

# EVERY KENYAN DESERVES A HOME

Introducing the all-new focused **PROPEXPO** signifying hope and possibility for every Kenyan aspiring to own a home.



**PROPEXPO**  
**KENYA** —————  
**A HOME FOR EVERY ONE**



JOINTLY ORGANISED BY

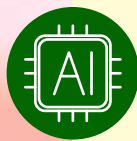


TRANS-EUROPA KENYA



SMART EXPOS INDIA

## WHAT MAKES **PROPEXPO** UNIQUE?



### **AI-Enabled Tech**

Seamlessly search properties, get deep insights, and enjoy enhanced tech support for a smooth home-buying journey.



### **Pre-Loan Approvals**

Buying a home is easier with loans made more accessible through pre-approvals on site.



### **Exclusively Focused**

Propexpo concentrates on Properties, Lands, Apartments and Villas to attract serious buyers.



### **Regulation Compliance**

PROPEXPO shall ensure all properties comply with current regulations, offering peace of mind to buyers.



### **Post-Event Support**

Our AI-powered 24/7 buyer-seller portal connects developers and buyers, complete with virtual reality walkthroughs.

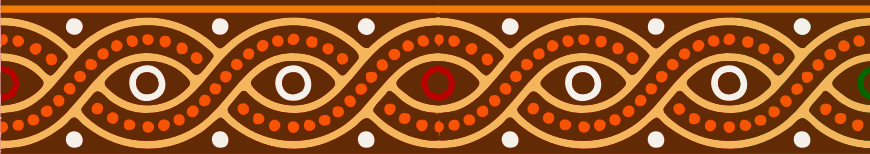
**PROPEXPO** is uniquely designed to bring together developers, financial institutions, and potential buyers to make homeownership a reality and leveraging the combined power of spending of the developers.



## THE **DREAM** AND THE **REALITY**

Every Kenyan dreams of owning a home – a dream that symbolizes security, safety, and well-being. Developers have the responsibility to help turn this dream into reality.

**PROPEXPO** brings together developers, banks, and buyers in one place, showcasing a wide range of properties to suit various budgets, ensuring that the dream of owning a home is attainable for every Kenyan.



# POWERFUL PROMOTION & PUBLICITY

## A Whopping KES 15 Million Budget

**PROPEXPO** will be promoted through a 360-degree marketing approach to ensure maximum exposure and a large footfall.

TV adverts in NATION TV, KBC, CITIZEN TV & KTN HOME for a minimum of 30 days.



Mobile Van with branding covering major residential areas also distributing event flyers.



Sponsored programmes and commercials in FM channels – CLASSIC 105, RADIO CITIZEN, RADIO MAISHA, RADIO JAMBO & NATION FM for 30 days.



High-visibility billboards across the length and breadth of Nairobi including short video ads in LED walls for 60 days before event dates.



Street banners for 60 days before the event at dense areas.



Street Pole ads for 30 days before the event.

Print ads with flyer inserts listing the properties of all participants prior to the event.

Trailer Ads in select locations.



Dropping event flyers/invites to mail boxes in as many residential complexes through POSTA.



Social media campaigns with celebrity endorsements – High visibility in Facebook, Instagram and Ads in YouTube for at least 3 months before the event.

Adverts of sponsors in the newspaper inserts.



Special promotions at malls, fuel stations, and cinemas 30 days before the event.



Gifts to random visitors/buyers for every 100th visitor and a memorable gift for every buyer who books property at the expo.

Event-branded merchandise and interactive activities at major intersections.

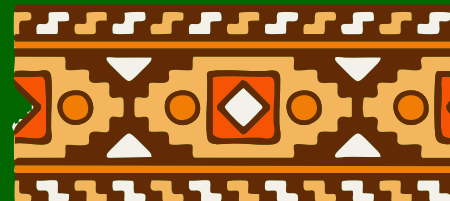
Sponsored Cycle Rallies promoting themes of social relevance like segregation of Waste at source, Recycling of Paper, Plastics etc. to complement and strengthen the efforts of NEMA – before the event.

LUCKY DIP every day of the event offering gifts and prizes to the winner and runners up.



Light Entertainment programmes and engaging activities at the venue during the event days.

Targeting **25,000** interested buyers over 3 days.



# EVENT FACILITIES

**PROPEXPO** offers a range of stall sizes with all the necessary facilities for developers:

- Sizes ranging from 9 sq. m. to 60 sq. m.
- Interactive Touchscreens for property searches + Assisted searches and guidance and support services for the buyers.
- LED walls to promote the properties of sponsors.
- Live on site interviews – RADIO & TV coverage and celebrity endorsements.
- Ample meeting spaces and engaging activities during the event.



## POST-EVENT SUPPORT

- AI enabled SMART BUYER APP to leverage the power of phone to search property based on cost, location, amenities, and sizes.
- FREE e-mail support campaigns for certain participants for 6 months post-event to the available data.
- Free write-ups and listings of the participants properties in the proposed digital newsletter to be launched at the event to remain connected forever.



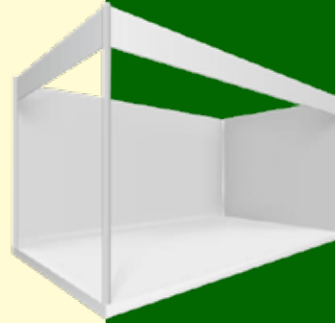
# PRICING

## Shell Scheme Packages (with furniture, TV, and design)

9 sq. m.	KES <b>270,000</b> + 16% VAT
12 sq. m.	KES <b>336,000</b> + 16% VAT
18 sq. m.	KES <b>460,000</b> + 16% VAT

## Bare Space (no furniture)

24 sq. m.	KES <b>576,000</b> + 16% VAT
30 sq. m.	KES <b>690,000</b> + 16% VAT
60 sq. m.	KES <b>1,320,000</b> + 16% VAT



# SPONSORSHIP OPTIONS

<b>Title Sponsor</b>	KES 5M (includes 60 sq. m. free space, free ads)
<b>Powered By Sponsor</b>	KES 3M (includes 30 sq. m. free space, free ads)
<b>Platinum Sponsor</b>	KES 2M (includes 18 sq. m. free space)
<b>Diamond Sponsor</b>	KES 1.5M (includes 15 sq. m. free space)
<b>Gold Sponsor</b>	KES 1M (includes 9 sq. m. free space)

- SPONSORSHIP CHARGES FOR BANKS/FIs, INSURANCE COMPANIES: 15% MORE
- VAT 16% EXTRA FOR ALL OPTIONS
- OTHER DELIVERABLES ON REQUEST

## PROPOSED DATES

1. July 2025
2. August 2025



# ADVISORY COMMITTEE

PROPEXPO will be guided and mentored by a team of real estate professionals, developers and financial institutions including 'Title Sponsor' and 'Powered By' sponsors

PROPEXPO is not just a 3-day event – it is a platform for lasting connections, providing continuous support and opportunities for developers and buyers alike. Together, we can make the dream of homeownership a reality for all Kenyans.



JOINTLY ORGANISED BY



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SMART EXPOS INDIA

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