



2024 ICP WORLD CONVENTION MOMBASA, KENYA

Council / **Convention**
August 16 - 18, 2024 / August 19 - 23, 2024



MINISTRY OF EDUCATION



Future Pathways
for Learning & Learners

SPONSORSHIP & EXHIBITION PROSPECTUS





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Theme: Future Pathways for Learning and Learners





Message from ICP President



The dawn of a new year and the accompanying holidays that many of us have, give us time to think, to reflect and to start new challenges. And challenges we have in this crazy world! The importance of our job and the difference we make -every single day- in the life of young people should make us proud.

As members of the International Confederation of Principals we have the privilege to meet lots of school leaders around the globe and learn from different systems and contexts. And all that we see and hear gives us reasons to be humble and proud at the same time. We're doing a good job, you are doing a good job. Let us cling together and encourage and support each other to go on, making the future like the one we dream of. We can do it.

This is the first ICP convention to be held on the African continent. I hope to have a chance to meet the Kenyan teaching and business fraternity and discuss how we can create synergies and partnerships going forward. I look forward to listening to their ideas and suggestions.

On behalf of the whole executive committee I thank you for your daily effort for students, your participation in ICP and your part in building the future. We wish you all the best for 2024, let our candle always burn and see you in Mombasa - Kenya this coming August 2024!

Leendert-Jan Veldhuyzen

Leendert-Jan Veldhuyzen
ICP President





Message from KESSHA Chairman



The Kenya Secondary School Heads Association (KESSHA) will be hosting the 2024 ICP World Convention that will be held in Mombasa from 19th - 23rd August 2024 at the Pride Inn Hotel in Mombasa. The theme will be **'Future Pathways for Learning and Learners'**.

The ICP World Convention is an international convention that brings school principals from around the world to share their experiences in academia, emerging trends and as a networking forum. We are expecting around 4,000 international and local visitors at the convention.

I take this opportunity to invite sponsors who will play an integral role in the success of the convention. The ICP convention is the perfect avenue to meet over international principals and stakeholders in one venue. As the KESSHA Chairman, I want to assure you that you will have a committed partner for this international convention as well as our regular conferences.

The programme has also been spaced out and networking events lined up so that our sponsors and visitors can have a chance to exchange ideas as well as conduct business in a relaxed atmosphere.

We as KESSHA want to ensure that our students leave school being able to cope in this ever changing world that is being driven more and more by technology. We want to ensure that we equip our learners with the educational know how, IT as well as nurturing their talents in preparation for the future.

I wish to welcome our sponsors, both local and international as well as our visitors from around the world to Mombasa in August.

Karibuni Kenya!

Willie Mwangi Kuria

Willie Mwangi Kuria, HSC
KESSHA CHAIRMAN





Sponsorship Packages





African lions once roamed most of Africa and parts of Asia and Europe. But the species has disappeared from 94 percent of its historic range and can only be found today in parts of sub-Saharan Africa. These lions mainly stick to the grasslands, scrub, or open woodlands where they can more easily hunt their prey, but they can live in most habitats aside from tropical rainforests and deserts.



LION SPONSOR USD 72,000 (KES 10 Million) (1 Slot)

1. Branding rights to the conference on teardrop/ flag banners, programme and stationary.
2. Having their logo with title sponsor highlighted on all publicity materials.
3. Exhibition tent (34x17ft).
4. 2 Full page adverts in official programme.
5. Full page advert on the newsletter.
6. Company CEO invited as main speaker for a plenary session to highlight the company's vision for principals and schools.
7. 10 roll up banners strategically placed inside the venue.
8. Acknowledgment as Lion sponsor throughout the conference.
9. Joint signage rights with Leopard Sponsors at Registration.
11. Complimentary brochure for insertion in delegate satchels (four pages maximum supplied by company).
12. A total of 20 minutes presentation.
13. Exclusive participation at the conference e.g. if it is a bank, then it will be the only bank represented at the conference.
14. 6 Tickets to the Gala Dinner

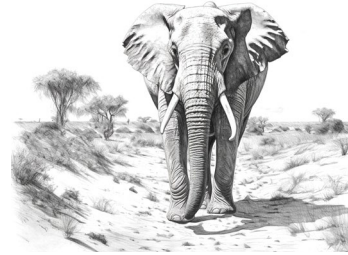


LEOPARD SPONSOR USD 58,000 (KES 8 Million) (2 Slots)



