

INDABA 2016

BRANDING, ADVERTISING AND SPONSORSHIP GUIDE



Inspiring new ways

www.southafrica.net



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1. ABOUT INDABA

INDABA is one of the largest tourism marketing events on the African calendar and widely regarded as the continent's premier Travel Trade Exhibition. 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 Indaba website www.indaba-southafrica.co.za

1.1 Why Brand at INDABA

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. INDABA is owned by South African Tourism and organised by **Pure Grit Project & Exhibitions Management (Pty) Ltd.** For more information please visit our website www.indaba-southafrica.co.za

For two years in a row INDABA has won the award for Africa's best travel and tourism show presented by the Association of World Travel Awards.

Furthermore, INDABA 2015 has welcomed more first time local and international media than ever before.

Participating statistics:

Sector	2010	2011	2012	2013	2014	2015
Overall Attendance	11,535	11,312	10,755	10,002	8,759	7,704
Exhibiting Companies	1,820	1,612	1,321	1,299	1,257	1,080
Exhibiting Personnel	7,684	7,269	7,068	6,389	5,867	5,242
Buyers	3,851	4,043	3,687	3,613	2,892	1,595
Media	642	658	698	739	767	796

2. BRANDING, ADVERTISING AND SPONSORSHIP

INDABA has developed a portfolio of unique branding, advertising and sponsorship opportunities available exclusively to exhibiting companies. The Branding, Advertising and Sponsorship guide details the various on-site marketing opportunities available to companies who wish to align their products/brands with the top branded event on the world tourism calendar. Whether your target is the exhibitor, the buyer or the media, you are able to use these opportunities to maximise your market exposure at the exhibition.

INDABA will endeavour to provide the following benefits to all partners and sponsors:

- Serve the business interests of the sponsoring company
- Serve the best interests of INDABA and its participants / stakeholders / tourism industry
- Have a positive impact upon the sponsor's direct stakeholders

The INDABA sponsorship goals include:

- Maximising brand awareness
- Increasing brand loyalty
- Establishing new contacts with decision makers in both public and private spheres
- Introducing new products and services to the travel and tourism community

3. CONTACT US

All sponsorship, Branding and Advertising opportunities in the document below can be tailored to better suit your organisations Marketing Strategy Plan for INDABA 2016. Our fundamental goal is to endeavour to synchronise your strategic objectives projected for 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:



Aalia Enver

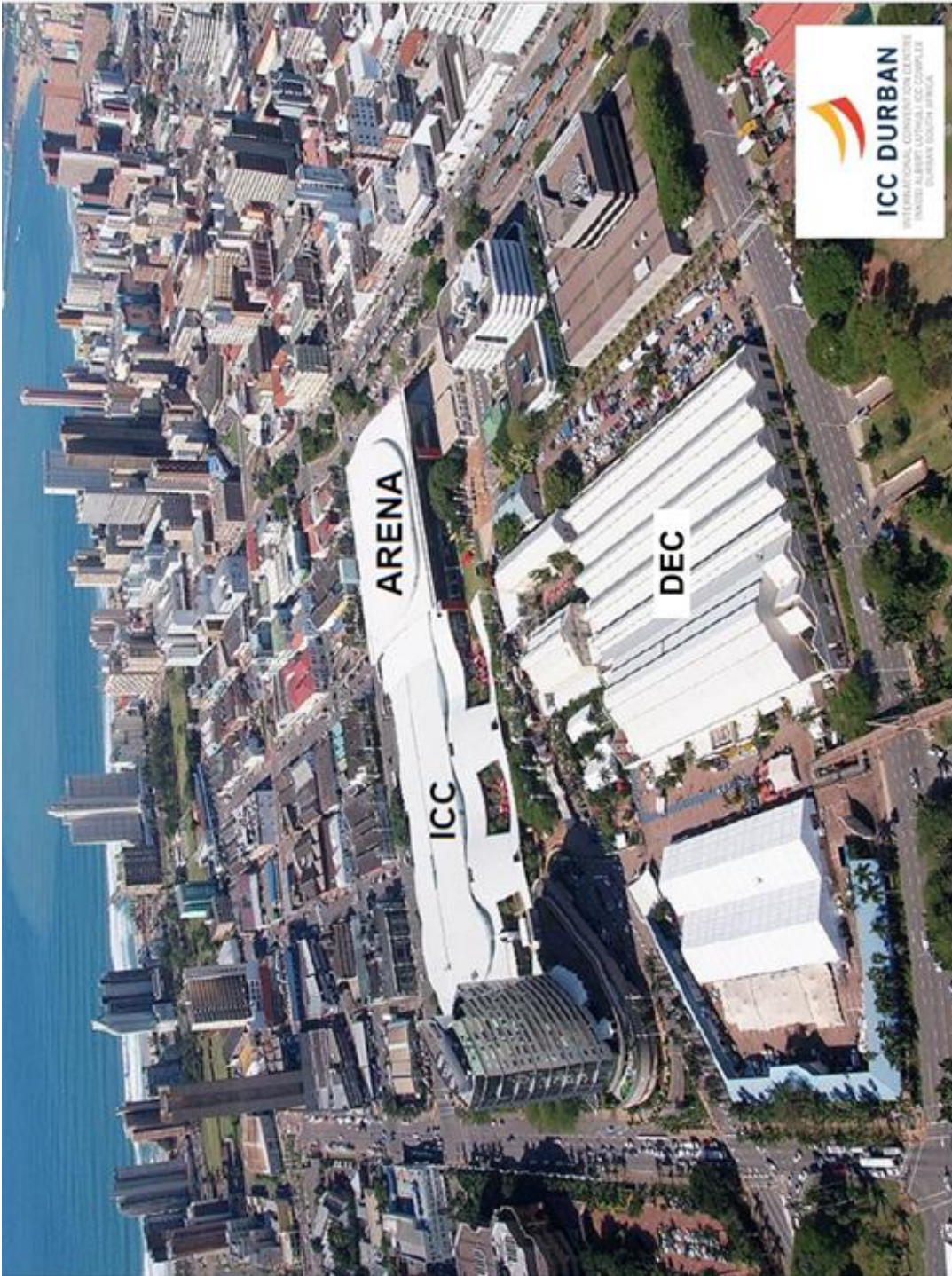
Branding, Advertising and Sponsorship Liaison

Mobile: 076 915 2366

Tel: 086 1077 784 / 011 467 5011

Fax: 086 138 6203 / 011 467 5350

Email: aalia@puregrit.co.za





5. SPONSORSHIP

Prices for the following packages vary between R30 000 and R400 000, depending on your specific requirements and needs.

