



SPONSORSHIP KIT

Shaping Tomorrow's Professional Landscape



26-30
October 2026



**The Edge Convention Centre,
South C, Nairobi**



2nd Kasneb International Conference For Professionals (KICP)

The professional landscape is evolving at an unprecedented pace. Advances in artificial intelligence, digital transformation, sustainability, shifting regulatory frameworks and changing workforce dynamics are redefining the skills, leadership and competencies required for success.

As industries continue to adapt to these global shifts, professionals must embrace innovation, lifelong learning and strategic collaboration to remain competitive and relevant.

The 2nd KASNEB International Conference for Professionals (2nd KICP), themed “**Shaping Tomorrow’s Professional Landscape,**” will bring together professionals, policymakers, regulators, industry leaders, academia and development partners to explore the trends shaping the future of professional practice. The conference will provide a platform for thought leadership, knowledge exchange and dialogue on the opportunities and challenges presented by an increasingly digital and interconnected world. Through keynote addresses, panel discussions and interactive sessions, participants will examine emerging technologies, ethical leadership, sustainability, the future of work and global best practices

in professional education and workforce development. The conference will also foster strategic partnerships that promote innovation, continuous professional development and cross-sector collaboration to drive sustainable growth.

The 2nd KICP offers an exceptional platform for organisations to elevate their brand, engage directly with senior decision-makers, showcase innovative solutions and forge impactful partnerships. We invite you to join us at **The Edge Convention Centre**, from **Monday 26th - Friday, 30th October 2026**, as a valued partner in delivering this landmark conference while positioning your organisation as a champion of innovation, leadership and professional excellence.



ABOUT KASNEB

The **Kenya Accountants and Secretaries National Examinations Board (KASNEB)** is a State Corporation under The National Treasury and Economic Planning, established by the Government of Kenya in 1969. For 57 years, KASNEB has served as the cornerstone of professional certification in Kenya and the wider East African region.

KASNEB’s mandate encompasses the development of syllabuses, the conduct of professional examinations, and the certification of candidates in accountancy, finance, credit, governance and management, information technology, and related disciplines. The body also promotes its qualifications nationally, regionally, and internationally, and accredits relevant training institutions in liaison with the ministry responsible for education.



Our Scale and Reach

KASNEB currently offers thirteen qualifications; two post-professional, six professional, three diploma and one certificate qualification: that serve as the gateway to a significant share of Kenya's white-collar professional workforce.

The Certified Public Accountant (CPA) qualification alone has produced over 100,000 holders to date and remains the gold-standard accountancy qualification for Kenya's banks, audit firms, listed companies, public-sector finance roles, and the broader East African professional market. KASNEB examines over 44,000 students annually across examination centres in every county capital in Kenya, with additional regional centres in Rwanda, Burundi

and Cameroon. This vast, highly skilled professional community creates an influential audience of policymakers, regulators, business executives, academia and development partners. Partnering with KASNEB offers your organisation a unique opportunity to elevate your brand among this audience, gain targeted brand exposure, demonstrate industry leadership and engage directly with key stakeholders.

55+

Years of
excellence

100,000+

Registered
professionals

44,000+

Annual students
Examined

Why Sponsor the 2nd KICP?

Sponsoring the 2nd KICP provides a unique opportunity to elevate your brand among an influential audience of professionals, policymakers, regulators, business executives, academia, and development partners. Whether your objective is to strengthen brand visibility, launch new solutions, generate business opportunities, or build strategic relationships, the 2nd KICP provides the ideal platform to achieve measurable impact.

Brand Visibility: Your brand will be prominently displayed across all conference platforms, including the website, programme, stage backdrop, digital communications and social media channels before, during and after the event.

Direct Engagement: Sponsors gain direct access to senior decision-makers through curated networking sessions, exhibition opportunities and speaking platforms that facilitate meaningful business conversations.

Industry Leadership: Association with KICP demonstrates your organisation's commitment to professional excellence and positions you as a thought leader within the professional community.

