

AFRICA'S TRAVEL INDABA 2018

**BRANDING, ADVERTISING AND
SPONSORSHIP GUIDE**

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1. ABOUT AFRICA'S TRAVEL INDABA

Africa's Travel Indaba is one of the largest tourism marketing events on the African calendar and is widely regarded as the continent's premier Travel Trade Exhibition. Africa's Travel Indaba has grown in status, quality and diversity to become one of the industry's top three 'must visit' travel and tourism trade shows of its kind on the global calendar.

For more information please visit the Africa's Travel Indaba website www.indaba-southafrica.co.za

Why Brand at Africa's Travel Indaba?

Africa's Travel Indaba showcases the widest variety of Southern Africa's best tourism products and services and attracts a wide variety of national and international visitors and media from around the world who contribute to the Tourism Industry. Africa's Travel Indaba is owned by South African Tourism and organised by **Synergy Business Events (Pty) Ltd.**

For more information please visit our website www.indaba-southafrica.co.za

Furthermore, Africa's Travel Indaba 2017 has welcomed more first time local and international media than ever before.

Participating statistics:

Sector	2011	2012	2013	2014	2015	2016	2017
Overall Attendance	11,312	10,755	10,002	8,759	7,704		
Exhibiting Companies	1,612	1,321	1,299	1,257	1,080	1,049	1,008
Exhibiting Personnel	7,269	7,068	6,389	5,867	5,242		
Buyers	4,043	3,687	3,613	2,892	1,595	1,254	1,404
Media	658	698	739	767	796	654	710

2. ICC/DEC Venue Navigation



Brought to you by *South African Tourism*



3. SPONSORSHIP

Prices for the following packages vary between R30 000 and R500 000, depending on your specific requirements and needs.

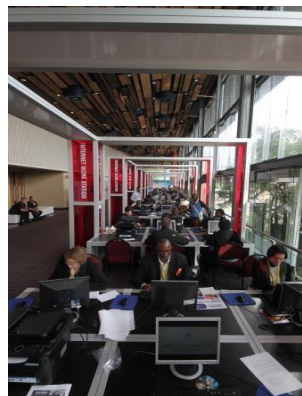
In Addition to the chosen sponsorship option, the sponsor will have the following Value-Adds:

- All maps and site plans will include the sponsor name/logo
- 50 word company profile in the Business Planner
- Full page advert in the Business Planner
- Full page advert in the Digital Trade Catalogue
- Sponsor logo on the Indaba website
- A 30 sec plasma screen advert (no sound) which will run on all the Africa's Travel Indaba plasma screens daily

3.1 Media Centre

This package is the perfect platform for a sponsor to generate significant brand visibility and awareness to the international and local media attending Africa's Travel Indaba.

- Used daily by over 600 media who constantly create new content to upload to their respective Media Houses
- Used to conduct formal interviews with the likes of the South African Tourism CEO, Ministers and Head of Departments
- Fully equipped with printers, desktops, fax, photo desks and full high speed Wi-Fi capabilities
- hub of media activity, a melting pot of stories in different languages and in most instances, considered the heart of Africa's Travel Indaba



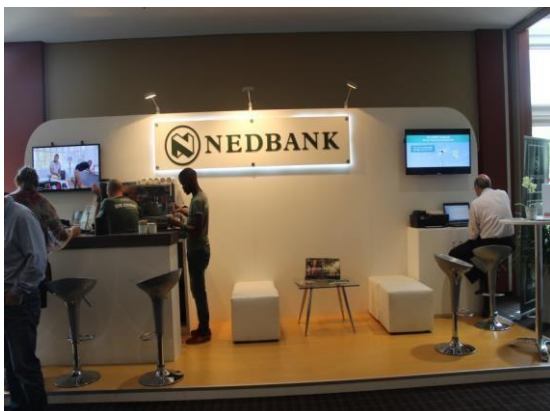
The sponsorship includes the following:

- Sponsor's name/logo on all maps and site plans
- Branding in the Media Centre (6 x pull up banners) – supplied by the sponsor
- A café, juice and water bar with a full time manned waitron
- Light finger snacks available and replenished three times a day
- All catering and beverages required to be ordered through the ICCD
- Screen saver/rolling slide show with sponsor logo on all computers in the lounge – material to be provided by the sponsor

Cost of Media Centre Sponsorship – R 464 500.00 (Excluding Vat)

3.2 ICC Main Concourse

The ICC Main Concourse has a constant stream of foot traffic daily. Sponsors have the opportunity to be seen first as delegates, exhibitor and media enter Africa's Travel Indaba. This offers increased brand visibility of your company's presence to buyers, exhibitors and media at Africa's Travel Indaba – this location offers sponsors massive exposure as it hosts traffic from all entrances into the various ICC halls and courtyards. Space is limited and will be given on a first come first serve basis.