5.1 Loyalty Club Lounge

Location: Arena Concourse & Fig Tree Courtyard



INSIDE



OUTSIDE

Since the inception of INDABA, the exhibition has gained a large following of repeat loyal, local and international buyers attending the show. All Loyal buyers who attend INDABA for 3 consecutive years or more are given INDABA Club Member status, which includes a few benefits to set them apart from first time buyers. Pure Grit has created a Loyalty Programme that rewards loyal Local and International buyers. The rewards include but are not limited to; a quiet yet vibrant area to ensure our Buyers relax and unwind, have a cup of coffee, catch up on some reading and have a quiet moment during the bustle of the Exhibition. The Loyalty lounge is frequented by media and Loyalty Club members who are key stakeholders and decision makers. INDABA would like to offer sponsors massive exposure by partnering with them and subsidise the Loyalty Club programme.

Sponsorship will include the following:

- Location: +/- 40 sqm in the ICCD to locate the VIP lounge – exact location to be confirmed. ICCD Fire Chief and Risk Manager to approve location.
- 2 attendants to manage buyer diaries for meetings.
- Indaba staff to manage access to the lounge which is restricted to Loyalty Club Members only.
- Set up of a tea/coffee station with a full time manned waitron – replenished twice a day.

Advertising & Branding included:

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

Sponsor will have the following branding rights:

- Branding will only be allowed in the lounge area, and in the fig tree courtyard. Pull up banners: **2 banners** will be strategically placed around the lounge. (Supplied by the sponsor) - Location to be determined on site at the ICCD's discretion.

Sponsor will be granted the opportunity to personalise the area with the following elements (this will be for the sponsor's account, over and above the cost of sponsorship):

- Provide limited furniture (tables, chairs, couches etc.)
- Provide a business lounge with fax, photocopy and internet facilities
- Catering: Serve light dry and finger snacks available only between 12 and 2 pm
- All catering and beverage required to be ordered through the ICCD

Previously occupied by:

- Moyo
- KWV

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 Loyalty Lounge Sponsorship – R127 200 (Excluding Vat)



5.2 Beer Garden

The Beer Garden is located outdoors, next to the Mystrals. This prime position, set in an open area provides the sponsor with the opportunity to design the space as they wish, expressing an atmosphere that represents their brand. The Beer Garden is opened from 12 – 5pm on the first two days and closes at 4pm on the last day. In adhering to the Liquor Act Law in South Africa, the sponsor will be required to produce a valid liquor license as well as lodge an application with the Durban International Convention Centre in order to sell alcoholic beverages to delegates.

The sponsor has the opportunity to serve delegates with branded cups, trays as well as other promotional items. Should the sponsor wish to have activations take place within the Beer Garden, a detailed activation proposal will need to be sent to Pure Grit for approval.



The Sponsor will be required to:

- Provide (branded) fridges
- Stock to be sold
- Branded counters



Advertising & Branding included:

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



5.3

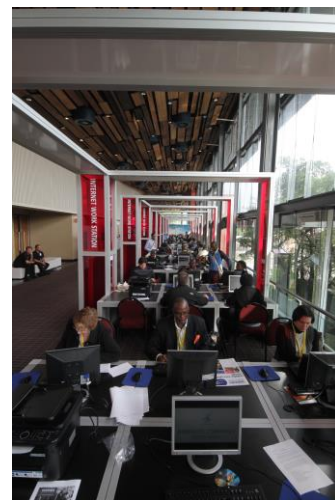
Cost of Beer Garden Sponsorship R 31 800 (Excluding Vat)

Location: ICCD First Floor

This package is the perfect platform for a sponsor to generate significant brand visibility and awareness to the international and local media attending INDABA. The Media Centre is used daily by over 500 media who constantly create new content to upload to to their respective Media Houses. The Media Centre is also used to conduct formal interviews with the likes of the South African Tourism CEO, Ministers and Head of Departments.

The Media Centre comes fully equipped with printers, desktops, fax, photo desks and full high speed Wi-Fi capabilities.

This is the hub of media activity, a melting pot of stories in different languages and in most instances, considered the heart of INDABA.



The sponsorship includes the following:

- All maps, site plans and directional signage will include the sponsor's logo
- Sponsor's hostess (member of the company) – supplied by the sponsor
- 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
- The sponsor will be permitted to place branded note pads and pens in the media centre
- An opportunity to host a media event (all logistics managed by Pure Grit)

Advertising & Branding included:

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

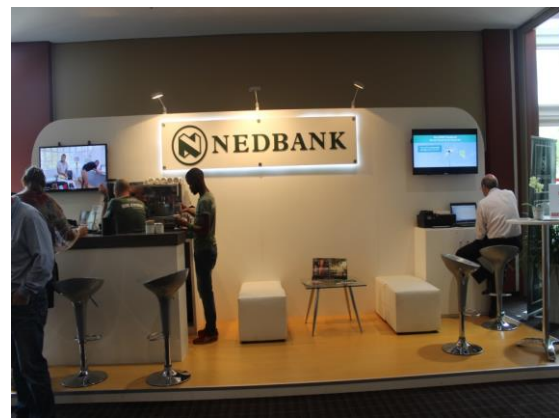
Your organisation will be liable for any damage caused before, during or after the set-up, construction or branding of any structures at the venue. You will be billed for any such damage caused.



Cost of Media Centre Sponsorship – R 413 400.00 (Excluding Vat)

5.4 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 INDABA. This offers increased brand visibility of your company's presence to buyers, exhibitors and media at 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 :

- 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

Previously occupied by:

- | | | |
|--------------------|----------------|-----------|
| - FNB | - Nedbank | - Safrics |
| - SAA | - Trip Advisor | - GroupOn |
| - Eat Out Magazine | - TV5Monde | - Vodacom |
| - Groupon | - Europcar | |

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 Pure Grit and the ICCD.

Advertising & Branding included:

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

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 ICC Concourse Sponsorship – there are 8 stands available on a first come basis. Concourse Sponsorship will be tailored to the suit the Sponsor. **Price upon request.**

5.5 ICC Main Restaurant

Location: ICCD 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 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 Pure Grit and the ICC at least three months prior to the event taking place.

Advertising and Branding:

- 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 Indaba plasma screens daily



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 Restaurant Sponsorship – R100 000 (Excluding Vat)

5.6 Central Courtyard Seating Area

Location: 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 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.