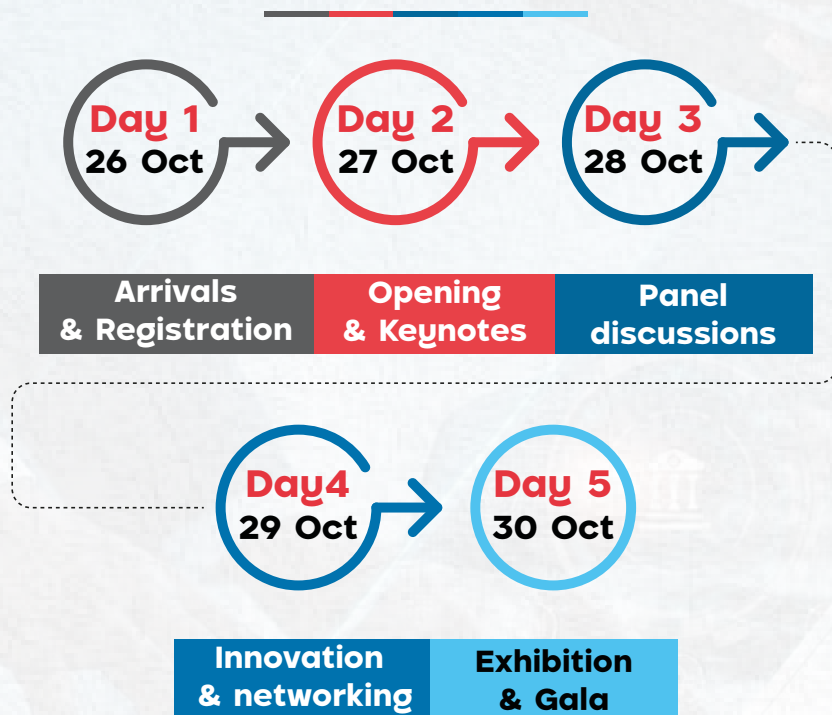
Measurable ROI: A comprehensive post-event sponsorship recognition report will document your brand exposure and engagement metrics, providing clear evidence of return on investment.

Extended Reach: Beyond the 500 conference delegates, sponsorship provides access to KASNEB's broader audience of over 100,000 registered professionals and 44,000+ students examined annually, through digital and social media channels.



Programme Snapshot

The 2nd KICP is a five-day conference structured to maximise learning, networking, and business engagement opportunities.



The programme will feature high-profile keynote addresses from global thought leaders, interactive panel discussions, curated networking sessions with industry dignitaries, and exhibition opportunities for sponsors to showcase innovative solutions directly to delegates.

Why KICP? What Makes It Unique

The Kasneb International Conference for Professionals (KICP) is not just another conference — it is the premier platform where Kenya's professional ecosystem converges. What sets KICP apart from other professional events:

Cross-Sector Convergence: Unlike sector-specific conferences, KICP brings together professionals from accountancy, finance, governance, credit, information technology, and quality management under one roof. This cross-sector convergence creates unique networking and business development opportunities that single-sector events cannot replicate.

Statutory Credibility: KICP is hosted by KASNEB, a 57-year-old statutory body with unparalleled credibility and government endorsement. This institutional backing lends authority and gravitas to the event that commercial conferences cannot match.

Decision-Maker Audience: The curated 500+ - delegate format ensures quality interaction over quantity. Attendees are senior professionals and decision-makers rather than general practitioners, making every interaction high-value.

Five-Day Format: The 5-day structure allows for deeper engagement than single-day events, with room for keynotes, panels, workshops, networking, and exhibition — creating multiple touchpoints for sponsor engagement.

Proven Track Record: The inaugural 2024 edition successfully demonstrated the model with high-level government participation, comprehensive media coverage, and strong sponsor engagement. The 2nd edition builds on this foundation with enhanced international reach and a forward-looking theme.



