



CONEXPO  
2026

# 2026 CONCEPT NOTE

22ND-23RD MAY 2026  
LUSAKA SHOWGROUNDS,  
POLO FIELD B.

# BACK GROUND

**ConExpo**  
ZAMBIA

CONEXPO 2026 is Zambia's leading construction and infrastructure exhibition, bringing together industry leaders, innovators, regulators, investors, and buyers under one platform.

Now in its 4th edition, the Expo has grown into a high-value marketplace that drives business growth, showcases innovation, and strengthens partnerships across the construction ecosystem.

## Why 2026 Matters

- Increased national infrastructure investment
- Rapid urban development and real estate expansion
- Growing demand for modern construction technologies and sustainable solutions
- Expanding market for suppliers, manufacturers, and service providers



## 2026 Theme.

"Building Forward: Innovation, Sustainability and Industry Collaboration for a Resilient Future."



### Focus Areas

- Smart and digital construction technologies
- Sustainable and green building solutions
- Industry partnerships and value-chain collaboration
- Resilient infrastructure development



### Core Objectives

- Showcase Innovation – Highlight new materials, technologies, machinery, and systems.
- Drive Business Connections – Link suppliers with contractors, developers, and buyers.
- Promote Knowledge Exchange – Workshops, technical talks, and live demonstrations.
- Support SMEs & Local Industry – Market access for emerging producers and service providers.
- Advance Sustainable Construction – Promote eco-friendly materials and energy-efficient solutions
- Encourage Policy Dialogue – Engage regulators and industry leaders on sector development





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2026

## Target Audience

The Expo attracts decision-makers and professionals from across the value chain:

- Construction firms and contractors
- Equipment manufacturers and suppliers
- Real estate developers and property managers
- Architects, engineers, surveyors, and project managers
- Government ministries and regulatory agencies
- Financial institutions and infrastructure investors
- Energy, water, and sanitation providers
- Smart-building and ICT companies
- Local manufacturers and distributors
- Training institutions and industry associations

## Why Companies Exhibit



### Direct Business Impact

- Access to thousands of targeted industry visitors
- High-quality lead generation and procurement opportunities
- Immediate sales and long-term contract potential

### Brand Positioning

- Strong visibility in front of decision-makers
- Product launches and live demonstrations to a technical audience
- Media exposure and catalogue placement

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## Why Companies Exhibit

### Strategic Growth

- Distribution and partnership development
- Market intelligence and competitor insights
- Engagement with government and institutional buyers



## Why Companies Sponsor

Sponsorship delivers long-term brand equity and direct market influence.

### Key Sponsor Benefits

- Premium Brand Visibility
- Prominent logo placement across event branding, media, and digital platforms
- On-site exposure to a highly targeted professional audience
- Thought Leadership Positioning
- Speaking opportunities and panel participation
- Media interviews and industry visibility
- Direct Access to Decision-Makers
- Engagement with government officials, procurement teams, and industry leaders
- Strategic Industry Alignment
- Association with Zambia's infrastructure growth and national development agenda
- Competitive Advantage
- Category exclusivity (top tiers)
- Priority booth placement and promotional preference



# SPON SORSHIP



# SPONSORSHIP PACKAGES

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## Platinum Sponsor (Exclusive – 1 Slot) ZMW 1,000,000.

- Top-tier brand positioning across all platforms
- Opening ceremony keynote
- Premium exhibition space
- Year-round digital recognition

## Gold Sponsor (3 Slots) ZMW 750,000.

- High-visibility branding
- Panel speaking opportunity
- Prominent booth placement

## Silver Sponsor (5 Slots) ZMW 500,000.

- Strong mid-tier exposure
- Exhibition booth and catalogue presence.

## Bronze Sponsor (Multiple Slots) ZMW 300,000.

- Entry-level sponsorship visibility
- Brand recognition and booth space

## Supporting Partner (Multiple Slots) ZMW 150,000.

- Acknowledgement as Official Supporting Partner.
- On-site branding for provided goods/services (e.g., water, printing, media services, equipment).
- Standard booth or negotiated benefit depending on contribution value.
- Mention during ceremonies and in media placements where applicable.





## Exhibition Space Pricing



- 3x3m Booth - K7,500.00
- 3x6m Booth - K12,000.00
- 5x5m Outdoor - K10,500.00
- 10x10m Outdoor - K25,000.00

## Expected outcomes

- Increased cross-industry collaboration
- New contracts and supplier partnerships
- Greater adoption of sustainable construction practices
- Enhanced visibility for local manufacturers and SMEs
- Stronger engagement between government and private sector
- Knowledge sharing and industry capacity building

CONEXPO 2026 is more than an exhibition – it is a strategic industry platform driving growth, innovation, and long-term partnerships within Zambia's construction sector.

Sponsors and exhibitors gain:

- Market leadership positioning
- Direct business opportunities
- Long-term brand credibility
- Alignment with national development goals
- The Organizing Committee invites industry leaders, partners, and investors to take part in delivering a landmark 4th edition in 2026.

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