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WPC 2026
KENYA



WORLD POTATO
CONGRESS

A background image showing several hands of different skin tones holding a large pile of various potato varieties, including brown, yellow, and red ones. The text is overlaid on this image.

13th World Potato Congress

26 - 30 October 2026

**SPONSORSHIP & EXHIBITION
OPPORTUNITIES**



WELCOME



Karibu Kenya!

A Warm Welcome to the World Potato Congress 2026

On behalf of the people of Kenya and the organizing committee, it is with immense pleasure and warm hearts that we extend a heartfelt Karibu (welcome) to the World Potato Congress 2026!

We are truly honored to host this prestigious global gathering in our beautiful nation. This is the first time the Congress is being held on Sub-saharan Africa!

Kenya, a land of breathtaking landscapes, rich cultural heritage, and warm hospitality, is thrilled to be the backdrop for this important event. From the majestic Great Rift Valley to the snow-capped peaks of Mount Kenya, we invite you to experience the beauty and diversity that make our country so unique.

We recognize the profound significance of the potato in global food security, economic development, and the livelihoods of countless communities. As a nation deeply invested in agriculture, we are eager to share our experiences, learn from your expertise, and collectively advance the potato sector worldwide.

During your time with us, we hope you will not only engage in fruitful discussions and knowledge sharing but also take the opportunity to explore the wonders of Kenya. Discover the stunning wildlife in our national parks, immerse yourselves in our vibrant cultures, and savor the flavors of our local cuisine. The people of Kenya are ready to embrace you with open arms and ensure your stay is both productive and memorable.

We eagerly anticipate welcoming you to Kenya and embarking on this journey of collaboration and innovation together at the World Potato Congress 2026.

Karibu sana! (You are most welcome!)

With warmest regards,

Mr. Wachira Kaguongo
Chairman, World Potato Congress 2026
Nairobi Kenya
CEO, National Potato Council of Kenya



WHAT IS THE WPC?

World Potato Congress Inc. (WPC) is a non-profit organization supported by a group of volunteer directors representing potato jurisdictions around the world. Congress Events are hosted in partnership with local host committees.



Our Vision

Recognized world-wide as the premier global potato networking organization

Our Mission

We create networks to help drive sustainable growth of the potato

In 1993, the first edition of the World Potato Congress was held in Charlottetown, Prince Edward Island, Canada. This initiative to gather potato professionals from all over the world was a success from the start, illustrating that all links of the global potato chain felt the need to meet and share ideas and knowledge promoting the potato. The World Potato Congress marked its 25th anniversary in 2018.

Since its first congress, the World Potato Congress Inc. has become well recognized as the global potato organization and the main driver in engaging the international potato community. It has achieved this through various initiatives, including lobbying efforts and key guidance to the United Nations in establishing the first and subsequent International Day of the Potato. Additionally, it has supported Global South countries under the *Declaration of Dublin* and offered educational webinars and networking opportunities.

Learn More: www.potatocongress.org



WPC 2026 HOSTS



National Potato Council of Kenya (NPCK) is a multi-stakeholder, non-governmental and public-private partnership organization aiming towards transforming the industry into a more competitive, self-regulating, and sustainable industry. The council draws its membership from different actors including farmers, researchers, seed producers, processors, traders, input suppliers, financial and insurance providers, regulatory agencies, government institutions, and development partners.

Currently, NPCK has 87 registered members and clusters of stakeholders who play a critical role in the different nodes of the value chain from soil testing, seed production, ware potato production to value addition, regulations and policy. The council represents the interest of the members operating in the sector locally and globally.

NPCK addresses potato challenges by offering platforms for stakeholder engagement, lobbying for supportive policies, and enhancing access to inputs and markets alongside capacity enhancing the farmers. Potato is Kenya's second most important food crop after maize, a key source of income for over 1,000,000 farming households and earns the country over Ksh. 70 Billion annually.



In 2023, **FreshCrop** received the Presidential National Farmers Award for its large-scale potato farm in Kenya. FreshCrop produces over 4,000 tons each of certified seed and ware potatoes annually, working with 15,000+ smallholder farmers across nine zones. They host an annual farmer field day, offering training, demos, and links to 50+ industry players. [Annual Farm Field Day](#)

FreshCrop supports farmers with seed hubs, technical training, inputs, mechanization, financing, and market access, boosting yields and incomes. They train farmers on Climate Smart Agriculture using 150 local trainers in farmer field schools.