The sponsor will be allowed to :

- 3 stands available along the concourse area, these are on a first come basis
- Have up to +/- 8 sqm space on the concourse
- Place 1 x pull up banner - Location to be determined on site at the ICCD's discretion.
- Set up stand with furniture or erected stand

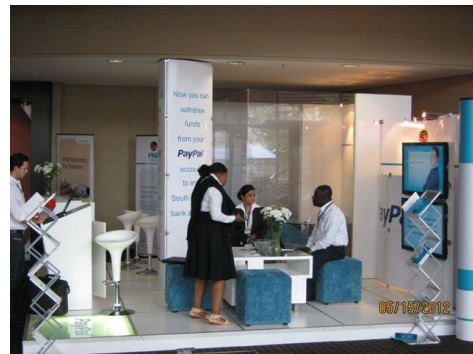
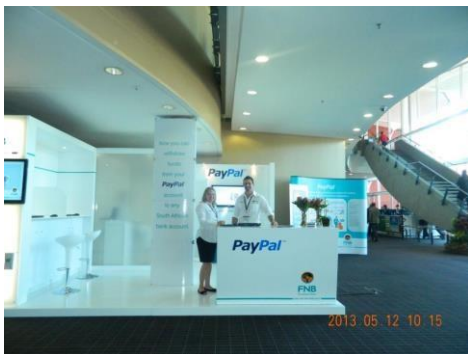
- All branding, artwork and the erection of any structure is for the account of the sponsor and concept/layout of this area must be approved by Synergy Business Events and the ICCD.

Cost of Media Centre Sponsorship – R35 000.00 (Excluding Vat)

3.3 Branding Area ICC Hall 3 Foyer

This is a prime location which is in high demand.

- Hall 3 foyer boasts a high traffic flow which in turn will provide your organisation with maximum brand awareness and exposure for the duration of the show
- This is 5x5 sqm space where a shell scheme stand can be erected
- It is important that the sponsor arrange for a site visit in order to plan the stand design
- There is a pillar (height: 2.9m and diameter: 30cm) in the centre of the allocated space which the sponsor will have to take into consideration and branded.



- All branding, artwork and the erection of any structure for example a shell scheme is for the account of the sponsor and concept/layout of this area must be approved by Synergy Business Events .and the ICCD.
- Construction plan and size must adhered to the venue safety and security regulations and must be sent to Synergy Business Events and the ICCD at least one month prior to the event taking place.
- A detailed plan must also be sent for approval at least one month prior to the event taking place.
- Your organisation will be liable for any damage caused before, during or after the set up, construction or branding of any structures at the venue
- You will be billed for any such damage caused.

Cost of ICC Hall 3 Foyer Branding – R50 200.00 (Excluding Vat)

3.4 ICC Main Restaurant -ICC Room 12

The restaurant is located in the busiest exhibition areas and is frequented by around 70% of all delegates. It is a full sit-down buffet restaurant where delegates will have the opportunity to relax, take a break, have lunch and read information gathered from the Exhibition. Should a sponsor wish to get a message across or launch a new product etc. This is the ideal location

This will maximise your exposure to all buyers / exhibitors and media of your company's presence at Africa's Travel Indaba.



Sponsor will have the following branding rights in the interior serving area of the ICC restaurant:

- Tray inserts
- Napkin branding
- Menu signage
- Sponsor can also sponsor the menu boards (they can have their logo printed on the boards etc...) – Cost to create these menu boards will be advised.
- A detailed activation plan, including artist impressions must be sent for approval to Synergy Business Events and the ICC at least two months prior to the event taking place.

