Terms of Reference (ToR)

Branding & Marketing services for the ARE Energy Access Investment Forum 2027 in Nairobi, Kenya

Commodity/Service Required:	Branding & marketing for the ARE Energy Access Investment Forum 2027 in Nairobi, Kenya
Project:	ARE Energy Access Investment Forum 2027
Type of Procurement	One-off Procurement
Type of Contract	Contract for External Services
Date of Issue	24 November 2026
Date Questions from Vendor Due:	11 December 2026
Deadline to Submit Proposals:	31 December 2026
Approximate Date Contract Issued to Successful Vendor	31 January 2027
Solicitation Number	ARE-EAIF-27-002
E-mail	l.ng@renewelec.org

This document serves as a formal Request for Proposals and provides comprehensive terms of reference for the branding and marketing for the ARE Energy Access Investment Forum. The forum, organised by the Alliance for Renewable Electrification (ARE), is planned to take place on 20-22 April 2027 in Nairobi, Kenya.

Attachments to this document:

1. Attachment A: Context and Scope of Work
2. Attachment B: Instructions to Vendors
3. ARE's Code of Conduct for Vendors is available on ARE Website: https://renewelec.org/wp-content/uploads/2026/10/ARE-Code-of-Conduct-for-Vendors.pdf. Vendor's delivery of products, performance of services, or issuance of invoices in connection with this purchase order establishes Vendor's agreement to the ARE's Code of Conduct for Vendors. All vendors are responsible to carefully review each attachment and follow any instructions that may be relevant to this procurement.

Background information

The Alliance for Renewable Electrification (ARE) is the global industry platform that federates and supports renewable energy companies to win business, shape policy and scale deployment across emerging markets. ARE operates across Africa, Asia-Pacific, and Latin America & the Caribbean. More information: www.renewelec.org

Attachment A: Context and Scope of Work

The ARE Energy Access Investment Forum (EAIF) is the top annual investment event, fostering partnerships for the purpose of energy access, renewable electrification and the green energy transition.

With a track-record since 2016, ARE aims to mobilise 700 people in-person and over 800 people virtually for a total of more than 1,500 participants.

- Website: https://www.eaif.energy
- Date: 20-22 April 2027
- Location: Nairobi, Kenya
- No. of Expected Participants: 1,500 (700 on-site + 800 virtual)
- Organised by: ARE

Event Programme:

Date	Activity
18 April 2027	Exhibition and event setup day
19 April 2027	Exhibition and event setup day
20 April 2027	ARE Energy Access Investment Forum (forum and exhibition)
21 April 2027	ARE Energy Access Investment Forum (forum and exhibition)
22 April 2027	ARE Energy Access Investment Forum (workshops and exhibition)

To support the organisation of EAIF 2027, ARE seeks a branding and marketing service provider for 20-22 April 2027, including 2 days of set-up on 18-19 April 2027.

Working Approach:

The selected firm will report to designated ARE staff throughout the assignment. All deliverables will be reviewed by ARE before the final acceptance. All communication will be conducted in English.

Deliverables: All deliverables are intended for the duration of a 3-day event (20-22 April 2027) by default, unless specified otherwise. **The graphic designs for the items below will be provided by ARE.**

