The “exhibition industry” is a new concept in Kenya whereby groups of entrepreneurs are creating new enterprises by renting a single room/shop/premises, and they subdivide it into smaller spaces/cubicles/tables and sell same or different wares/products or services. The industry has mushroomed into the major towns in Kenya. The researcher studied and established the factors that influence the survival of the enterprises in the 'exhibition industry', the role-played by the entrepreneur, private sector and Government towards enhancing survival and the constraints that affect the industry. The significance of the study was to source of information on the Kenya 'exhibition industry' for the aspiring entrepreneurs, Small Scale Sector publics such as SEDAs and financial institutions. Limitation of the study will be inadequate finance since study is self-sponsored, lack of inadequate time for the study and adequate reference material since the industry is fairly new. The research designs used were both the exploratory and descriptive. The target population of the study was 418 enterprises registered by the Nairobi City Council making the 'exhibition industry' in the Nairobi Central Business Area, and having been in business for more than two years. Data collection was through the survey method where structured and non-structured questions will be used. The sample size was 14 exhibition shops where 42 enterprises were sampled. Results are presented in tables, charts and graphs after applying the Statistical Programme for Social Sciences. The finding indicate that enterprise culture is low, there is minimal role played by the private sector towards the industry's survival. Cutthroat competition is high in the industry. Formation of a unifying group will help solve most of the constraints identified.