW2021 campaigns

Live Interaction Opportunities

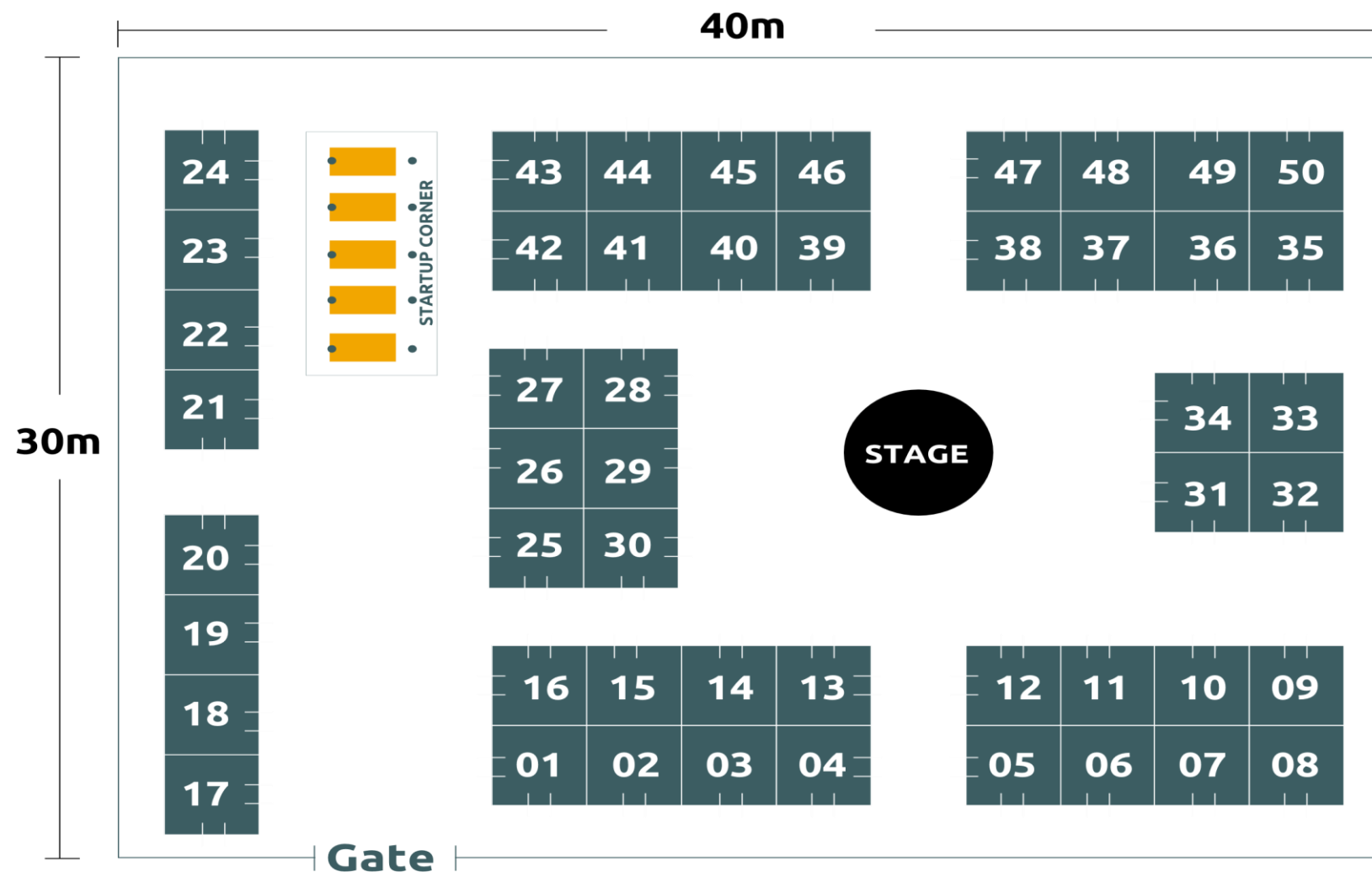
- 2 people offered to the company at the Tourism Week Gala dinner
- 2 Access passes for staff for all 3 days to the exhibition and event seminars

During RTW 2021 Brand recognition

- Promotional material shared with attendees
- Opportunities to provide giveaways and company-branded merchandise to participants

Exhibition

Exhibition stand/space in a good location as “Bronze sponsor”



FLOOR PLAN

RWANDA TOURISM WEEK - EXHIBITION FLOOR PLAN

SPECIAL INFORMATION FOR EXHIBITORS

Shell Schemes package	9m²
Price per booth	Rwf 500,000
Exhibit space	✓
Chair	2
Table	1
Plug point	1
Waste basket	1
Lighting	✓
Header	✓

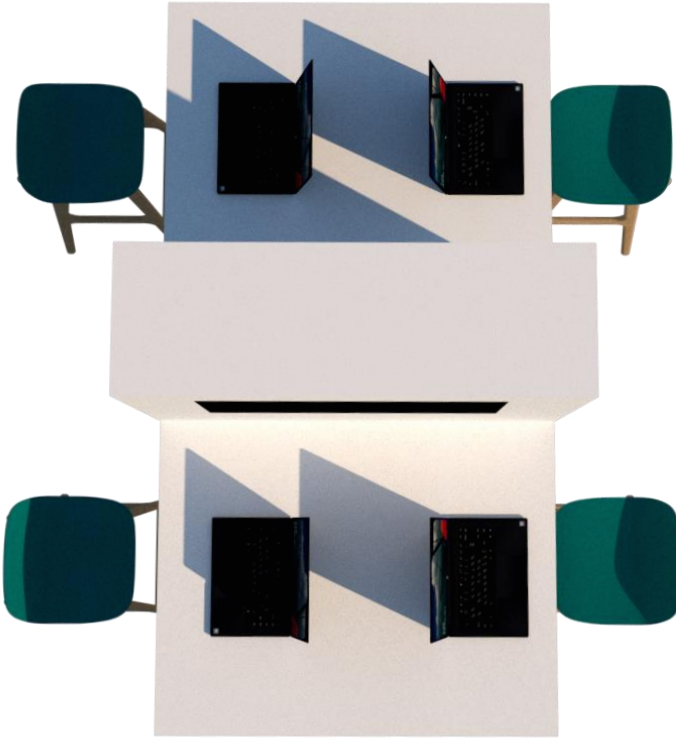


EXHIBITION

9M² STAND EXHIBITION
CORNER OR ENCLOSED 9M² STAND
TV SET (OPTIONAL)

BRANDED PARTITION WALL (OPTIONAL)

STARTUP CORNER





For exhibition booth booking please contact:

Scandisplay Rwanda

Email: sales@scandisplay.rw

Phone: 0785800000

Rwanda Chamber Of Tourism

Email: rwandatourismchamber@gmail.com

Phone: 0788332220