To address farmers' biggest challenges - seed access and markets - FreshCrop launched a chips processing factory to secure stable markets and add value. Their integrated supply chain and quality control ensure a steady potato supply. FreshCrop also trials and produces breeder material of potato varieties suited for Kenya's equatorial climate.



TECHNICAL PARTNERS



The Agriculture and Food Authority (AFA) is a Kenyan State Corporation under the Ministry of Agriculture and Livestock Development, established in 2013 to develop, promote, and regulate crop value chains for sustainable economic growth. Formed through sector reforms to improve efficiency, AFA oversees six directorates, including the Food Crops Directorate, which manages the potato sub-sector.

The International Potato Center (CIP), established in 1971 and based in Peru, conducts research on potatoes, sweetpotatoes, and other root crops across over 20 countries.



In Kenya, where it has its Africa Regional Office, CIP has strengthened the potato sector by introducing resilient varieties like 'Unica', advancing seed systems, training farmers, and contributing to policy development. It also supports innovations like the Vaizi Soko digital platform and is helping establish the RTB-EAGEL lab at KEPHIS to improve diagnostics and planting material supply.



The Kenya Agricultural and Livestock Research Organization (KALRO) is a leading national research institution under the Ministry of Agriculture and Livestock Development, playing a vital role in advancing agricultural innovation and food security. As the principal advisor to the government on potato crop improvement, KALRO brings extensive expertise in variety development, seed systems, and climate-smart technologies.

*Advancing potato science and sustainable agriculture through
global collaboration and innovation in the heart of Kenya.*



WHY ATTEND WPC 2026

FIRST EVER IN SUB-SAHARAN AFRICA

Kenya is a key agricultural player in Africa, with potatoes as the second most important food crop. The country is a gateway to East and Central Africa's agri-food economy, providing access to regional networks, partners, and policy influencers.

SHOWCASE INNOVATIONS & SOLUTIONS

Demonstrate your products, technologies, and expertise to a highly engaged audience looking for practical solutions in sustainability, productivity, value addition, and market access.

A STRATEGIC AGRICULTURAL HUB

WPC 2026 marks a historic milestone as the first World Potato Congress held in Sub-Saharan Africa - offering a rare opportunity to engage with emerging markets, innovations, and investment potential in one of the world's fastest-growing regions.

EXPLORE MARKET & INVESTMENT OPPORTUNITIES

Gain insights into emerging trends, technology advancements, and market forecasts that will shape the future of the potato sector through high-impact sessions, workshops and renowned researchers. Showcase your solutions and align with future advancements in the potato sector.

CONNECT WITH GLOBAL & LOCAL STAKEHOLDERS

Meet and collaborate with a unique mix of global industry leaders, researchers, policymakers, investors, farmers, and innovators across the entire potato value chain.

EXPERIENCE KENYAN HOSPITALITY & CULTURE

Enjoy the vibrant culture, cuisine, wildlife, and natural beauty of Kenya while networking in a welcoming, well-organized, and secure environment.



WHO ATTENDS

The World Potato Congress is an international event that brings together a diverse array of stakeholders from the global potato industry. Attendees typically include:

- ✓ **Farmers and Growers**

From smallholders to large-scale commercial producers

- ✓ **Researchers and Agronomists**

Experts conducting studies on potato agriculture, disease management, and crop improvement

- ✓ **Industry Experts and Business Leaders**

Professionals from companies engaged in potato processing, marketing, and distribution

- ✓ **Suppliers and Service Providers**

Businesses offering products and services to support the potato supply chain

- ✓ **Policy Makers and Government Representatives**

Officials involved in agricultural policy and food security

- ✓ **Investors & Financial Institutions**

Exploring opportunities in a growing industry

The 12th World Potato Congress, held in Adelaide, Australia, in June 2024, welcomed over 1,000 delegates from across the globe, including farmers, researchers, industry experts, and business leaders. For WPC 2026 in Kenya, we anticipate similar number of delegates, with strong representation from Africa, Europe, Asia, and the Americas, given the growing global interest in African agri-food systems.



