



DEMO FARMS INFORMATION PACK

Empowering Agricultural Innovation through Practical Demo

Kenya National Research Festival 2025



**Sustainable Agriculture
and Food Security**

Empowering Communities through Research,
Science, Technology and Innovation

 18th- 22nd August 2025  EGERTON UNIVERSITY, NJORO



Welcome and Demo Farmers Instructions

Thank you for confirming your participation to exhibit at the National Research Festival Demo Farms, scheduled to take place at Egerton University, Njoro from 18th to 22nd August 2025.

This specialized exhibition zone is curated exclusively for agricultural companies and institutions wishing to demonstrate their plant varieties, farm technologies, and sustainable farming methods in real farm settings. The showcase supports the broader goal of strengthening food systems through research, innovation, and climate-smart agriculture.

The objectives of the demo farm component include:

1. Showcase best practices in sustainable agricultural production
2. Promote adoption of climate-smart and digital agriculture technologies
3. Facilitate practical training for farmers, extension agents, and agripreneurs
4. Serve as hubs for research, testing, and product validation
5. Foster collaboration across the agricultural value chain

Overall, the Kenya National Research Festival plays a crucial role in promoting research excellence, fostering innovation, and contributing to national development efforts in Kenya.



In this pack we aim to provide all the information needed to enable you to make the most out of your exhibiting experience with us. The pack contains useful information on the event, venue location, stand location and many more useful facts.

Please take the time to read through this pack and familiarise yourself with the terms and conditions and checklist and share this document with any of your staff or contractors who will also be attending the expo on the day.

We wish you every success at the **Kenya National Research Festival 2025** and look forward to seeing you in **August**.



General Information

For all Demo Farm inquiries:
Contact: NRF Secretariat Tel:
+254 720 650 592
Email: ckatua@nrf.go.ke

Demo Farm Information

Venue Information and Parking Arrangements:

There will be a parking area at the venue set aside for demo farmers and this will be utilized on a first-come-first-served basis. Access will be granted to all participants.

Venue Address: Egerton University, Njoro

Demo Set Up Times:

Access to your zone for stand setup is available from 8am - 5pm on **Monday 18th August**.

Please note that expensive equipment should not be left unattended overnight.

Expo opening hours: As a demo farmer your demo farm needs to be ready by 8.00am ready to accept visitors from 9am to 4.30pm on **Monday 18th August**.



Plot Sizes and Rates

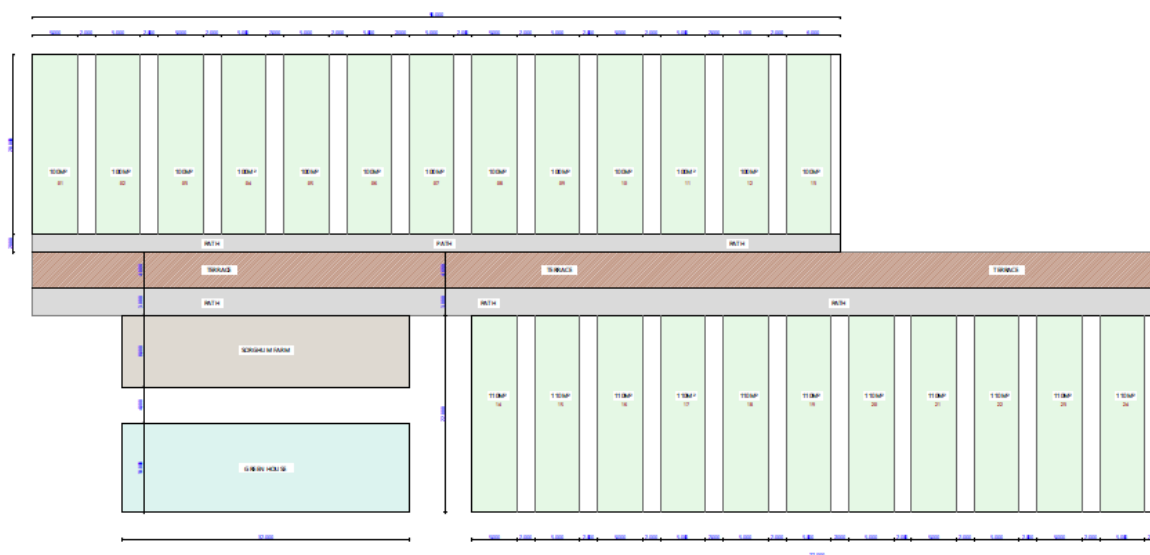
Each demo farm or plot is charged at **Ksh. 35,000** and includes:

- A **20m x 5m(100sqm)** and **22m x 5m(110sqm)** Demo area for planting and technology showcase
- On-site water access
- Company signage on demo farm
- 2 exhibitor passes
- 2 lunch vouchers for 3 days
- Space to set up a tent or portable booth next to the plot

Larger plots or group plots can be arranged upon request.