Previously occupied by:

- Mauritius Tourism
- Avis
- MTN

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.

BRANDED PANELS ON FENCE

Quantity: 5 panels per courtyard

Size: Width: 1.78m

Height: 0.92m

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.

Advertising and Branding included:

- 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 Indaba plasma screens daily
- Sponsor logo will be placed on the Indaba website



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 Pure Grit and the ICCD. Construction plan and size must adhere to the venue safety and security regulations and must be sent to Pure Grit and the ICCD at least three months prior to the event taking place, along with a detailed activation plan.

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 Central Courtyard Sponsorship – R145 000 (Excluding Vat)

5.7 Southern Courtyard Seating Area

Location: ICC Southern Courtyard

ICC Southern Courtyard provides a second walkway between the ICC and the DEC. The area is one of the highest visibility points at INDABA and is used by the minister during his walkabout.

Branding can deliver the impact that is desired as it can be visible from both the ICC as well as the walkabout road.

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.

BRANDED PANELS ON FENCE

Quantity: 5 panels per courtyard

Width: 1.78m

Height: 0.92m

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.

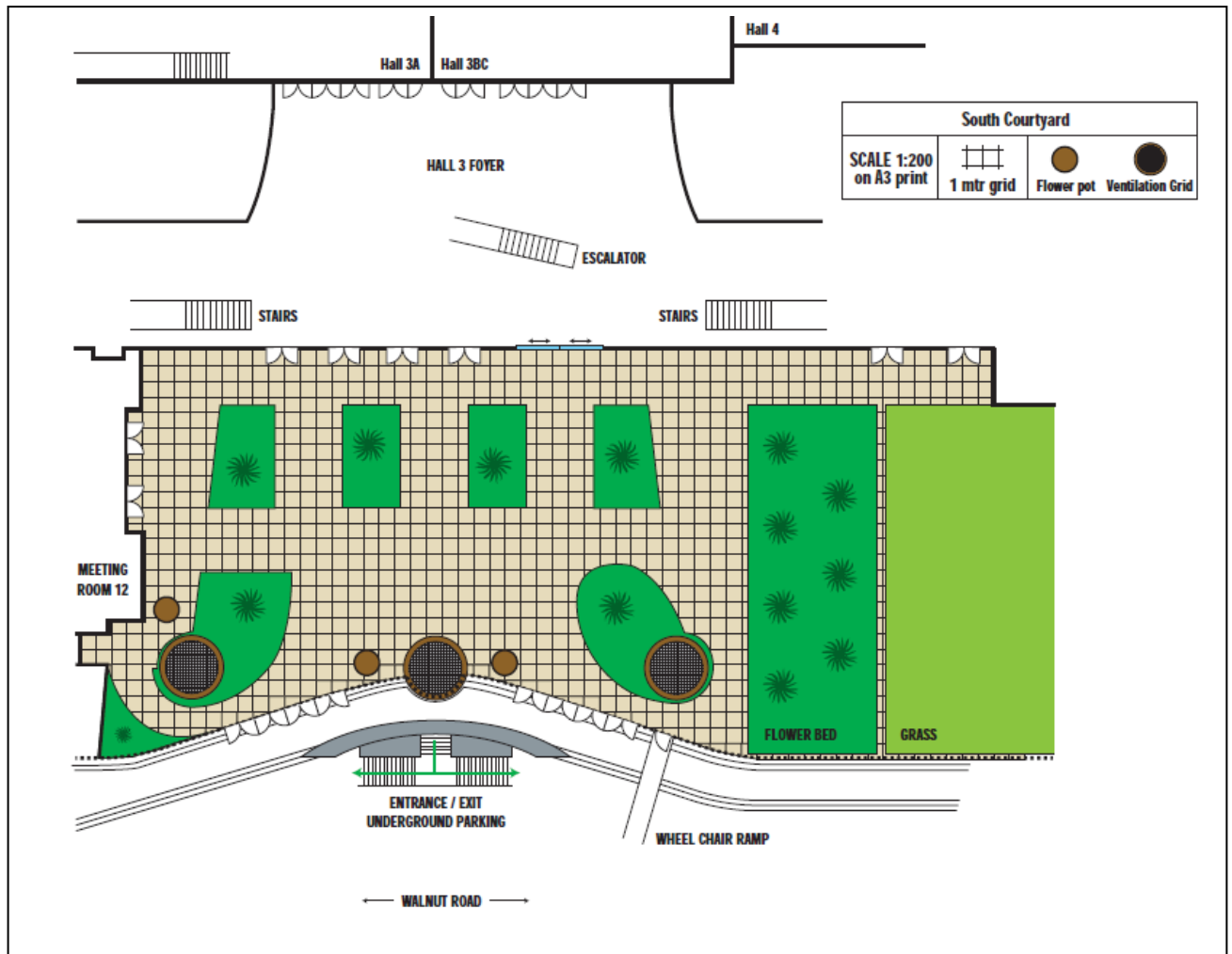
Advertising and Branding:

- 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 Indaba plasma screens daily



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 Pure Grit and the ICCD. Construction plan and size must adhere to the venue safety and security regulations and must be sent to Pure Grit and the ICCD at least three months prior to the event taking place, and a detailed activation plan.

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 Southern Courtyard Sponsorship – R125 000 (Excluding Vat)

5.9 DEC Restaurant

Location: 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 Pure Grit and the ICCD at least one month prior to the event taking place.

Advertising and Branding:

- 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 Indaba plasma screens daily

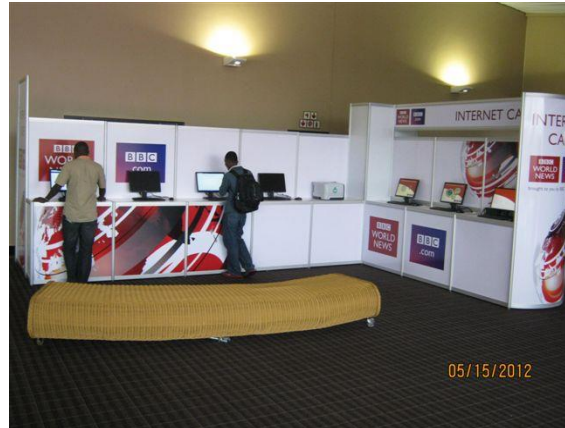
A detailed plan must also be sent to Pure Grit for approval at least three months prior to the event taking place.