Deliverables*	Unit	Price in EUR
Track 1 – Jambo Hall		
Background stage banner on structure (7.2 x 3 m)	1	
Branded screen skirting (6 x 0.9 m)		
Stage skirting (7.2 x 3.6 x 0.4 m) + carpet (7.2 x 3.6 m)	1	
Panel seats	7	
Side tables (0.4 x 0.4 m) with branding for panelists on stage	7	
Branding of lectern (1 x 0.42 m)	1	
Track 2 – Bougainville Hall		
Background stage banner on structure (7.2 x 3 m)	1	
Stage platform (7.2 x 2.4 m)		
Stage skirting (7.2 x 3.6 x 0.4 m) + carpet (7.2 x 3.6 m) + stage steps (x2) (3.6 m wide)	1	
Panel seats	6	
Side tables (0.4 x 0.4 m) with branding for panelists on stage	6	
Branding of lectern (1 x 0.42 m)	1	
Track 3 – Ivory Hall		
Background stage banner on structure (2.4 x 2.4 m)	1	
Stage platform (2.4 x 2.4 m)		
Stage skirting (2.4 x 2.4 x 0.4 m) + carpet (2.4 x 2.4 m) + stage steps (x2) (2.4 m wide)	1	
Panel seats	6	
Side tables (0.4 x 0.4 m) with branding for panelists on stage	6	
Branding of lectern (1 x 0.42 m)	1	
General event branding		
Event initials cutout-non-lit 3D letters 4 x 0.6 m | Base – 4 x 0.2 m - #EAIF2027 (see sample)	1	
Exhibition plan backdrop (3.6 x 2.7 m)	2	
Event directory backdrop (3.6 x 2.7 m)	1	
Photo booth backdrop (5 x 2.4 m), floorboards & blue carpet (see sample)	1	
3D photo booth frame (5 x 2.4 m) (see sample)	2	
Branded entrance Arch (5 x 3.5 m)	1	
General event backdrop (3.6 x 2.7 m)	1	
Matchmaking backdrop | Tent (3.6 x 2.7 m)	1	
Press conference backdrop | Bogoria room (3 x 2.4 m) (see sample)	1	
Workshop rooms backdrop | Mt Kenya (3 x 2.4 m)	3	
Registration backdrop (7.2 x 3 m) (see sample)	1	
Branded registration table with shelves (7 x 1 m), including 7 highchairs	1	
Floor standing signs (0.8 x 2 m) (see sample)	10	
Roll-ups (0.85 x 2 m)	10	
Feather flags (4.5 m | 3.4 x 0.68 m)	15	
A6 Name badges 300mg	1,000	
Branded lanyards	1,000	

ARE AISBL
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hello@renewelec.org

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+32 2 400 10 00

A4 folder recycled paper 300mg	700	
A6 Pocket guide programme, A3 foldout, recycled paper 140mg | incl. back and front cover 300mg	850	
Branded cotton bags (0.38 x 0.42 m)	700	
A5 notebooks	700	
A4 ARE Dealbook, 50 pages, recto-verso, booklet format, recycled paper 140mg | incl. back and front cover 300mg	200	
Pens	700	
ARE Awards trophies	6	
Reception – Garden pavillion		
Event initials cutout-lit 3D letters 4 x 0.6 m | Base – 4 x 0.2 m - #EAIF2027 (see sample)	1	
Handheld fun hashtags (see sample)	6	
Handheld photo frames (see sample)	2	
Basic corporate venue branding with lighting, decorations (e.g. balloons, sparkles), centrepieces, etc.	1	
Memorabilia (e.g. *mousepads*)	700	
Tabletop flags	100	
Photography, videography and media		
Photographer (incl. one on set-up day 19 Apr)	4	
1-min after-movie video (covering conference, matchmaking, exhibition, incl. drone footages)	2	
Press conference, including media facilitator and journalists on 20 Apr	1	
Media relations, plan and report	1	
TOTAL		
VAT, taxes and other fees (if applicable)		
TOTAL (all VAT, taxes and fees included)		

*Please note that the dimensions listed are approximate and may vary slightly in the final version

The maximum budget for this work is **30,000 EUR** (inclusive of VAT, management fees, miscellaneous charges, and all other costs).

By signing this attachment, the vendor confirms he has a complete understanding of the specifications and fully intends to deliver items that comply with the above listed specifications.

Name, surname	
Title	
Company	
Signature	
Date	
Stamp	

Vendors are invited to fill in the following table to submit at least three references from their previous work:

Name, Date, Year of the event	**Venue**	**Services provided**	**Name & contact info of the customer**

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Attachment B: Instructions to Vendors

1. The Buyer (ARE) intends to purchase commodities and/or services identified in Attachment A. The term of the Ordering Agreement shall be from Award Date to the Delivery date of the Offer or unless extended by mutual agreement of the parties. Bidders are required to complete, sign, and date the Attachment A of this ToR and submit it to the designated contact person. The Buyer intends to award to a single "approved' vendor based on conformance to the listed specifications, the ability to service this contract, and selling price. We reserve the right to award to more than one vendor. If an Ordering Agreement is established as a result of this ToR, vendor understands that quantities indicated in the specifications (Attachment A) are an estimate only and ARE does not guarantee the purchase quantity of any item listed.

2. This procurement will be made by the ARE AISBL located at Rue d'Arlon 63-67, 1040 Brussels, Belgium. The terms and conditions set out in this document take precedence over any Vendor clauses or contracts. In the event of a dispute, Belgian law and authorities shall apply.

3. **Technical criteria**: The service providers with experience in organising corporate events are eligible submit their offers for this ToR. All applying vendors must be duly registered and in compliance with the legal and regulatory requirements of the host country, Kenya.