1. Company logo highlighted on all publicity materials.
2. Exhibition tent (34x17ft).
3. 2 Full page adverts in official programme.
4. Full page advert on the newsletter.
5. 8 roll up banners strategically placed inside the venue.
6. Acknowledgment as Leopard sponsor throughout the conference.
7. Signage rights in main VIP room.
8. Joint signage rights with Lion Sponsors at Registration.
9. Complimentary brochure for insertion in delegate satchels (four pages maximum supplied by company).
10. A total of 15 minutes presentation.
11. 5 Tickets to the Gala Dinner

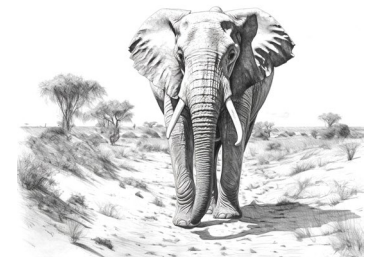
ELEPHANT SPONSOR USD 36,000 (KES 5 Million) (3 Slots)



1. Company logo highlighted on all publicity materials.
2. Exhibition tent (34x17ft).
3. 1 Full page adverts in official programme.
4. Full page advert on the newsletter.
5. Company CEO invited as main speaker for a plenary session.
6. 6 roll up banners strategically placed inside the venue.
7. Acknowledgment as Leopard sponsor.
8. Complimentary brochure for insertion in delegate satchels (four pages maximum supplied by company).
9. A total of 10 minutes presentation.
10. 3 Tickets to the Gala Dinner



The African Leopard is widely distributed across Africa, but the population of this sub-species is decreasing and it has been classified as Vulnerable by IUCN's Red List. Like most felines, African Leopard are incredibly athletic predators and they can run up to 58 miles per hour and leap an impressive 6 metres forward through the air.



Elephants are the largest land mammals on earth and have distinctly massive bodies, large ears, and long trunks. They use their trunks to pick up objects, trumpet warnings, greet other elephants, or suck up water for drinking or bathing, among other uses.





BUFFALO SPONSOR

USD 22,000 (KES 3 Million)

(5 Slots)



1. Company logo highlighted on all publicity materials.
2. Logo placed on all advertising and publicity materials.
3. Exhibition tent (16 x16ft).
4. Half page advert in official programme.
5. Half page advert in the newsletter.
6. 4 roll up banners strategically placed inside the venue.
7. Acknowledgment as Buffalo sponsor.
8. A total of 10 minutes presentation.
9. 2 Tickets to the Gala Dinner.

RHINO SPONSOR

USD 8,000 (KES 1 Million)

(5 Slots)



1. Company logo highlighted on all publicity materials.
2. Logo placed on all advertising and publicity materials.
3. Exhibition tent (16 x16ft).
4. Half page advert in the official programme.
5. Quarter page advert in the newsletter.
6. 2 roll up banners strategically placed inside the venue.
7. Acknowledgment as Rhino sponsor.
8. A total of 5 minutes presentation.
9. 1 Ticket to the Gala Dinner.



African buffalo are hardy critters, able to live and flourish in many habitats—from semi-arid bushland to coastal savannas to lowland rainforests—as long as they're close to a water source. The ungulates are found starting in southwest Ethiopia and through Kenya, Uganda, Rwanda, Tanzania, Zambia, and Malawi, with patchier distribution through Angola, Mozambique, and Swaziland. They're also present in South Africa, and along the southwest coast in countries like the west African countries of Guinea, Sierra Leone, Liberia, Ivory Coast, Ghana, Benin and the southern part of Burkina Faso.



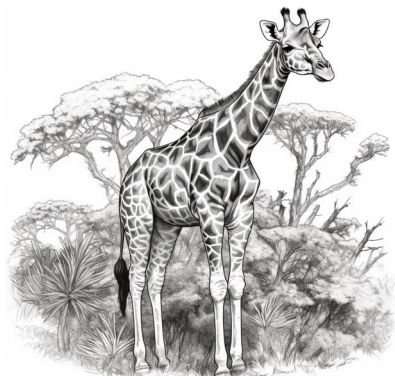
There are two species of African rhinos, the white rhino and black rhino, and each is distinct in its own way. The white, or square-lipped, rhino derives its name from the Dutch word "weit," meaning wide. It is actually gray in color and has a hump on its neck and a long face. The black, or hooked-lipped, rhino has a thick, hairless gray hide. Both rhinos have two horns.