Cost of ICC Restaurant Sponsorship – R106 000.00 (Excluding Vat)

3.5 DEC Restaurant – DEC Outer Limits

The Outer Limits Restaurant is located in the heart of the DEC and is a popular eating area with delegates who are too busy to venture out as they have limited free time between meetings.

The Branding opportunities are quite effective, as sponsors have access to a captive audience for 3 days. Branding napkins, menus, table cloths, banners and other promotional material are all options a sponsor can explore in this area. All branding and artwork is for the account of the sponsor. No branding to be stuck on walls or windows. A detailed plan must be sent for approval to Synergy Business Events and the ICCD at least one month prior to the event taking place.

A detailed plan must also be sent to Synergy Business Events for approval at least two months prior to the event taking place.

Your organisation will be liable for any damage caused before, during or after the setup, construction or branding of any structures at the venue. You will be billed for any such damage caused.

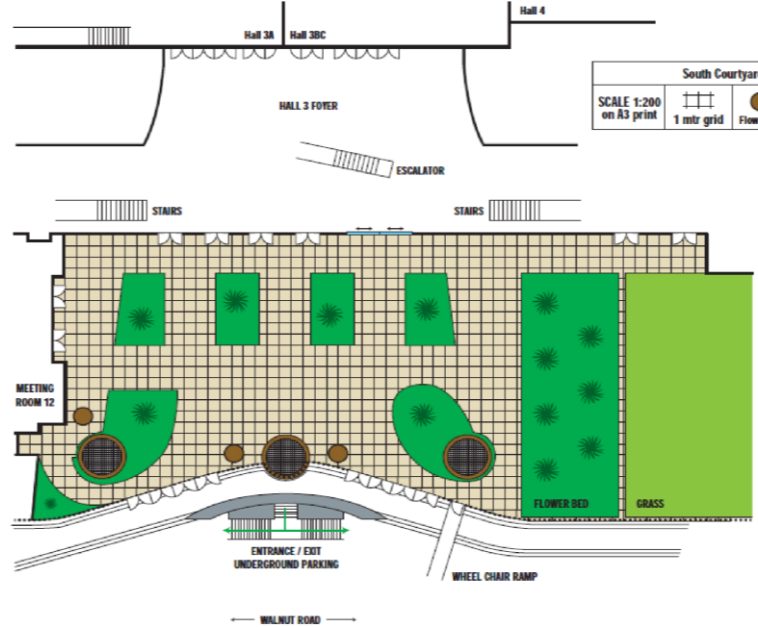
Cost of DEC Restaurant Sponsorship – R106 000.00 (Excluding vat)

3.6 _Central & Southern Courtyard Seating Area- ICCD Central Courtyard

This fantastic opportunity will provide a hub of brand exposure to all buyers, exhibitors and media of your company's presence at Africa's Travel Indaba – located in an open area covered by a canopy of trees, this space is flanked by two main exhibition spaces.

The courtyard is the hub of activity throughout the exhibition. It acts as a thoroughfare between the two exhibition spaces and a dining and meeting area for all delegates to network

Branding opportunities are immense with visibility and traffic here being the most intense, than in any other public space throughout the exhibition.



The sponsor will be allowed to:

- Display **20** branded cabana umbrellas across the outdoor area of the restaurant.
- Brand 9 meters of the surrounding fence. (To be approved by the ICCD).
- Bring in limited furniture – number of furniture pieces must be approved by the event organisers and the ICCD prior to the event.
- All umbrellas and fence banners to be provided and manufactured by the sponsor. This is not included in the sponsorship package.
- The sponsor has limited branding rights in the exterior serving area of the ICCD restaurant (outdoor area 1)
- Fence banners / posters should suffice as they are tied down and do not pose any safety risk
- Any banner that is not sturdy poses a safety risk in such a high traffic area.
- Branded Panels on Fence:
 - Quantity: 5 panels on courtyard
 - Size: Width: 1.78m
 - Height: 0.92m

Cost of for each Courtyard (Central & Southern Courtyard) Sponsorship – R132 500.00 (Excluding Vat)

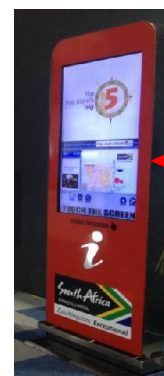
4. BRANDING

Cost for branding packages: Prices for the following vary between R5 000 and R600 000 (excluding VAT), depending on your specific requirements and needs.