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 DEC Restaurant Sponsorship – R100 000 (Excluding vat)

5.10 ICC Business Centre & Internet Café

Location: ICCD First Floor



On the first floor next to the Media Centre, the Internet café and Business Centre is located right next to the Media Centre for optimal visibility. This area is frequented by exhibitors, buyers and media who are able to log onto the internet, print, photocopy and fax. The sponsor will have branding rights in these areas. The banners cannot impose any safety risk so again this will be at ICCD's discretion. Where banners will be removed should they pose a risk.

The area can be set up as a lounge area with furniture. Tea, coffee and biscuits could also be served to the visitors. This will be for the sponsors' own account and is not included in the sponsorship package. All catering and beverage required to be ordered through the ICCD. The Sponsor will be allowed to place 4 pull up banners in the area as well as directional signage at the foot of the staircase.



Sponsorship will include the following:

- Management of the Business Centre and Internet Café
- All equipment will be supplied
- Staff to manage stand

For their own account, the sponsor can provide limited furniture to set up a seating/lounge area in front of the Business Centre.

Advertising and Branding:

- 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 Indaba plasma screens daily

Branding in the centre area only (4 pull up banners). A detailed plan must be sent for approval to Pure Grit and the ICCD at least three 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 Business Centre & Internet Café Sponsorship –

R235 000 (Excluding Vat)



5.11 DEC Business Centre & Internet Café

Location: DEC First Floor

On the first floor in the DEC hall 2, this area overlooks the entire exhibition hall, giving a sponsor visibility because of the height and optimal exposure based on the sqm of branding space. A private area which is used to create an upmarket lounge/relaxation environment where meetings can be conducted and VIP clients entertained. The sponsor will have full branding rights in this area which must be clearly marked on all maps and site plans.



The sponsorship includes the following:

- Pull up banners: 4 banners will be strategically placed around the Internet Cafe/Business Centre. (Material to be manufactured and supplied by the sponsor).
- All equipment, staff and management of the business centre is included. Space to be negotiated with the organisers.

Advertising and Branding included:

- 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 Indaba plasma screens daily



A detailed plan must also be sent to Pure Grit and ICCD for approval at least three months 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 DEC Business Centre & Internet Café Sponsorship – R 106 000 (Excluding Vat)

5.13 DEC Business Meeting Lounge

Location: DEC Snack Bar

This area is used as a passage from the outside into the DEC Hall 2, creating walk through traffic. It is an excellent space which was used very effectively in the past with the sponsor branding and taking ownership of the space. This sponsorship is great for a company interested in targeting Municipalities, Provinces and Government Product. The DEC is reserved for exhibitors hosted by national, provincial tourism departments and local government (municipalities).



The sponsor will be allowed to set up this area with draping (which must be fire retarded) and limited furniture. This is however not included in the Sponsorship package and is for your own expense. The sponsor will also have branding rights in this area, while all branding will be for the sponsor's own account. The sponsor may use the space to set up laptops, display products interactive displays in order to engage with delegates.

Advertising and Branding included:

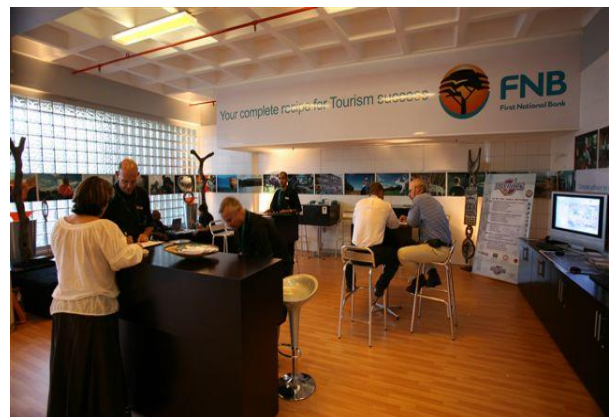
- All maps and site plans will include the sponsor name/logo
- 50 word company profile in the Business Planner

- 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 Indaba plasma screens daily

Sponsor will be responsible and allowed to do the following (this will be for the sponsor's account, over and above the cost of sponsorship):

- Set up a café, juice and water bar with a full time manned waitron
- Serve tea, coffee and biscuits

All catering and beverages to be ordered through the ICCD



A detailed plan must also be sent to Pure Grit for approval at least three months 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 DEC Snack Bar Sponsorship – R53 000 (Excluding Vat)

6. 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.

6.1 Digital Touch Screens

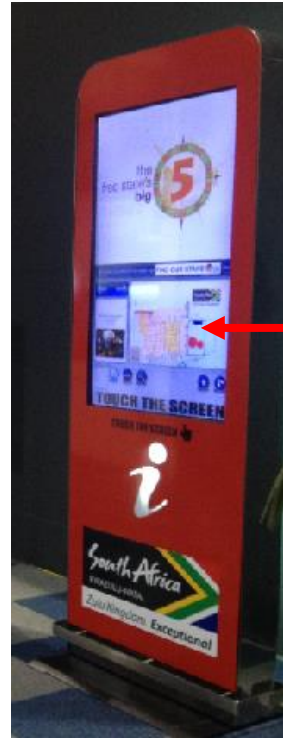


Your organisation will gain immense exposure from the branding of the Digital Touch Screens. Eight of these screens are strategically located near the ICCD hall entrances and the DEC entrances. This allows delegates to digitally source information on how to navigate around the venue. The exact location 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.



Full Page advert



Half Page Advert

Cost of Digital Touch Screen branding

Package – 1 x full screen, 1/2 page and header/footer banner – R21 200 (Excluding Vat)

6.2 Lead Pads & Pens

Each exhibiting company at INDABA will receive 2 lead pads and 2 pens on arrival of the first day in their INDABA bags. In addition, all information booths will be stocked with lead pads and pens should anyone need. 4800 lead pads and pens have to be produced and branded with the sponsor's logo. All design, production and manufacturing to be provided and supplied by the sponsor.

Branding to be approved by Pure Grit Prior to manufacturing.

Cost of Lead & Pen branding – R62 000 (Excluding Vat)

6.3 Indaba Staff Shirt Co-Branding

Your organisation will gain massive exposure by co-branding the Indaba host/hostess shirts. Approximately 100 people will be employed by 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 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 Pure Grit.

Cost of Indaba Staff T-Shirt co-branding – R 106 000 (Excluding Vat)



6.4 Indaba Delegate Bags

INDABA delegate bag sponsorship is one of the best ways to create long lasting brand awareness at INDABA.

