



EXPRESSION OF INTEREST

29 May 2026

EVENT SOLUTIONS SHOWCASE

Kenya Breweries Limited (KBL), a subsidiary of East African Breweries PLC (EABL), invites eligible suppliers to participate in an upcoming Event Solutions Showcase aimed at strengthening and expanding our supplier network within the events and experiential space. The showcase will provide an opportunity for KBL end users, including Marketing and Sales teams, to engage with, assess, and evaluate potential suppliers across various areas of event execution and support.

Purpose of the Showcase

The showcase seeks to bring together both established and emerging suppliers within the events industry to demonstrate their products, services, and capabilities. It is intended to create a collaborative platform for innovation, networking, and the exploration of strategic business partnerships across the events value chain.

Participants will have the opportunity to: showcase their products and services, demonstrate operational and technical capabilities, strengthen market visibility and industry presence and explore potential partnership and engagement opportunities with KBL.

Scope of the Showcase

KBL is particularly interested in suppliers and/or agencies offering products and services in the following categories:

- **Stage, audio-visual, and technical support**
Suppliers must demonstrate capacity to support events with attendance exceeding 15,000 pax.
- **Tent solutions**
Suppliers should have a portfolio ranging in size e.g Stretch tents, gazebos, Aframe, Bline.
- **Furniture and staging solutions**
Suppliers must own and manage their furniture inventory and staging elements.
- **Entertainment and talent management**
- **Event technology and digital solutions**
- **Experiential execution**
- **Shelf and in store merchandizing**

- **Experiential creative ideation**
- **Experiential asset fabricators**
- **Event Project Management**

Eligibility Requirements

Interested suppliers must provide the following:

1. Valid company registration documents, tax compliance certificates, relevant licenses, and evidence of capacity to supply at scale.
2. A company profile detailing ownership structure, industry experience, and client references.
3. Evidence of technical and operational capability, including: execution capacity, quality control processes, logistics capability, and lead times and service delivery standards.
4. An indicative pricing structure or rate card, including: minimum order quantities, applicable discounts and payment terms.
5. Details of sustainability and environmental initiatives, where applicable.

Application Process

Interested suppliers should submit their applications electronically with the subject line: **“Expression of Interest – Event Solutions Showcase (Insert Scope of the showcase you are applying for from the options called out above)”**.

Applications should be sent to: kenyabreweries@eabl.com by 5p.m on 10 June 2026.

Important Legal Considerations

1. Participation in or shortlisting for the Showcase shall not constitute a commitment by KBL to award any contract or business engagement.
2. KBL reserves the right, at its sole discretion, to accept, reject, or decline to respond to any Expression of Interest received.