PROGRAM & TOPICS

Main Congress Theme:

***Global Potato Partnership for Enhanced Food Systems,
Nutrition Security and Trade***

- Global Potato Production and Trade, Policy and Regulation
- Potato Variety Development and Seed Production Systems
- Disease and Pest Management, Post Harvest Management and Value Addition
- Potato Technologies Innovations, Mechanization, Climate Smart Approaches and Big Data Utilization
- Potato Contribution to Food and Nutrition Security: Inclusive Model for Women, Youth and MSMES
- Potato Partnership and Private Sector Investments

PROGRAM OVERVIEW

Sunday	Monday	Tuesday		Wednesday		Thursday	Friday
NAIROBI	NAIVASHA					TECHNICAL SITES	
Airport Arrivals in Nairobi (Saturday & Sunday) with Sunday afternoon transfers to Naivasha Golf Tournament	Arrivals	WPC 2026 Sessions Exhibition Open	Half Day Tour Options	WPC 2026 Sessions Exhibition Open	Half Day Tour Options	Technical Program and Tours	Technical Program and Tours
	Afternoon Thematic Sessions WPC 2026 Exhibition Opens		Guests Program		Guests Program		
	Welcome Reception	Sponsored Evening Event		WPC 2026 Gala Dinner			



Sawela Lodges, Naivasha – A Perfect Setting for WPC 2026

The World Potato Congress 2026 will be hosted at the stunning Sawela Lodges in Naivasha, Kenya — an exceptional location that blends business with nature, creating an inspiring environment for collaboration, learning, and networking.

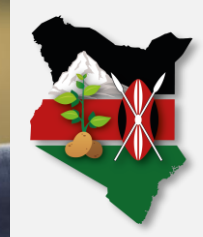
Nestled on the shores of Lake Naivasha and surrounded by the majestic Great Rift Valley, Sawela offers an inspiring natural setting just 90 minutes from Nairobi. Its tranquility fosters focused interaction while remaining highly accessible for both local and international delegates.

Sawela Lodges recently unveiled a state-of-the-art convention centre, designed to host large international gatherings with comfort and sophistication. The facility offers spacious, air-conditioned halls, high-speed connectivity, breakout rooms, and modern audio-visual support — ideal for keynote sessions, panel discussions, and workshops.



Exhibition Area

An expansive marquee space has been designated for the WPC 2026 exhibition. This area will host industry showcases, innovations, and product displays from across the potato value chain — offering high visibility for sponsors and exhibitors in a dynamic and engaging setup.



PARTNERSHIP OPPORTUNITIES

Choose the package that works for you, and then customize it:

	PLATINUM €75,000*	GOLD €45,000*	SILVER €30,000*	BRONZE €15,000*	SUPPORTER €5,000*
Limited Opportunities	4				
Exhibition Space	25sqm	16sqm	12sqm	9sqm	6sqm
Exhibition Only Passes	4	3	2	2	1
Full Congress Registration (Includes one Welcome Reception, Gala Dinner and full congress session access)	10	5	4	1	1
Technical Programme inclusion	✓				
Promotional & Brand Inclusions					
Acknowledgment at the Opening and Closing Ceremony	✓	✓	✓	✓	✓
Use of the official congress brand/sponsorship status title	✓	✓	✓	✓	✓
Advertisement within the congress program	1 Full Inside Page	1 Full Page	1 Full Page	1 Half Page	
Listing within the sponsors section of the website & digital platforms	✓	✓	✓	✓	✓
Designated company profile within the congress app	✓	✓	✓	✓	✓
Push notification to be sent during WPC2026 via the congress app	✓	✓			
Company logo on official sponsor signage and materials onsite	✓	✓	✓	✓	✓
Company logo included in pre-event marketing emails	✓	✓	✓	✓	✓
Logo positioned on the home page of the WPC2026 website	✓	✓			
Company logo on the WPC2026 newsletter	✓	✓	✓	✓	✓
Inclusion in dedicated Pre-congress e-newsletter	1				
Additional promotion at regular events organized by the WPC2026 Organisers	✓	✓	✓	✓	
Discount on other sponsorship elements	15%	10%	10%	5%	



EXCLUSIVE OPPORTUNITIES

Are you looking for a customized sponsorship opportunity? Get in touch!