These great quality INDABA delegate bags guarantee a high level of exposure to attendees at INDABA. The sponsorship of Conference bags is geared for a company that requires high, long lasting visibility. This package ensures that your company's name stands out not only at INDABA but also long after the event.

As the Indaba delegate bag sponsor your company's name and logo will appear co-branded alongside South African Tourism. The conference bags are distributed to all Indaba attendees.

Cost of Indaba Bag Sponsorship R 626 000 (Excluding Vat)



Advertising and Branding included:

- 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 Indaba plasma screens daily

6.5 Main Hall Entrances

There are a limited number of main hall entrances available for branding in either the ICCD (Halls 2, 3, 4) or DEC (Halls 1, 2) allowing sponsors to increase their visibility and exposure. The hall branding includes limited entrances landscaped with plants, limited furniture and pull up banners (all production and manufacture – sponsor to provide.)

No displays, notices or artwork will be permitted to be stuck on the walls, doors or entrance frames/borders. Any branding on the entrance frames must be attached in such a way that it cannot damage the frame in any way. This will be subject to approval in writing from the ICCD prior to the event taking place.

Each ICC and DEC Hall branding will include the following:

- 2 Brochure stands
 - 1 Cocktail table
 - Limited plants
- 2 Pull up banners (standard size) – cost to sponsor

Positioning of the brochure stand, table and banners must be placed in such a way that it does not in any way obstruct the free flow of visitors in the aisles and walkways, as this can present a safety and security risk. This is subject to approval by the ICCD Risk Manager and eThekweni Fire Chief prior to the event taking place.

All branding and artwork is for the account of the sponsor and concept/layout of this area must be approved by Pure Grit and the ICCD. Set up must adhere to the venue safety and security regulations and must be sent to Pure Grit and the ICCD at least three months prior to the event taking place.

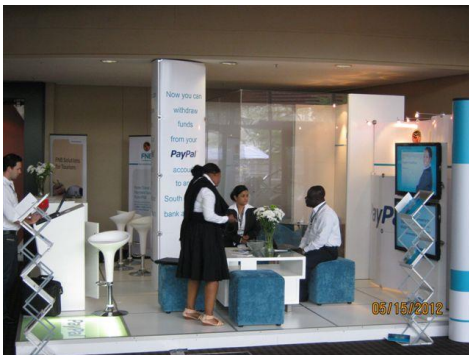
A detailed plan must also be sent for approval at least one month prior to the event taking place.

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 Hall branding – R 79 500.00 (Excluding Vat) – ICC entrance 2 & 3 and DEC Entrance 2

6.6 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.



Advertising and Branding included:

- All maps and site plans will include the sponsor's logo
- 50 word company profile in the Business Planner
- Full page advert in the Digital Trade Catalogue
- Sponsor logo on the Indaba website
- A 30 sec plasma screen advert which will run on all the Indaba plasma screens daily

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 Pure Grit and the ICCD.

Construction plan and size must adhere to the venue safety and security regulations and must be sent to Pure Grit and the ICCD at least three months prior to the event

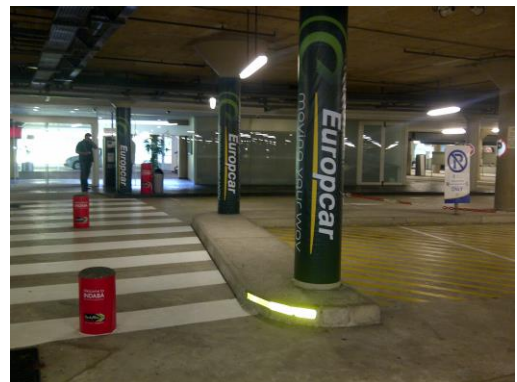
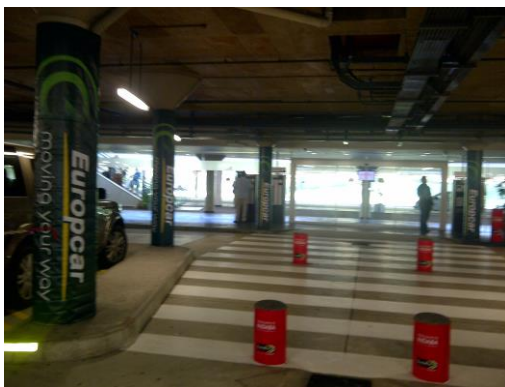
taking place. A detailed plan must also be sent for approval at least three month prior to the event taking place.

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 – R180 200 (Excluding Vat)

6.7 Basement Pillar Branding

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



These pillars are located on the main walkway which leads from the basement into the lower foyer of the ICCD, just 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.

Alternatively there are hundreds of pillars to choose from which are scattered throughout the basement. However, due to so many pillars being available, we would recommend branding those located closer to the main entrance to ensure that the branding is noticed by all who pass by.

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 Pure Grit and the ICCD.

Please note that any additional branding must adhere to the venue safety regulations.

Cost of Basement Pillar branding – R46 000 (Excluding Vat)

6.8 Information Booths



Six (6) information booths are strategically located in high traffic areas at INDABA. Your organisation will enjoy branding on facing panels (inside) of the information booths. All

booth designs (excluding graphics) and production will be done by Pure Grit at no additional cost to your organisation.

Cost of Information Booth co- Branding – R 84 800 (Excluding Vat)

7. TARGETING EXHIBITORS, BUYERS & MEDIA

Prices for the following packages vary between R6 000 and R560 000, depending on your specific requirements and needs.

7.1 Information Stand Distribution



Magazines/Newspapers : can be distributed for free to exhibitors/buyers included in a stand next to four (4) information booths. Two strategically stands placed in the ICCD and two stands placed in the DEC - anything from an A3, A4 to A5 will be permitted. Exact location of the stands to be announced and must adhere to the venue safety and security regulations. ICCD Fire Chief and Risk Manager to approve location.

A sample magazine/newspaper would need to be delivered to the organisers 1 month prior for quality approval. Sponsor will be allowed to distribute 250 magazines/newspapers per A4 space per brochure stand per day.

Once confirmed magazines/newspapers need to be delivered to the ICCD in Durban. 24 A4 spaces for magazines/newspapers are available per stand. There will be 4 magazine/newspaper stands.

Indaba staff will replenish the magazines/newspapers if and when they run out.

Cost of Information Stand distribution – R21 200, per A4 space (excluding Vat)

7.2 Information Stand Branding



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.