4.1 Digital Touch Screens



Full Page
advert



Half Page
Advert

Your organisation will gain immense exposure from the branding of the Digital Touch Screens.

- Sponsor to receive 1 x full screen, ½ page and header/footer banner on all screens
- Six of these screens are strategically located near the ICCD hall entrances and the DEC entrances.
- Allows delegates to digitally source information on how to navigate around the venue
- The exact location of the boards is determined on site to ensure that they adhere to the venue safety and security regulations
- The ICCD Fire Chief and Risk Manager to approve location

The sponsor can be sure that whenever buyers and media view the digital maps, the sponsor's name, logo and stand details will be the first thing they see. Adverts will be rotated on a loop, giving the sponsor the opportunity to have multiple messaging opportunities.

Cost of Digital Touch Screen Branding Package — R22 500.00 (Excluding Vat)

4.2 Africa's Travel Indaba Staff Shirts

Your organisation will gain massive exposure by co-branding the Africa's Travel Indaba host/hostess shirts. Approximately 150 people will be employed by Africa's Travel Indaba to act as hosts and hostesses all over and for the entire duration of the exhibition. Their roles will include managing the registration desks, the information booths, acting as porters, replenishing the brochure stands, waitrons and general assistance to the Africa's Travel Indaba team.

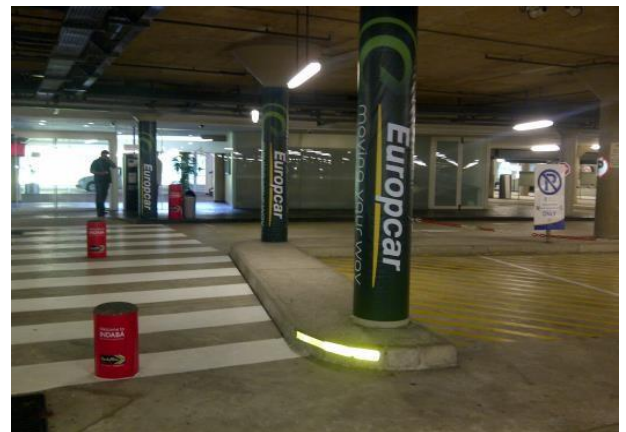
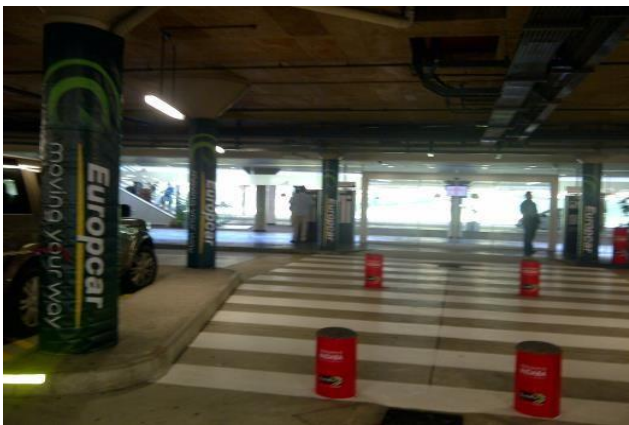
- The printing design and manufacturing for **600 shirts** will be required
- Your organisation will have the right to co-brand the shirts together with South African Tourism (SAT)
- Cost for printing and design of the shirts are included in the shirt banding package amount
- Design and printing of the shirts will be done by Synergy Business Events.



Cost of Africa's Travel Indaba Staff T-Shirt co-branding – R 120 000.00 (Excluding Vat)

4.3 Basement Pillar Branding

The basement area off the ICCD is a parking zone for exhibitors' vehicles and VIP guests of Africa's Travel Indaba. This is a high traffic zone of the ICCD and therefore the pillar branding will gain huge exposure.



- Pillars are located on the main walkway which leads from the basement into the lower foyer of the ICCD, before you would get to the escalators.
- It is the responsibility of the sponsor to ensure any signage or hooks removed from these pillars are replaced and kept as they were when the branding is taken down.

Application: wraps with Velcro strips – nothing to be stuck to the pillars.