4. **Proposal Requirements:** All Vendors will submit a quote/proposal which contains offers for all items and options included in this ToR. All information presented in the Vendors quote/proposal will be considered during ARE's evaluation. Failure to submit the information required in this ToR may result in Vendor's offer being deemed non-responsive. Vendors are responsible for submitting offers, and any modifications, revisions, or withdrawals, so as to reach ARE's office designated in the ToR by the time and date specified in the ToR. Any offer, modification, revision, or withdrawal of an offer received at the ARE office designated in the ToR after the exact time specified for receipt of offers is "late" and may not be considered at the discretion of the ARE Staff.

5. **Evaluation & Award Process:** ARE will award an agreement contract resulting from this solicitation to the responsible Vendor whose offer conforms to the ToR will be most advantageous to ARE, price and other factors considered. The award will be made to the Vendor representing the best value to the project and to ARE. For the purpose of this ToR, price, delivery, technical and past performance are of equal importance for the purposes of evaluating and selecting the "best value" awardee. ARE intends to evaluate offers and award an Agreement without discussions with Vendors. Therefore, the Vendor's initial offer should contain the Vendor's best terms from a price and technical standpoint. However, ARE reserves the right to conduct discussions if later determined by ARE to be necessary.

   The candidates must present a technical proposal of the deliverables, specifying the details of each item mentioned in the ToR and supporting it with photos if required.

The candidates must also present a detailed financial proposal according to the following points:

1. Individual prices of each item
2. Total price without and with tax or other charges expressed in Euros or US Dollars.
3. Payment methods according to point 10.
4. It is required to attach a Bank Information Statement (BIS) document (person's identity and bank details.)

Both proposals will be evaluated by an internal selection committee who will ensure the principle of economic efficiency and cost-effectiveness.

The evaluation factors will be comprised of the following criteria:

a) PRICE: Lowest evaluated ceiling price (inclusive of option quantities).
b) DELIVERY: Vendor provides the most advantageous delivery schedule.
c) TECHNICAL: Items/Services shall satisfy or exceed the specifications described in ToR Attachment A.
d) PAST PERFORMANCE: Vendor can demonstrate his/her capability and resources to provide the items/services requested in this solicitation in a timely and responsive manner.

6. **Validity of Offer:** This ToR in no way obligates ARE to make an award, nor does it commit ARE to pay any costs incurred by the Vendor in the preparation and submission of a proposal or amendments to a proposal. Your proposal shall be considered valid for 60 days after submission.

7. **Deadline:** The deadline to submit offers is **31 December 2026.** Please send offers to Ling Ng, Director of Communications & Marketing, ARE at l.ng@renewelec.org.

8. **Fees:** The selected Vendor will be contracted by ARE. The prices quoted in the proposal are not subject to change. The Vendor sets the fixed price for the services, and ARE will pay accordingly.

9. **Support staff meals:** The awarded company shall be solely responsible for providing meals and refreshments for all support staff engaged in the project. All costs associated with the provision of food for support staff shall be borne by the awarded company and should be factored into their project budget and bid.

10. **Payment schedule and details**
Payments to the selected Vendor will be made along the following schedule:
    - **50% of contract value upon contract signature by 28 Feburary 2027 and** submission of a valid and approved invoice by the Vendor to ARE.
    - **50% of contract value by end of April 2027** upon full delivery of all services for the event, as well as submission of a valid and approved invoice by the Vendor to ARE.

The selected Vendor will be contracted by ARE and paid a service fee inclusive of VAT and any other government taxes, fees, duties, levies or similar.

Payment for services will be made by ARE, or by a Partner of ARE designated by ARE, upon receipt of a valid invoice (including VAT number, where applicable) corresponding to the deliverables specified in the payment schedule. Each invoice must bear a unique invoice number and include the date of service delivery.

Invoices must be sent in U.S. dollars or Euros and the vendor must have a valid account in U.S. dollars or Euros.

Invoices should clearly indicate which service lines/deliverables are covered by each invoice (i.e. they should not be an overall % of the total amount).

The Bank Information Statement (BIS) of the bank account of the recipient is requested in the financial proposal as stated in point 5, the information of which must also be included on the invoice. Invoices should be addressed to:

ARE AISBL
Rue d'Arlon 63-67, 1040 Brussels, Belgium
VAT: BE 0883.277.545

Bank fees and Bank exchange rate costs are entirely at the expense of the Vendor. ARE only considers official National Bank exchange rates and not intermediary banks.

Payments will be payable within 60 days upon receipt and acceptance of deliverables and the correct approved invoice (electronic version) indicating the contract number and instalment requested.