Contact Kasia Mahony partners@wpc2026kenya.com or call +353 1 4003848

WELCOME RECEPTION

Exclusive

€10,000

Your organisation has exclusive sponsorship of the Welcome Reception. Taking place in the Exhibition Hall and the first main gathering of all participants and an opportunity to make a first impression on the delegates. This event provides a sponsor with a unique opportunity to engage with the delegates. We will work with you to ensure full recognition of your support, including:

- Acknowledgement in the congress program book
- Recognition on the website, with your logo hyperlinked to your organization's website
- Table-top cards with your organisation logo at the catering stations during the event
- Opportunity to position 6 promotional free-standing banners (max 1m wide x 2m tall, banner supplied by the sponsor).
- 5 Welcome Reception tickets included in the packages

CONGRESS DINNER

Exclusive

€15,000

Your organization exclusively sponsors the Congress Dinner on Wednesday of the official program. This evening combines dining, cultural experiences, and a unique chance to engage with delegates, leaving a lasting impression. Branded tickets will be provided to all participants. We ensure full recognition of your support through:

- Acknowledgement in the congress program book
- Recognition on the congress website, with your logo hyperlinked to your organization's website
- Logo included on the Conference Dinner signage and ticketing
- Opportunity to position 6 promotional free-standing banners within the dinner venue
- 6 passes included to the Congress Dinner, reserved seating option

CONFERENCE BADGE LANYARDS

Exclusive

€12,000

All delegates will receive an official conference lanyard. Your logo and the conference brand will be printed by the conference office. (one colour print process- lanyards provided by the conference secretariat). Sponsor benefits include:

- Your logo included on the lanyard worn by each delegate during the event.
- Acknowledgement in the conference programme book
- Recognition on the conference website, with your logo hyperlinked to your organization's website



EXCLUSIVE OPPORTUNITIES

DELEGATE BAGS	Exclusive	€13,500
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Each registered delegate will receive an official congress pack. Delegate pack/bag with your brand aligned with the WPC 2026 brand. This will contain all delegate materials. Sponsor benefits include:

- Your logo included on the pack/bag in conjunction with the conference logo/brand (bag provided by the congress office)
- Acknowledgement in the program book
- Opportunity to include a promotional delegate bag insert in the bag, supplied by your company
- Recognition on the congress website, with your logo hyperlinked to your organization's website

CONGRESS WATER BOTTLE	Exclusive	€12,000
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Each registered delegate will receive an official conference water bottle included in their delegate pack. Your brand will be aligned with the WPC 2026 brand. Sponsor benefits include:

- Recognition on the conference website, with your logo hyperlinked to your organization's website
- Your logo included on the water-bottle (one-colour print process will be confirmed by the conference secretariat)

CONGRESS POLO SHIRT	Exclusive	€20,000
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See your brand worn by the delegates at the 2026 Congress. One color print process logo included as part of the event branding and each delegate is provided with a polo shirt to wear throughout the event. Sponsors benefits include:

- Your logo included on the polo shirt worn by delegate during the event.
- Acknowledgement in the conference program book
- Recognition on the conference website, with your logo hyperlinked to your organization's website

CONGRESS CAP	Exclusive	€12,500
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See your brand worn by the delegates at the 2026 Congress. One color print process logo included as part of the event branding and each delegate is provided with a cap to wear throughout the event and return home with this souvenir. Sponsor benefits include:

- Your logo included on the cap
- Acknowledgement in the conference program book
- Recognition on the conference website, with your logo hyperlinked to your organization's website



EXCLUSIVE OPPORTUNITIES

VOLUNTEER T-SHIRTS

Exclusive

€6,950

Official volunteers are the face of **WPC2026** throughout the event. They are clearly identifiable to all delegates providing assistance. Sponsor benefits include:

- Recognition on the conference website, with your logo hyperlinked to your organization's website
- Your logo included on the volunteer t-shirt with the congress logo (t-shirt provided by the conference office and your logo position will be confirmed by the conference secretariat)

CONGRESS CHARGING POINT

Exclusive

€7,500

An area at which delegates can check their emails, look at the Congress program online, print out flight tickets, power up their device. This service area will be branded with your company's logo. Additional benefits:

- Recognition on the conference website, with your logo hyperlinked to your organization's website
- Acknowledgement in the conference program book