Floor Plan of Demo Farm

DEMO FARM-LAYOUT



SUMMARY OF THE DEMO-PLOTS

AREA	NUMBER
110SQM	11
100SQM	13
TOTAL	24

To view what demo farms are available and which demo farms have booked already, please follow this link: <https://festival.nrf.go.ke>

What to Demonstrate

Demo farmers are encouraged to showcase:

- Registered or newly released plant varieties (cereals, legumes, vegetables, fruits, etc.)
- Climate-resilient crops and sustainable farming techniques
- Farm mechanization tools or IoT-based innovations
- Soil improvement or pest management technologies



Value Proposition for Value Chain Providers

- **Market Visibility:** Showcase your products/services to targeted farmer groups
- **Product Validation:** Test and refine innovations in real-world farm settings
- **Client Engagement:** Direct interaction with farmers and cooperatives
- **Brand Recognition:** Co-branding and visibility through events and field days
- **Data and Insights:** Access to farmer feedback, usage patterns, and adoption metrics

Engagement Options

Engagement Type	Description	Cost (Ksh)
20m x 5m(100sqm)	Demo space during field days	35,000
22m x 5m(110sqm)	Demo space	35,000
Technology Showcase Plot	Plot area for full-season Demos	Custom – based on plot size
Training Partnership	Co-organize training sessions	Negotiable

Additional Items for Visibility

Each demo farmer is encouraged to bring:

- Roll-up banners
- Branded tents
- Informational flyers or brochures
- Branded promotional materials (e.g., polo t-shirts)

These materials will enhance visibility and encourage farmer interaction.

Security and Safety

Security will be provided at the venue, but demo farmers are advised not to leave valuables unattended. Each demo farmer is responsible for their tools, seeds, or demo kits.



Payment Method

Payment for demo farms is required in advance of the event. Any demo farmer who fails to make payments when due, expressly waives all rights in the reservation and use of space.

To secure your demo farms please follow this link to the demo farms page on our website.

You will be able to see a live version of what zones and stand numbers are available and book the zone and stand which suits you and your business best. All outstanding balances are due by **30th July 2025**, and are to be made payable to the National Research Fund.

The Bank Account details are listed below:

Account Name: National Research Fund

Name of Bank: Kenya Commercial Bank

Bank Branch: Kipande House

Account Number: 1236065395

Swift Code: KCBLKENX

Please Note: *The Kenya National Research Festival team will ensure that the website is updated daily with new stands booked to avoid companies booking stands that have already been taken - in the event of a double booking it will be allocated according to the first order received. With regards to payments, Demo Farmers will NOT be issued their passes nor allowed onto their booths unless the organizers have received full payment of booths.*

Demo Farmer Registration Packet

All demo farmers are required to pick their registration packet on Monday 18th August 2025 from 08:00 am – 6:00 pm at the demo farms area. The items include:

- 2 Demo Farmer Pass (es) – issued on arrival. These passes are to be used for the three days to gain access to the demo farms and the conference sessions.
- Conference materials for the Exhibitor Delegate
- Lunch coupons for the 3 days for each participant



Please Note: *Demo farmers will NOT be issued their badges nor allowed into their stands unless the organizers have received full payment.*



Harvesting and Move-Out

Harvesting on demo farms may begin at the end of the last day of the exhibition. All demo farms should be cleared and all demo materials removed by 2200hrs on Friday 22nd August 2025 (unless extra move-out arrangements have been agreed with the Organizer).

No harvesting or packing will be permitted prior to the close of the show.

Organizers' Office

The Kenya National Research Festival Secretariat office will be located in the exhibition hall, within convenient reach of all exhibitors. The organizers' office will be open daily during exhibition hours and the organizing staff will be there to assist you with any queries or problems you may have.

Our contact details are: T: +254 720 650 592

E: ckatua@nrf.go.ke