Cost of Information Stand Branding – R106 000 (Excluding Vat)

8. ADVERTISING

8.1 Website Online Advertising

A wide variety of online advertising banners are available for high visibility at www.indaba-southafrica.co.za. These banners are available on a section specific or global website basis. The INDABA website receives in excess of 6 million hits a year from local and international traffic.

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.



The screenshot shows the INDABA 2014 website landing page. At the top, there is a navigation bar with links for Home, Sign In, Site Map, and Contact Us. A red banner for 'INDABA 2014 Africa's Top Travel Show 10 - 13 May' is prominent. To the right, there are social media icons and the South African Tourism logo with the tagline 'Inspiring new ways'. Below this is a quote from Thulani Nzima, South African Tourism CEO, about the focus on including more exhibitors from the rest of the continent. A navigation menu includes ABOUT, EXHIBITORS, VISITORS, MEDIA, TRAVEL, and SIGN IN. The main content area welcomes visitors to the online home of INDABA, mentioning the dates (10-13 May 2014) and location (Albert Luthuli Convention Centre, Durban). A note states that the website is currently being updated for the next year's exhibition. Below this is a section for 'Our Sponsors' with six placeholder boxes, each labeled '110 x 65px'. At the bottom, there is a footer with copyright information and a list of links for various services and organizations.



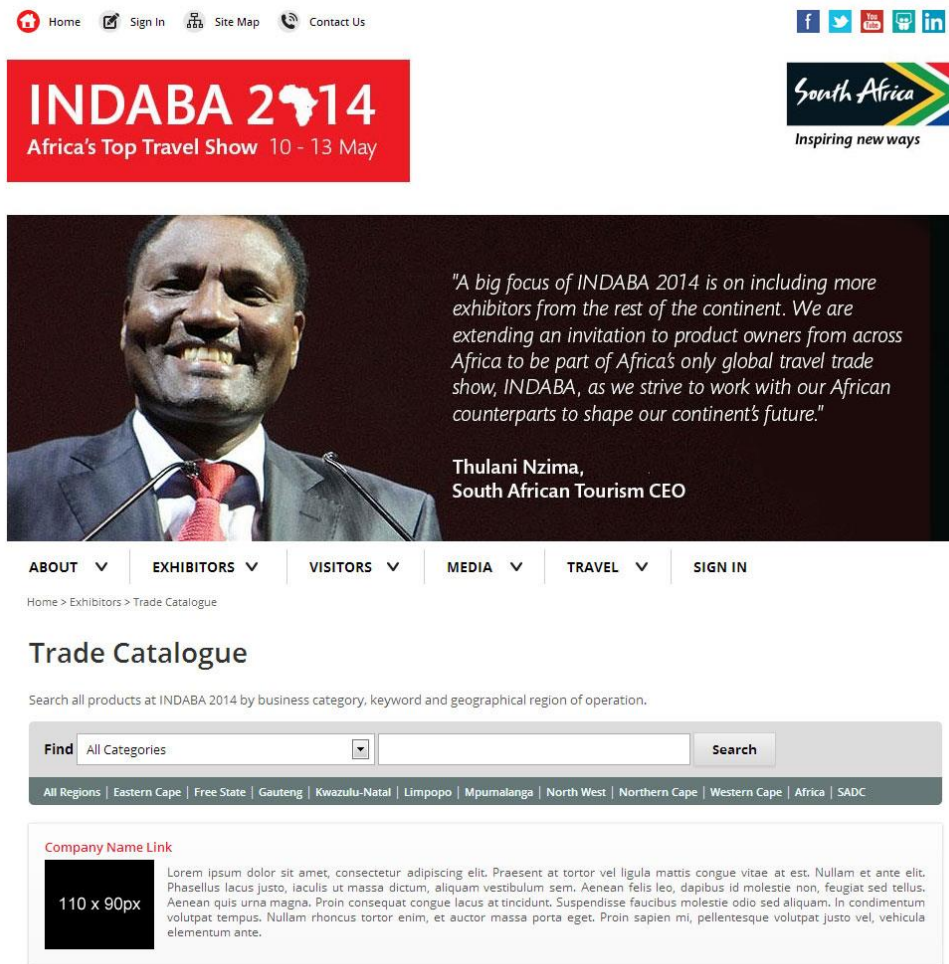
Trade Catalogue

Online profile photo package

– includes a logo, company profile and single image online & hyperlink (Exhibitor Trade Catalogue Landing Page)

A sponsor entry on the trade catalogue consists of a single image, company name with website link, logo and a 50 word company profile.

<http://www.indaba-southafrica.co.za/exhibitor/catalogue.aspx>



Home Sign In Site Map Contact Us

INDABA 2014
Africa's Top Travel Show 10 - 13 May

South Africa
Inspiring new ways

"A big focus of INDABA 2014 is on including more exhibitors from the rest of the continent. We are extending an invitation to product owners from across Africa to be part of Africa's only global travel trade show, INDABA, as we strive to work with our African counterparts to shape our continent's future."

Thulani Nzima,
South African Tourism CEO

ABOUT EXHIBITORS VISITORS MEDIA TRAVEL SIGN IN

Home > Exhibitors > Trade Catalogue

Trade Catalogue

Search all products at INDABA 2014 by business category, keyword and geographical region of operation.

Find All Categories Search

All Regions | Eastern Cape | Free State | Gauteng | Kwazulu-Natal | Limpopo | Mpumalanga | North West | Northern Cape | Western Cape | Africa | SADC