GIRAFFE

EXHIBITOR

USD 1,100

(KES 150,000)

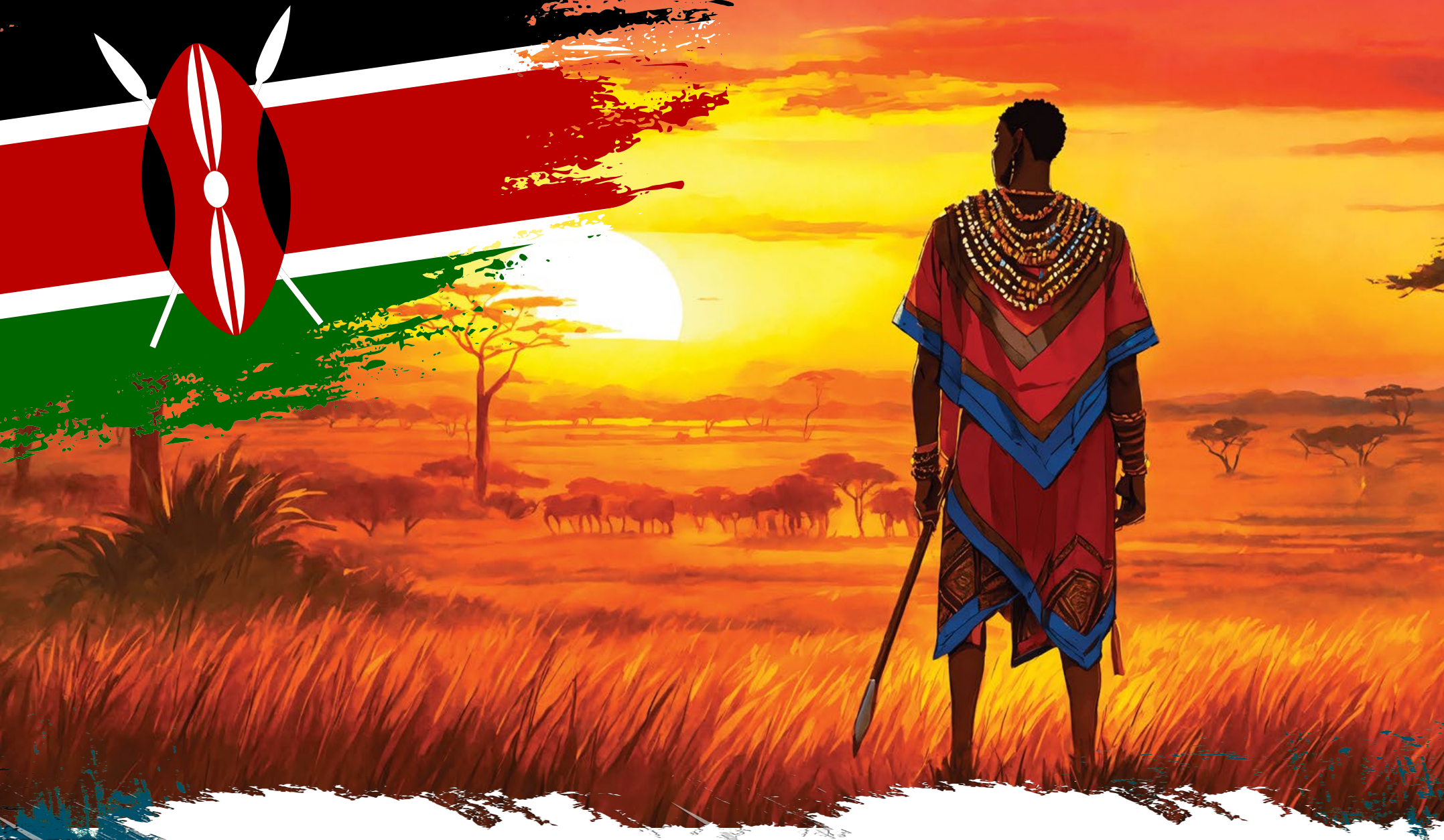


1. Exhibition booth
2. 2 Tags
3. 10ft x 10ft space
4. 1 table
5. 2 chairs



Giraffes are the tallest mammals on Earth. Their legs alone are taller than many humans—about 6 feet. A giraffe's spots are much like human fingerprints. No two individual giraffes have exactly the same pattern.





**KENYA SECONDARY SCHOOLS
HEADS ASSOCIATION**

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