



EACMC
East African Coffee
Markets & Conference

EXHIBITOR PACKAGE

October 28-30, 2026

Oshwal centre
Nairobi, Kenya

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



Background

The East African Coffee Markets & Conference (EACMC) 2026 is a structured coffee marketplace designed to connect coffee, buyers, and the systems that enable trade.

Building on the success of EACMC 2025, which brought together over 50 exhibitors and thousands of participants, EACMC 2026 evolves into a more focused and commercially driven marketplace.

At its core, the event is designed to facilitate one thing: Real market connections, from coffee to buyers to trade.

How the Market Works

EACMC is built around a clear and intentional pipeline:

FOEA (Curated Coffees) → Hosted Buyers → B2B Meetings → Trade

Exhibitors are positioned within this ecosystem, either as suppliers, enablers, or experience drivers within the coffee market.

Experience & Engagement Zones

To enhance visibility and interaction, EACMC includes curated spaces such as:

- 1 **Roasters' Village** – showcasing coffee consumption and brands
- 2 **Public Cupping Sessions** – Engaging buyers and participants
- 3 **Demo Areas** – for machinery, products and services





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

Why Exhibit at EACMC 2026?

- ✓ Engage directly with serious local, regional and international buyers
- ✓ Participate in structured B2B meetings and networking
- ✓ Showcase products, services or coffee in a highly targeted environment
- ✓ Position your brand as a solutions partner in the coffee sector
- ✓ Interact with farmers, cooperatives, exporters and industry leaders
- ✓ Generate qualified leads before, during and after the event



Optional Add-ons & Visibility Opportunities

Exhibitors can enhance their presence through:

- ✓ Product demonstration slots
- ✓ Cupping session hosting
- ✓ Branded session support
- ✓ On-site branding (banners, pillars, outdoor visibility)
- ✓ Digital visibility (social media, website, newsletters)

These options allow exhibitors to align their presence with specific audiences and moments within the event.

EACMC 2026 is designed to bring together:

- ✓ Coffee (supply)
- ✓ Buyers (demand)
- ✓ Solutions (enablers)

Exhibiting places your organisation within this flow.

Not just as a participant, but as part of the market

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

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

Package	Booth Size / Format	Key Benefits (Summary)	Rate (KES, ex. VAT)
Premium Island	6×6m island stand (open on 4 sides) in a prime location	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.	450,000
Standard 6×3m (Inline)	6×3m inline stand (double 3×3) on a key aisle	Double-width stand with generous product display area; strong visibility on main aisle; logo on website and floorplan; up to 3 exhibitor badges.	190,000
Premium 3×3m	3×3m premium stand on a high-traffic aisle near key zones	Standard shell scheme with strong footfall; good branding opportunities; logo and listing on website and in programme; up to 3 exhibitor badges.	150,000
Standard 3×3m	3×3m standard stand within the main exhibition	Entry-level full booth; listing on website and programme; up to 2 exhibitor badges.	100,000
Compact 3×2m	3×2m compact stand	Cost-effective option for SMEs and projects needing presence without a full 3×3; listing on website and programme; 2 exhibitor badges.	60,000
Pod Size	App 1.2m by 0.9m	Cost-effective option for SMEs and projects needing presence without a full 3×3; listing on website and programme; 2 exhibitor badges.	25,000
Roaster Stands	2×2m coffee service station with counter	Ideal for showcasing single origins and signature drinks; includes small counter, backwall branding and 2 exhibitor badges.	35,000

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
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
Flavours of East Africa – Category Sponsor	Named sponsor for one category (e.g. Best Cooperative Lot – West-of- Rift)	150,000
Public Cupping Session Sponsor	Branding on cupping table/area and in communications	100,000