Company Name Link

110 x 90px

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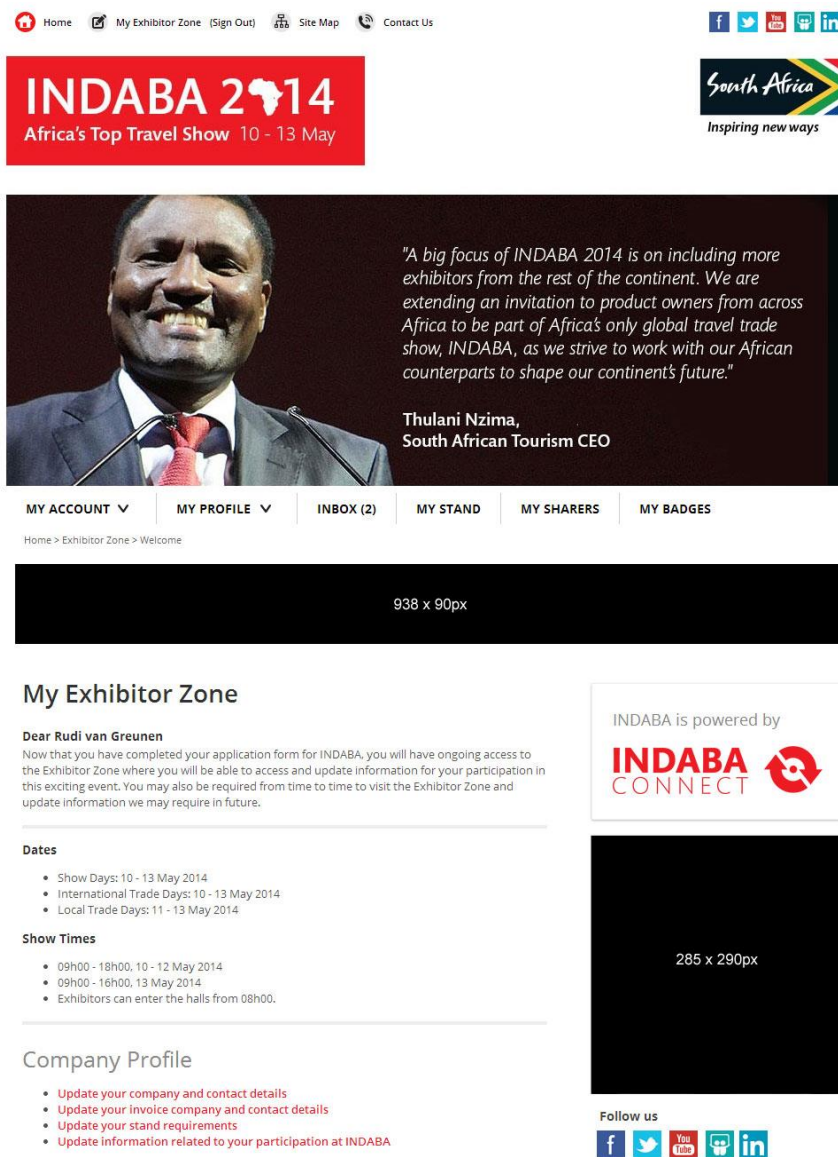


Zones Advertisements

The zones are only accessible to registered 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.



The screenshot shows the user interface for the INDABA 2014 Exhibitor Zone. At the top, there is a navigation bar with links for Home, My Exhibitor Zone (Sign Out), Site Map, and Contact Us. Social media icons for Facebook, Twitter, YouTube, LinkedIn, and Instagram are also present. A prominent red banner features the text "INDABA 2014 Africa's Top Travel Show 10 - 13 May". To the right is the South Africa logo with the tagline "Inspiring new ways".

The main content area features a quote from Thulani Nzima, South African Tourism CEO, with a photo of him speaking at a podium. Below the quote is a navigation menu with options: MY ACCOUNT, MY PROFILE, INBOX (2), MY STAND, MY SHARERS, and MY BADGES. A breadcrumb trail reads "Home > Exhibitor Zone > Welcome".

A large black rectangular area is labeled "938 x 90px". Below this, the "My Exhibitor Zone" section is displayed, including a welcome message to Rudi van Greunen and a list of dates and show times. A "Company Profile" section lists several update options for the user's participation details.

On the right side, there is a "INDABA is powered by INDABA CONNECT" logo and a social media follow section with icons for Facebook, Twitter, YouTube, LinkedIn, and Instagram. A large black rectangular area is labeled "285 x 290px".

8.2 Digital Catalogue Advertising

This 300 page digital (DVD) guide on INDABA 2016 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.

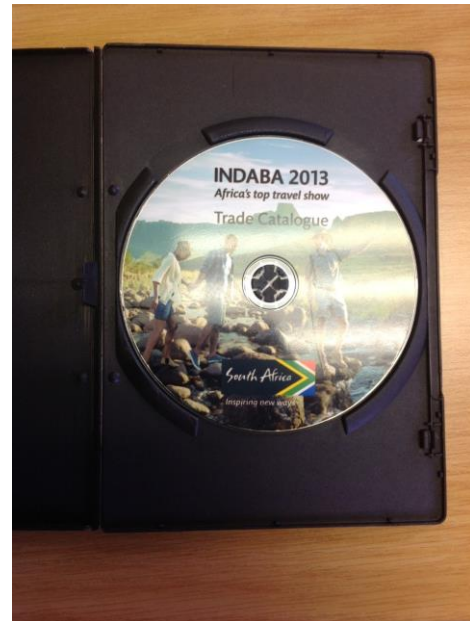
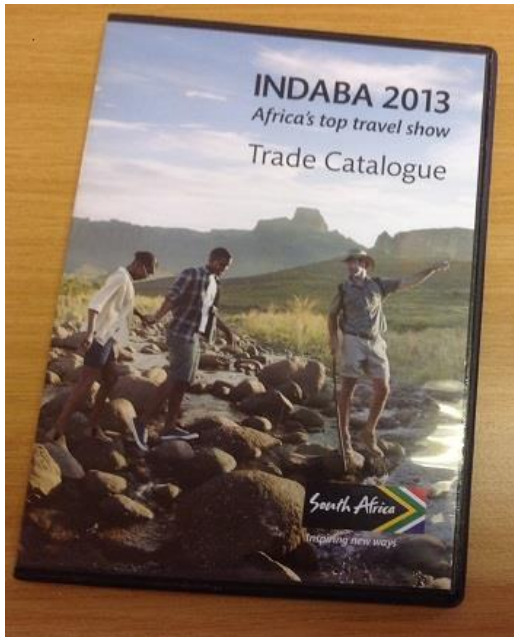
Full Page Specifications:

210mm x 297mm A4.

Please submit artwork in Print ready PDF format.

*Please see advertising booking form for more details and rates.