- All artwork for the pillar branding need to be provided by the sponsor as per the specs to be provided.
- The printing and installation thereof will be carried by the sponsor and is not included in the sponsorship package.
- All branding and artwork is for the account of the sponsor.
- All marketing material and/or branding must be designed, produced and manufactured by the sponsor and permission must be obtained from Synergy Business Events and the ICCD.
- Please note that any additional branding must adhere to the venue safety regulations.

Cost of Basement Pillar branding – R48 800.00 (Excluding Vat)

5. ADVERTISING

Prices for the following packages vary between R22 500 and R120 000, depending on your specific requirements and needs.

5.1 Branded Brochure Stands



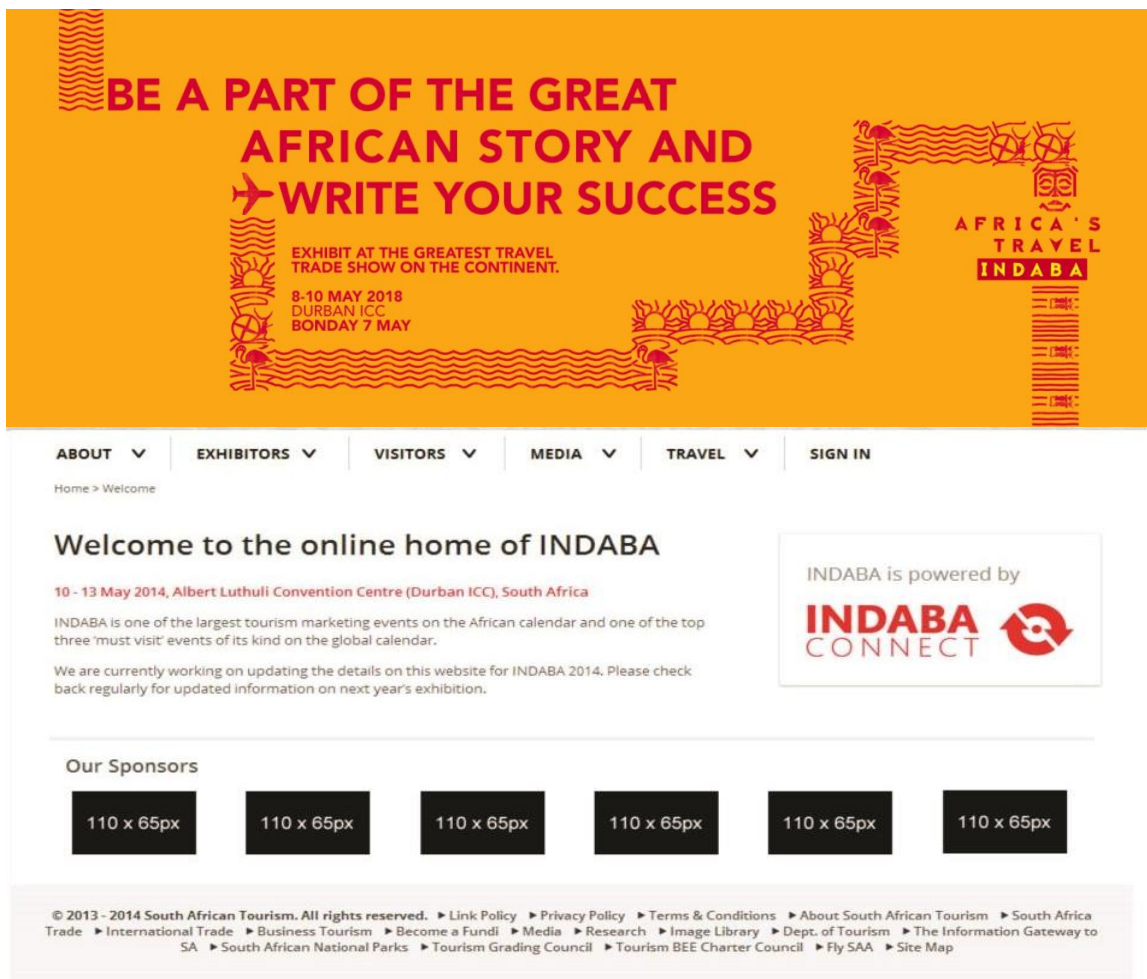
An exciting opportunity exists to brand the brochure stands placed next to four information booths. Two strategically placed brochure stands in the ICCD and two brochure stands placed in the DEC. Your organisation will have the right to brand all available panels on the stand. Your organisation will also have the right to fill the entire top shelf with their own brochures.