Delegate Profile

The 2nd KICP will bring together approximately 500+ delegates representing the highest echelons of professional practice and leadership across Kenya and East Africa. This curated audience represents significant decision-making power and influence, making KICP a high-value platform for sponsor engagement.

Delegate Category	Description
Chief Executive Officers & Board Members	Senior executives and board members of major corporations, financial institutions, and state corporations
University Leaders	Vice-Chancellors, Deans, and academic administrators shaping professional education
Government Officials	Cabinet Secretaries, Principal Secretaries and senior civil servants
Regulators & Commissioners	Leaders from regulatory bodies including ICPAK, CMA, IRA, CBK, and others
Development Partners	Representatives from multilateral institutions (World Bank, AfDB, UN agencies) and bilateral agencies
Industry Leaders	CEOs and senior professionals from banking, insurance, audit, fintech, and professional services
Policymakers	Members of Parliament, county government leaders, and policy advisory professionals
Academia & Researchers	Professors, researchers, and thought leaders contributing to professional knowledge

Distribution of Delegate Categories

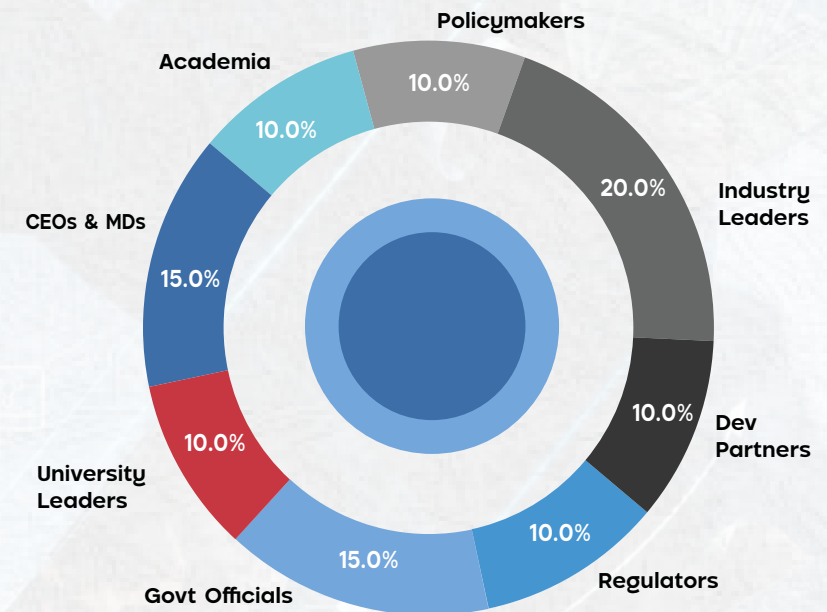


Figure 2: Distribution of Delegate Categories



2nd Kasneb International Conference For Professionals (KICP)

Sponsorship Costs & Packages

PLATINUM SPONSOR



Ksh. 2,000,000 Standard Price
USD. 15,459 Standard Price

GOLD SPONSOR



Ksh. 1,500,000 Standard Price
USD 11,594 Standard Price

SILVER SPONSOR



Ksh. 1,000,000 Standard Price
USD 7,730 Standard Price

BRONZE SPONSOR



Ksh. 750,000 Standard Price
USD 5,800 Standard Price

SESSION SPONSOR

Ksh. 400,000 Standard Price
USD 3,100 Standard Price

MERCHANDISE SPONSOR

Ksh. 300,000 Standard Price
USD 2,319 Standard Price

EXHIBITION SPONSOR

Ksh. 300,000 Standard Price
USD 2,319 Standard Price

2nd Kasneb International Conference For Professionals (KICP)

Delegate Fee

— **INDIVIDUAL DELEGATE - EARLY BIRD**

Ksh. 63,750 Standard Price

USD. 510 Standard Price

NB: Early bird tickets are available up until
25, September 2026

— **INDIVIDUAL DELEGATE - NORMAL RATE**

Ksh. 75,000 Standard Price

USD 580 Standard Price

— **GROUP REGISTRATION - MINIMUM 5 DELEGATES**

Ksh. 67,500 Standard Price

USD 540 Standard Price

— **VIRTUAL DELEGATE**

Ksh. 25,000 Standard Price

USD 200 Standard Price

— **STUDENT DELEGATE**

Ksh. 27,500 Standard Price

USD 220 Standard Price



2nd Kasneb International Conference For Professionals (KICP)