CONGRESS MOBILE APP

Exclusive

€10,000

Put your mark on this valuable resource that attendees use before, during and after the congress for all the up-to-date sessions and exhibitor information. Sponsor benefits include:

- Acknowledgement in the congress program book
- Recognition on the congress website, with your logo hyperlinked to your organization's website
- Sponsor's logo will be prominently displayed within the mobile app landing page
- Designated company profile within the app
- 1 promotional banner placed within the app
- 2 push notification to be sent during the congress

SPEAKER SUPPORT

Plenary Speaker

€5,000

/

Invited Speaker

€3,000

Support our program with sponsorship of a speaker. Your support will assist in the cost of their participation at the 2026 event. Your support will also be recognized on the sponsors' section of the Congress website and the onsite program book. Rates listed are per speaker supported. The sponsor can select an available speaker to support, to ensure best alignment with your organization's area of interest.



PROGRAM OPPORTUNITIES

TECHNICAL PROGRAM & FARM FIELD DAY SPONSORSHIP

€5,000

Maximize real-world impact and connect directly with your audience on the ground.

This unique sponsorship opportunity allows your brand to go beyond the conference hall and engage in the practical heart of the potato industry, through visible participation in the Farm Field Day

What's Included:

- Demonstrate your machinery, tools, inputs, or services in action on a working potato farm in Kenya — attended by WPC delegates, local and regional farmers, agronomists, and policymakers.
- Host a product showcase booth or on-field trials, allowing hands-on experience with your solutions.
- Engage with an audience of over 500 local and regional farmers, cooperatives, and agricultural extension officers.

Why This Matters

- Build trust and visibility among real users of your products in a dynamic, growing African market.
- Position your brand as a solutions provider for both emerging and mature potato production systems.
- Generate valuable feedback and insights from farmers and practitioners.
- Strengthen B2B and B2C relationships with farmer groups, dealers, NGOs, and county governments in attendance.

Featured Add-On Sponsorship Opportunities

- ✓ Coach & Transport Sponsor
- ✓ Refreshments & Farmer Hospitality Sponsor
- ✓ Sponsored signage at demo plots
- ✓ Co-branded field day handbook or takeaway guide
- ✓ Exclusive video content and media mentions

[Previous Annual Farm Field Days in Kenya – View Video](#)

**Contact Us Today to
Discuss Your Package**



ADVERTISEMENT & PROMOTION

DELEGATE PACK INSERT

Limited availability

€2,500

Each registered delegate will receive an official conference pack/bag. Have your promotional flier (max 1 A4 page) included in the official delegate bag. One flier is provided by the sponsor. (Note that only 8 opportunities are available for non-tiered sponsors).

NOTE PAD & PEN

Exclusive

€4,500

Each registered delegate will receive an official conference pack/bag. Have your promotional flier (max 1 A4 page) included in the official delegate bag. One flier is provided by the sponsor. (Note that only 8 opportunities are available for non-tiered sponsors).

PROGRAM BOOK ADVERTISEMENT OPTIONS

Full-page Advertisement

€2,500

Half-page Advertisement

€1,500

BANNER ADVERTISEMENT

IN REGISTRATION CONFIRMATION EMAIL (exclusive banner ad)

€3,750

On booking, all participants receive a confirmation email – your banner ad will be exclusively included linking to your organisation's web url. This is offered as priority to our top 4 tiered sponsor levels.

IN GENERAL PRE- E-BLAST (this is for one e-blast)

€1,950

The congress office will issue regular e-newsletters with event updates. Include your organisations banner ad and link to your web url. This rate is for one inclusion.

IN FINAL CONFIRMATION EMAIL (Joining instruction final pre-event email)

€2,750

Pre-congress all delegates will receive a final joining instructions for the event by email. Your banner ad will be exclusively included linking to your organisation's web url. This is offered as priority to our top 4 tiered sponsor levels.

WEB BANNER AD for Sponsors (One Month)

€1,950

Our sponsors are offered an opportunity to have a focus banner ad listed at the top of the sponsors section of the WPC 2026 website linking through to your organisation's web url. This will be listed at the top of the sponsors page, irrespective of the sponsors tiered status. One tweet/FB post will be included promoting the sponsor focus during the secured month.