- 1 Brochure Stand placement slot with branding allocated per sponsor
- Branded fascia name to be provided by sponsor (limited characters)
- Sponsor to supply marketing material to be refilled regularly on the Brochure Stand
- Synergy Business Events team to refill the brochure stands on behalf of the sponsor

Cost of 1 Slot on Brochure Stand with Branding – R25 000.00 (Excluding Vat)

5.2 Website Footer

On this website landing page, sponsors can be given more exposure by having their logo on the website footer, which is visible on all web pages.

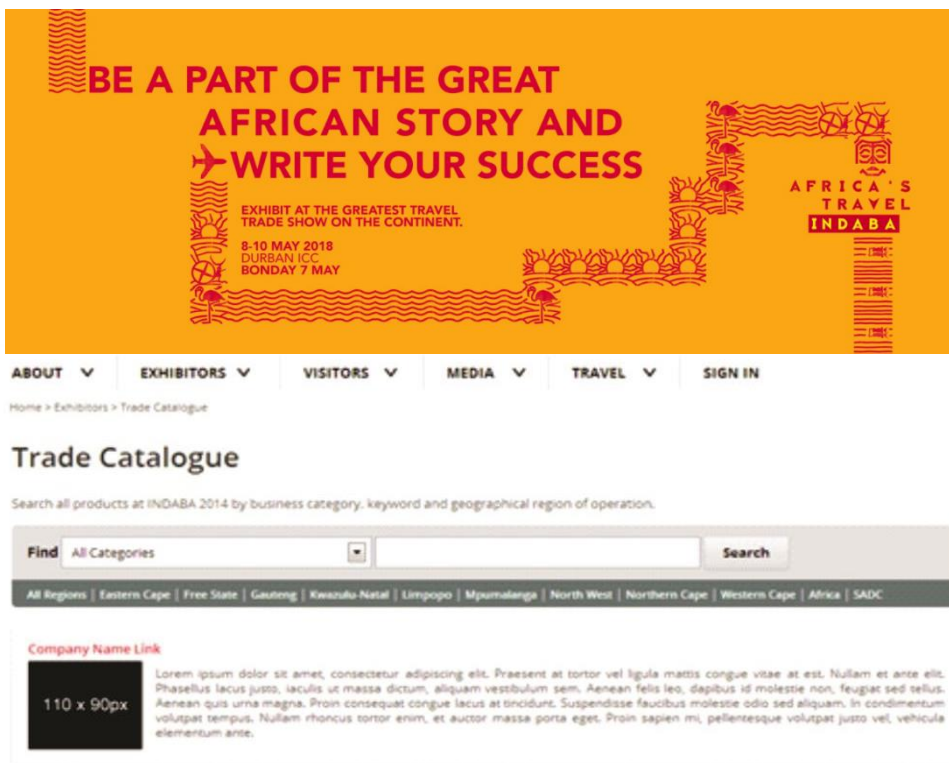


Cost of Website Footer – R30 000.00 (Excluding Vat)

5.3 Online Profile Photo Package

A sponsor entry on the trade catalogue consisting of:

- Company logo
- company profile
- single image online & hyperlink (Exhibitor Trade Catalogue Landing Page)
- <http://www.indaba-southafrica.co.za/exhibitor/catalogue.aspx>



Cost of Website Footer – R10 000.00 (Excluding Vat)

5.4 Zones Advertisements

The zones are only accessible to registered Africa's Travel Indaba Exhibitors, Buyers and Media. There are two options available (at the top and below the navigation on the left-hand side) for each of the following distinct user sections on the website:

1. Exhibitor Zone (example screenshot below)
2. Buyer Zone
3. Media Zone

Ads are shown on every page within the respective zones.

BE A PART OF THE GREAT AFRICAN STORY AND WRITE YOUR SUCCESS

EXHIBIT AT THE GREATEST TRAVEL TRADE SHOW ON THE CONTINENT.