Benefits	Platinum	Gold	Silver	Bronze	Session	Merchandise	Exhibition
Sponsorship Cost in KES	2,000,000	1,500,000	1,000,000	750,000	400,000	300,000	300,000
Exclusive recognition as a Sponsor across all conference platforms	☒	☒	☒	☒	☒	☒	☒
Category exclusivity as the sole Platinum Sponsor within your industry	☒						
Logo placement on all conference branding, including the website, programme, stage backdrop and digital communication materials	☒	☒	☒	☒	☒	☒	☒
10-minute keynote address during a high-profile conference session	☒						
Premium exhibition booth in a prime, high-traffic location	☒	☒					
8 Complimentary conference passes	☒						
Reserved VIP table for 8 guests, with priority seating alongside keynote speakers, chief guests and invited dignitaries	☒						
Opportunity to include branded merchandise or promotional materials in delegate conference bags	☒	☒	☒				
Full-page advertisement in official programme	☒						
Company profile featured on conference website and e-programme	☒	☒	☒				
Exclusive branding at the registration area and on the main conference stage	☒	☒					



Benefits	Platinum	Gold	Silver	Bronze	Session	Merchandise	Exhibition
Sponsorship Cost in KES	2,000,000	1,500,000	1,000,000	750,000	400,000	300,000	300,000
Recognition during the opening and closing ceremonies	☒	☒	☒	☒	☒	☒	☒
Priority access to curated networking opportunities with speakers, dignitaries and industry leaders	☒						
Post-conference sponsorship recognition report highlighting brand exposure and engagement	☒						
Certificate of Appreciation presented during the closing ceremony	☒	☒	☒	☒	☒	☒	☒
Opportunity to display two corporate pull-up banners at a designated conference location	☒	☒	☒	☒	☒	☒	☒
6 complimentary conference passes		☒					
6 complimentary Gala Dinner invitations with reserved seating		☒					
Opportunity to deliver a 7-minute corporate presentation during a designated conference session		☒					
Half-page advertisement in official programme		☒					
Recognition by Master of Ceremonies (opening, key intervals and closing)	☒	☒	☒	☒	☒	☒	☒
Access to structured networking sessions		☒					
6 x 3 exhibition booth	☒	☒	☒				
4 Complimentary conference passes			☒				
4 Complimentary Gala Dinner invitations			☒				



Benefits	Platinum	Gold	Silver	Bronze	Session	Merchandise	Exhibition
Sponsorship Cost in KES	2,000,000	1,500,000	1,000,000	750,000	400,000	300,000	300,000
Opportunity to include company brochure/flyer in delegate bag				✓	✓	✓	✓
2 Complimentary conference passes				✓			
2 Complimentary invitations to Gala Dinner				✓			
Corporate listing in official conference programme				✓	✓	✓	✓
Exclusive sponsorship and branding rights for one designated session					✓		
Opportunity to deliver 3-5 minute welcome address at sponsored session					✓		
Opportunity to introduce session theme, moderator, and keynote speaker					✓		
Company logo displayed on session presentation screens and signage					✓		
Recognition as Official Session Sponsor in conference program and website					✓		
Opportunity to place promotional materials on session attendees' seats					✓		
1 complimentary conference pass					✓		
Dedicated social media acknowledgement for session sponsorship					✓		