MOBILE APP ADVERTISEMENT

€750

PUSH NOTIFICATIONS

Deliver targeted messages directly to attendees' mobile devices through push notifications. This feature enables you to create personalised, time-sensitive announcements, such as product launches, exhibition stand promotions, or exclusive offers. Limited availability.



EXHIBITION OPPORTUNITIES

WPC 2026 exhibition will be open to all participants from Monday, 26th October to Wednesday 28th October. Congress catering, welcome reception and other networking points will be based in the exhibition hall, ensuring footfall through this area. We are planning an exhibition space that will engage and allow for your time with the delegates.

Stand positions are based on first come basis so book early. Exhibitors are encouraged to book early to secure their position and brand recognition on the website www.wpc2026kenya.com. All exhibiting companies will be listed on the website with a "Business Card" listing and direct web link to your organisation with write up.

EXHIBITION RATES

Ensure that you book early to avail of the discounted rate. There are two booking options:

SPACE ONLY Minimum booking of 6 sqm (3m x 2m)		SPACE ONLY RATE Per sqm	
Space only – shell structure, electrics or furniture <u>are not provided</u>. This may be a custom-built exhibition construction or you may wish to tailor your package and can order accordingly. ➤ 2 complimentary exhibitor passes for every 6 sqm exhibition area booked		Early Bird Rate Available until 1 st December 2025	€450
		Late Rate Available after 1 st December 2025	€565
SHELL SCHEME STAND Minimum booking of 6 sqm (3m x 2m)		SHELL SCHEME RATE Per sqm	
Exhibition package includes: ➤ sqm in shell structure as booked ➤ 1 trestle table 2 chairs ➤ lighting and 1 x double socket ➤ 2 complimentary exhibitor passes for every 6 sqm exhibition area booked.		Early Bird Rate Available until 1 st December 2025	€625
		Late Rate Available after 1 st December 2025	€700

Exhibition only staff passes have access to the welcome reception, exhibition hall and daily refreshments. Additional tickets may be purchased and upgrades to full conference pass can be booked. [Contact us](#) to learn more.

All prices listed in the prospectus are in Euro and are subject to 16% VAT

APPLICATION, PAYMENT & GENERAL CONDITIONS



All prices listed in the prospectus are in Euro and are subject to 16% VAT

Contact partners@wpc2026kenya.com to discuss your selected package and confirm your booking.

Once a booking form is submitted, a confirmation will be emailed to the Sponsor/Exhibitor with an accompanying invoice.

The **TERMS & CONDITIONS** for sponsorship and exhibition are provided within this prospectus and online booking form. Please note that submission of a booking form indicates acceptance of all **TERMS & CONDITIONS** specified within this prospectus. The booking form(s) will be held as a valid liable contract, by which both parties will be bounded.

Cancellations/Postponement & Payments:

50% of total amount is due immediately with booking confirmation. All invoices must be paid within 30 days of the invoice date. Payment can be made by bank wire transfer or credit card. All bank charges are the responsibility of the sender. If the Client fails to submit full and final payment 6 months prior to the event, Keynote PCO can cancel the Client's participation with no refund of monies received. Should booking and subsequent payment terms be after the above period, alternate dates will be confirmed with the client (sponsor and or exhibitor).

Should an Exhibitor/Sponsor wish to cancel any of its participation (sponsorship, exhibition space, shell scheme, stand services, advertising etc.), written notification must be sent to partners@wpc2026kenya.com. Refunds will be based on the following schedule:

- Before 2 March 2026 40% refunded, less agreed benefits received to date.
- After 2 March 2026 No refund available.

In the event that the conference is postponed for any given reason, the exhibitor/sponsor/advertiser will not be entitled to cancel the exhibition space / sponsorship / advertising or to obtain monetary compensation, but the benefits that have been agreed will remain in place for the rescheduled event. In the event that the conference is cancelled for any given reason, the organisers will refund the exhibition/sponsorship/advertising money to the relevant company, minus any benefits that have been received by the company prior to the cancellation and any expenses incurred by the organisers with respect to the provision of the agreed benefits.

Should the conference format or medium change (to include hybrid or fully virtual event delivery) the exhibitor/sponsor/advertiser will not be entitled to cancel or to obtain monetary compensation, but the benefits that have been agreed will remain in place and adjusted appropriately.

