



# AfriFueling EXPO 2026

29th & 30th Sept 2026  
Kenyatta International  
Convention Centre (KICC)  
Nairobi, Kenya



**Navigate**  
The Future of the Forecourt

## Introduction

The global retail petroleum industry is at a pivotal crossroad. In the East African region, we are, as a matter of fact, no exception. The traditional service station is undergoing a radical metamorphosis, evolving from a simple refueling stop into a multi-energy, high-tech service hub. To bring out the dynamics of the ongoing transition, **AfriFueling Expo 2026** centers on the theme **Navigate**, with a specialized focus on **Forecourt Transformation**.

This event serves as the premier bridge between Service Providers the architects of modern retail solutions and **Oil Marketing Companies (OMCs)** looking to modernize their retail networks and grow revenues.

### Why "Navigate the Forecourt"?

While 2025 explored "Fuels for Today and Tomorrow," AfriFueling 2026 is about the **infrastructure of execution**. For service providers, "Navigate" represents the opportunity to showcase the tools that will help OMCs steer through a landscape of digitalization, transition and diversifying revenue streams.

### The Three Pillars of Forecourt Innovation

- **Navigating Infrastructure & the Energy Transition:**

The forecourt is no longer just about underground tanks and pumps. We are inviting providers of EV fast-charging units, Autogas systems, solar integration, and vapor recovery systems. This pillar is the stage for hardware and engineering firms to demonstrate how OMCs can transition their physical footprint to support a multi-fuel future.

- **Navigating Digital & Payment Ecosystems:**

The modern customer journey begins the moment a vehicle enters the forecourt. We are seeking providers of automated tank gauging (ATG), IoT-enabled dispensers, AI-driven security surveillance, and seamless fintech/payment solutions. This pillar focuses on "smart" forecourts that use data to reduce wet-stock loss and enhance the service experience.

#### **Navigating the Destination Experience (Non-Fuels Retail):**

The forecourt is now a retail destination. This pillar focuses on Non-Fuels Retail (NFR) and facility excellence. We want to attract providers of C-store solutions, car wash automation, FMCG & Fresh food suppliers, Quick Service Restaurant (QSR) providers and modern tire service equipment. The goal is to help station owners maximize "footfall-to-profit" ratios by transforming the forecourt into a one-stop-shop for the East African consumer.

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## The Marketplace: Where Solutions Meet Scale

AfriFueling Expo 2026 scheduled for 29 - 30 September at the KICC, Nairobi is designed as a high-intent and industry networking environment. We are intentionally creating a "Solutions Hub" where:

- **Service Providers** gain direct access to C-suite executives and operations managers from leading regional OMCs.
- **Exhibition Spaces** are optimized for live demonstrations of forecourt hardware and software.
- **B2B Matchmaking** sessions will facilitate structured conversations between equipment suppliers and procurement teams.
- **Regional Hub:** Positioned in Nairobi, the heart of East African trade, the event attracts delegates from the entire Eastern Africa region.

## Call to Action for Partners

The future of the East African energy landscape is being written on the forecourt. We invite all equipment manufacturers, technology firms, convenient stores specialist, service providers and all industry players to join us. **Showcase your maps, tools, and solutions** to the men and women leading the region's top energy brands. This convention is more than an Expo; it is a collaborative platform to build the infrastructure of the future.

Don't just watch the industry change, step up and **Navigate it**. Secure your space at AfriFueling Expo this September and position your solutions at the heartbeat of the fueling industry in East Africa **#AfriFueling26**.

### Register now:

[www.AfriFueling.com](http://www.AfriFueling.com)

Tel: +254 722 723 812 | +254 717 111 114

Email: [marketing@AfriFueling.com](mailto:marketing@AfriFueling.com)

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## Navigate



### Africa's Premier Fueling & Energy Convention

Stations are no longer just fueling points.

They are becoming multi-purpose hubs at the center of Africa's energy transition.

#### SPONSORSHIP PACKAGES

##### HEADLINER SPONSOR USD 70,000 (Exclusive)

- Secure exclusive naming rights for the Expo.
- Official sponsor at the Pre-Launch Breakfast with Government officials and Industry leaders.
- Headline branding on all Expo platforms & merchandise.
- Continuous publicity throughout Expo preparation months.
- Media interviews on national television, radio stations and online platforms.
- Billboard branding
- Headline venue branding.
- 9m x 3m Exhibition booth.
- Full Page Advert on Fueling Magazine Cover.
- Speaking/presentation slot during the opening ceremony.
- Best Return on Investment.

##### GOLD SPONSOR USD 45,000 (2 Slots)

- Becomes part of the Expo publicity on onboarding.
- Immediate publicity on traditional & online media.
- Incorporated on all Expo platforms & merchandise.
- Continuous publicity throughout Expo preparation months.
- Media coverage on national media and online platforms.
- Branding on billboards.
- Strategic venue branding.
- 6m x 3m Exhibition booth.
- Full Page Advert inside Fueling Magazine.
- Speaking/presentation ceremony

##### SILVER SPONSOR USD 25,000 (3 Slots)

- Print Media (pictorial) & online publicity on onboarding.
- Incorporated on all Expo platforms & merchandise.
- Included in publicity throughout Expo preparation months.
- Coverage on online platforms.
- Branding on billboards.
- Venue branding.
- 6m x 3m Exhibition booth.
- Half Page Advert inside the Fueling Magazine.

##### NETWORKING PARTY USD 20,000 (1 Slot)

- Becomes the face of the Cocktail Reception.
- Print Media (pictorial) & online publicity on onboarding.
- Incorporated on all Expo platforms & merchandise
- Included in publicity throughout Expo preparation months.
- Coverage on online platforms.
- Branding on billboards.
- Venue branding.
- 3m x 3m Exhibition booth.
- Half Page Advert inside the Fueling Magazine

#### EXHIBITION PACKAGES

9 meters x 3 meters  
9,000 USD

6 meters x 3 meters  
6,000 USD

3 meters x 3 meters  
3,000 USD

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