Benefits	Platinum	Gold	Silver	Bronze	Session	Merchandise	Exhibition
Sponsorship Cost in KES	2,000,000	1,500,000	1,000,000	750,000	400,000	300,000	300,000
Opportunity to engage directly with delegates during session networking break					✓		
Exclusive branding rights on selected official conference merchandise						✓	
Company logo featured alongside conference branding on sponsored merchandise						✓	
Recognition as Official Merchandise Sponsor in conference program and website						✓	
Opportunity to display one corporate pull-up banner at registration or delegate kit collection area						✓	
Dedicated 3m × 3m exhibition booth in the conference exhibition area				✓	✓	✓	✓
Opportunity to conduct live product demonstrations and engage directly with prospective clients and partners							✓
Opportunity to distribute promotional materials and branded giveaways from the exhibition booths	✓	✓	✓	✓	✓	✓	✓



Payment Terms & Deadlines

Key Deadlines

Milestone	Deadline
Sponsorship Registration	Ongoing
Final Sponsorship Commitment Deadline	18th September 2026
Balance Payment Deadline	1st October 2026
Sponsor Logo & Branding Materials Submission	15th October 2026
Conference Dates	26th–30th October 2026

Contacts

KASNEB Head Office: Kasneb Towers, Hospital Road, Upper Hill
P.O. Box 41362-00100, Nairobi
Phone: 0713 683 474 | 0748 569 187
Email: kicpsecretariat@kasneb.or.ke

Payment Terms

Deposit: A **50%** non-refundable deposit is required upon signing the Sponsorship Commitment Form to secure your package and confirm category exclusivity (for Platinum sponsors).

Balance: The remaining **50%** balance must be received no later than **1st October 2026**, three weeks before the conference begins.

Invoicing: An official invoice will be issued upon confirmation of the sponsorship commitment. The invoice will include the sponsor's unique reference number for tracking purposes.

VAT Treatment: All prices quoted in this kit are exclusive of **Value Added Tax (VAT)** at the prevailing rate of **16%**, which will be applied to the final invoice.

Payment Methods: Payment may be made via bank transfer to the designated KASNEB account (details provided on invoice) or via M-Pesa Paybill.



The Sponsor Journey

Our commitment to your success extends beyond the conference. The sponsor journey follows a structured, transparent process designed to ensure seamless participation and maximum brand impact.

Stage	Stage	Description	Timeline
1.	Selection	Sponsor reviews the kit and selects a sponsorship tier	Upon receipt of kit
2.	Confirmation	Sponsor completes and returns the Sponsorship Commitment Form	By commitment deadline
3.	Agreement	KASNEB issues a Sponsorship Agreement for mutual signature	Within 5 working days
4.	Invoicing	KASNEB generates official invoice with VAT applied	Upon agreement signing
5.	Deposit Payment	Sponsor pays %50 deposit to secure the package	Immediately after invoicing
6.	Balance Payment	Sponsor pays remaining %50 balance	By 1st October 2026
7.	Branding Submission	Sponsor submits logos, artwork, and promotional materials per guidelines	By 15th October 2026
8.	Integration	KASNEB integrates brand into marketing, programme, and on-site materials	October 2026
9.	Execution	On-site coordination during the 2nd KICP (26th–30th October 2026)	Conference dates
10.	Follow-up	Post-event recognition report and certificate of appreciation	Within 2 weeks post-event

Sponsorship Commitment Form

To confirm your participation, please complete the Sponsorship Commitment & Booking Form (provided as a separate document).



1st Kasneb International Conference For Professionals (KICP)



Highlights

The inaugural KASNEB International Conference for Professionals (2024) set a strong precedent, featuring:

- High-level government participation including Cabinet Secretaries and Principal Secretaries
- Keynote addresses from the KASNEB CEO and Board Chair
- 26 keynote speakers across 7 panel sessions
- Strong sponsor and exhibitor engagement
- Comprehensive media coverage



1st Kasneb International Conference For Professionals (KICP)





TO BECOME ONE OF OUR CONFERENCE SPONSORS

Please Contact us on:

W: <https://kicp.kasneb.or.ke/>
E: kicpsecretariat@kasneb.or.ke
M: 0713 683 474 | 0748 569 187

Thank You For Considering Partnership With KICP!