The Organiser reserves the right to modify the format, content, and delivery of the sponsor benefits at any time. This may include, but is not limited to, changes in the schedule, venue, method of delivery, and specific elements of the sponsorship package. Such modifications will be made to ensure the successful execution of the event and to adapt to any unforeseen circumstances. The Organiser will make reasonable efforts to inform the Sponsor/Exhibitor of any significant changes in a timely manner. The Sponsor agrees that such modifications do not constitute a breach of the sponsorship agreement and will not entitle the Sponsor to any refunds, reimbursements, or compensation.

Stand Assignment, Exhibition Construction & Staff:

Tiered Sponsors will be offered first preference on exhibition space location as required. The remainder will be allocated strictly on a first come, first served basis to other exhibitors and will be confirmed in writing, by Keynote PCO.

All display constructions require the approval of the Exhibition & Sponsorship Manager at Keynote PCO, 4 months prior to the conference. All stands must adhere to the dimensions as booked according to their package and per the exhibition manual that will be issued to all confirmed exhibitors.

Preferences and priorities requested by the Exhibitor/Sponsor as to space location will be respected whenever possible. The Exhibition & Sponsorship Manager however reserves the right to make reasonable transfers as to the location of the Exhibitor/Sponsor's space should any circumstances arise where it is deemed necessary. No transfers will be made without prior notice to the Exhibitor/Sponsor. Any changes in space locations do not entitle the Exhibitor/Sponsor to cancel the exhibition space or obtain monetary compensation.

The organisers reserve the right to alter the layout of the exhibition area and to remove sections of the space and features such as posters, catering and internet café where or as required. Exhibitors agree to be present the full duration of the exhibition during the event. Set up and dismantling of any display/exhibition spaces must only occur during the specific allotted timings.

Insurance and Safety:

The organisers cannot be held responsible for any loss of damage of/to any equipment brought in for the Exhibitor/Sponsor's exhibition. The Exhibitor/Sponsor is therefore advised to ensure to take out adequate insurance cover as necessary including Employers Liability & Public Liability cover, insurance to cover loss of damage to venue, exhibits or other personal property. In addition, the Exhibitor/Sponsor is required to show proof of their insurance liability in the event of damage to the venue. Exhibitors and their representatives shall indemnify and hold harmless Keynote PCO, WPC Inc, WPC 2026 Committee and their affiliated agents and employees from any or all liability.

The complete Rules & Regulations will be published in the Technical Information Manual (Exhibition) which will be issued to all exhibitors a minimum 2 months before the event. The Rules & Regulations must be fully observed by exhibitors, their contractors and their personnel. Insurance documentation and risk assessments must be provided per dates and deadlines in this document and failure to provide any required documentation may cause your booking to be cancelled with no refund available. The organisers reserve the right to demand changes to, or closure of any stand that does not conform to these Rules & Regulations. If an exhibitor fails to comply with the official rules and regulations, the organisers reserve the right to reclaim its exhibition space and resell it, and all monies paid by the exhibitor shall be forfeited.

Once a sponsor or an exhibiting company has reserved exhibition space, it agrees to abide by the payment conditions and cancellation policy plus all further rules and regulations in the technical information manual. The Sponsor/Exhibitor agrees not to carry on additional promotional activities in Kenya outside the conference venue over the dates of WPC 2026. If acting as a sponsor/exhibitor, all activities must take place within the venue or for related events (e.g. social events and tour program) and any activities must be specifically agreed with the organisers of the conference.

Contact partners@wpc2026kenya.com



Join the Global Potato Community in the Heart of East Africa

Be part of a landmark event that brings together the world's leading voices in potato innovation, research, agribusiness, and sustainable agriculture. The World Potato Congress 2026 in Kenya offers a powerful platform to showcase your brand, connect with industry leaders, and shape the future of food security, right from the dynamic heart of East Africa.



WPC 2026 KENYA



Whether you are looking to reach global stakeholders, engage with African markets, or support the transformation of potato value chains, there's a sponsorship opportunity tailored for you.

Contact: Kasia Mahony, Sponsorship Manager

E: partners@wpc2026kenya.com | +353 1 4003648

**Secure Your Place
Today**

13TH WORLD POTATO CONGRESS

KENYA : 26-30 OCTOBER 2026