What's Included in a Standard Booth 3X3 and anything above

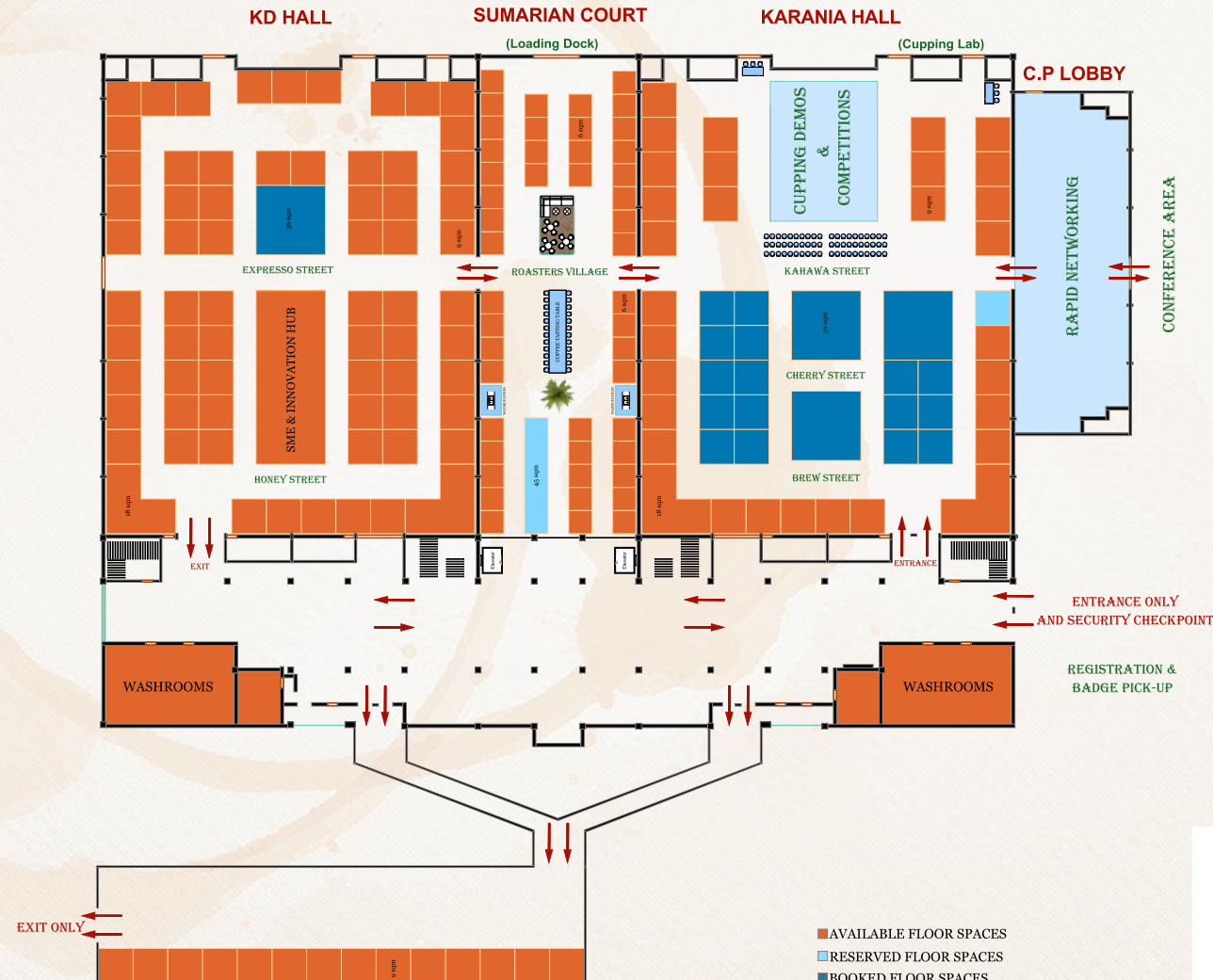
- ✓ Basic shell scheme (where applicable) – back and side panels within the hall
- ✓ One table and two chairs (for 3×3m and larger booths; pods and stations follow their own format).
- ✓ Name board with exhibitor name.
- ✓ Standard power point (suitable for laptops and light equipment).
- ✓ General hall 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.

EACMC 2026 FLOOR PLAN LAYOUT



EAST AFRICAN COFFEE MARKETS AND CONFERENCE (EACMC)





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



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