8-10 MAY 2018
DURBAN ICC
BONDAY 7 MAY

AFRICA'S TRAVEL INDABA

MY ACCOUNT ▾ MY PROFILE ▾ INBOX (2) MY STAND MY SHARERS MY BADGES

Home > Exhibitor Zone > Welcome

938 x 90px

My Exhibitor Zone

Dear Rudi van Greunen

Now that you have completed your application form for INDABA, you will have ongoing access to the Exhibitor Zone where you will be able to access and update information for your participation in this exciting event. You may also be required from time to time to visit the Exhibitor Zone and update information we may require in future.

Dates

- Show Days: 10 - 13 May 2014
- International Trade Days: 10 - 13 May 2014
- Local Trade Days: 11 - 13 May 2014

Show Times

- 09h00 - 18h00, 10 - 12 May 2014
- 09h00 - 16h00, 13 May 2014
- Exhibitors can enter the halls from 08h00.

Company Profile

- Update your company and contact details
- Update your invoice company and contact details
- Update your stand requirements
- Update information related to your participation at INDABA

INDABA is powered by

INDABA CONNECT

285 x 290px

Follow us

f t You Tube u in

Cost of Zones Advertisements – R30 000.00 (Excluding Vat)

5.5 Digital Catalogue Advertising

This 300 page digital (Memory Stick) guide on Africa's Travel Indaba 2018 is freely distributed to everyone attending the exhibition. This catalogue has proved to be a successful annual advertising medium used by international buyers and exhibitors. Picture and profiles for exhibitors are the entry point for advertising to enhance your own profile while quarter, half and full page adverts are also available.

- Please submit artwork in Print ready PDF format.
- Full Page Specifications:
 - 210mm x 297mm A4.

Cost of Digital Trade Catalogue Advertising – R23 500.00 (Excluding Vat)

5.6 Africa's Travel Indaba Business Planner Advertising

Delegates to the exhibition use the Africa's Travel Indaba Business Planner extensively. This booklet contains all:

- Events
- meeting schedule and
- relevant information i.e. shuttle schedule / emergency numbers etc.
- distributed in all brochure stands next to the information booths
- Full Page Specifications: Full Page Inside (99 x 210 mm DL size)
- Please submit artwork in Print ready PDF format.



Cost of Business Planner Advertising – R 24 200.00 (Excluding Vat)

5.7 Pocket Site Map Advertising

Pocket Site Maps easy to fold site plans are produced and made available on the brochure stands and at all the information booths. These pocket maps include an alphabetical list of all exhibitors and offer 8 advertising panels, each A6 in size – based on a first come first serve basis. Limited to 8 advertisers.

Outer Panel Specifications:

- PDF High Resolution Print ready format.
- 110mm wide by 84mm high.
- Bleed area (5mm extra on each edge): 120mm wide by 94mm high.

Inner Panel Specifications:

- Z Card Panel Size
- 100 x 160 mm portrait
- 5mm bleed all-round



Cost of Pocket Site Map Advertising – R22 100.00 (Excluding Vat)

5.8 Plasma Screens Advertising

All events and functions are advertised and announced on the Africa's Travel Indaba screens strategically located around the exhibition.

A sponsor also has the option have their advert, run on 4 x plasma screens, strategically located at each of the main hall entrances, as well as all screens hanging from the ceiling of the ICC concourse.



- Advertising slots available in 5 sec, 15 sec and 30 sec adverts, static or animated video (without audio).
- Specifications:
 - 16:9 aspect ratio sponsor Vids.
 - PPT
 - MP4
 - avi Format
 - DVD

Cost of Plasma Screen Advertising: (all prices exclude vat)

Option 1:	5"	R6600.00
Option 2:	15"	R7865.00
Option 3:	30"	R13 4830.00

5.9 Contact Us

Our fundamental goal is to ensure we synchronise your strategic objectives projected for Africa's Travel Indaba with our Branding and Advertising opportunities available in order to ensure the best possible outcomes for your business.

To secure Branding, Advertising and Sponsorship opportunities tailored to suit your company or should you require any assistance, please do not hesitate to contact:

Phetogo Kubheka

Sales Manager

Mobile: 072 282 7692

Tel: +27 11 476 5104

Email: sponsorship@indaba-southafrica.co.za