Cost of Digital Trade Catalogue Advertising – R22 100 (Excluding Vat)



8.3 Indaba Business Planner Advertising

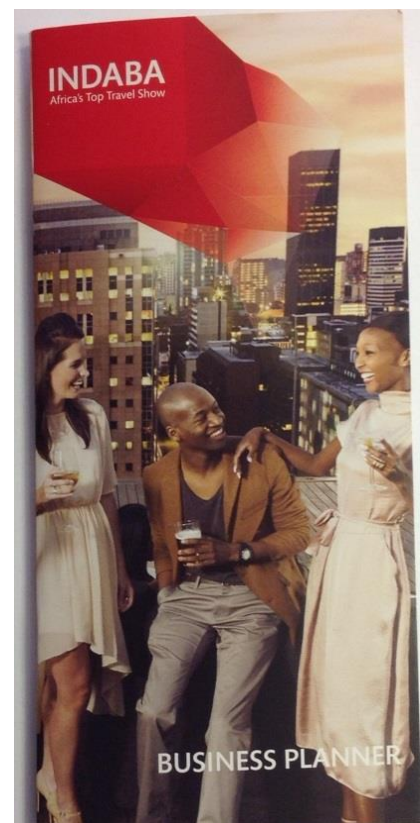
Delegates to the exhibition use the Indaba Business Planner extensively. This booklet contains all events, meeting schedule and relevant information i.e. shuttle schedule / emergency numbers etc. and is distributed in all brochure stands next to the information booths.

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 22 780
(Excluding Vat)**



8.4 Pocket Map Advertising

Pocket 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 – R20 780
(Excluding Vat)**



8.5 Indaba and Plasma Screen Advertising

A very limited number of public address announcements are made during the exhibition. All events and functions are advertised and announced on the 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)

- 5" – R6000.00
- 15" – R7420.00
- 30" – R12 720.00

9 2015 INDABA NETWORKING GOLF DAY
8 May 2015, DURBAN COUNTRY CLUB

9.1 Golf Day Co-Sponsor



Since the 2010 Soccer World Cup national pride is still extremely high. The Tourism Sector has seen massive growth and the best marketing opportunity ever, will result in an increasing flow of tourists for years to come. An opportunity exists for a company to co-sponsor the Indaba Networking Golf day and gain massive exposure.

The Co-sponsor will be the Naming Sponsor of The Indaba Networking Golf Day which adds an essential element to the show. This event is an annual “must play” event on the tourism calendar and it reaches its 9th year in 2016. SA Tourism has indicated their desire to develop this into one of the top sporting events in the country.

The Jenna Clifford-designed floating trophy will be presented to the winners. Jenna Clifford is South Africa's premier designer and many winners of the country's top sporting competitions walk off the podium with a Clifford piece tucked under their arm.

The 2016 Indaba Networking Golf Day and Gala Dinner is a great opportunity for the co-sponsor to expand its position within the Tourism Industry. The networking opportunities enable delegates to interact with local and global peers on the golf course, arguably the finest venue to build relationships.

Sponsorship will include the following:

- NAMING RIGHTS TO THE EVENT: "SPONSOR NAME" INDABA NETWORKING GOLF DAY
- GOLF DIGEST INSERTS AND ADVERTISEMENTS
- The sponsor will have a full page advert in a special Gold Digest edition dedicated to the Indaba and this will be distributed to approximately 13 000 delegates to Indaba.
- 9 SQM STAND AT HALFWAYHOUSE AT THE DCC
- Opportunity for networking with golfers and serving refreshments
- WEBSITE MARKETING
- Sponsor's Logo will dominate the Indaba Golf Day website.
- SPONSOR COMPANY EXECUTIVES / HIGH PROFILE TOURISM INVITEES WILL PLAY IN THE EVENT AND ATTEND THE GALA DINNER
- This will include all Green Fees, Caddie Fees, Halfway House, Pre-Dinner Drinks, Gala Dinner.
- EACH PLAYER WILL RECEIVE A SPONSOR BRANDED TOG BAG FILLED WITH GOODIES
- Inside the Tog Bag will be a wide array of fantastic goodies together with Sponsor Marketing Material.
- Each player will receive a top quality sponsored golf shirt.
- Sponsors will have the rights to a massive branding at DCC

This will include Branding at the DCC entrance, on the 1st Hole, the 18th Hole, at the Clubhouse, Waterman Bar, throughout DCC Clubhouse, at Registration as well as the Gala Dinner

- Each Player and Gala Dinner Attendee will receive a personalized Jenna Clifford Sponsor Dream Big gift silver foiled and lined with tissue paper branded with the Sponsor Logo.
- Sponsor will have a 3 minute presentation at the Dinner and the CEO or appointed company will give a 3 minute speech.
- Entertainment by a band at the gala dinner.
- Feature in the Indaba Daily News. The Indaba Daily News is handed out to all Delegates and comprehensive coverage will be given to the Golf Day.
- Sponsor and the Indaba Networking Golf Day will feature prominently in the official Indaba Program of Events.
- Each player will receive a framed photo of the Indaba Golf Day with the Sponsor Logo. These will be available for collection at the Indaba Show.

Cost of INDABA Networking Golf Day Co-sponsorship – R60 000.00 (Excluding Vat)

9.2 Golf Day Hole Sponsors

A number of opportunities exist for organisations to sponsor a hole during the Indaba Networking Golf Day.

Sponsorship benefits include the following:

- Branding at specific hole
- Levy for serving refreshments
- Round of golf for 2 delegates – expenses covered will include: green fees, caddie fees, halfway house, pre-dinner drinks and dinner

Cost of Hole Sponsorship – R8800.00 (Excluding Vat)

9.3 Goodie Bags and Prizes

Opportunities exist for corporates to place branded goodies inside the tog bags for example golf balls, pens, biltong, water, sunscreen etc.

In addition they can also sponsor prizes at no cost other than the prize itself ex. accommodation vouchers, wine, glasses, etc.

Sponsorship benefits include the following:

- Corporate logo printed on 190 bags that will be given to each golfer on the day
- 1 branded hole
- Round of golf for 2 delegates – expenses covered will include: green fees, caddie fees, halfway house, pre-dinner drinks and dinner

Cost of Golf Bag Sponsorship – (R 51700.00 Excluding Vat)

9.4 INDABA Golf T shirt Sponsor

This is a great opportunity to expose your brand to an extremely targeted audience of Hotelier, Tour Operator top management as well as Sponsors South African Tourism Board members and their esteemed guests.

Sponsorship benefits include the following:

- Sponsor printed logo on 190 Golf Shirts to be distributed to all INDABA Golf Day delegates
- 1 branded Hole
- Round of golf for 2 delegates – expenses covered will include: green fees, caddie fees, halfway house, pre-dinner drinks and dinner

Cost of Golf T shirt Sponsorship – (R 60 000.00 Excluding Vat)

9.5 Golf Day Bag inserts

This is a great opportunity to expose your brand to an extremely targeted audience of Hotelier, Tour Operator top management as well as Sponsors South African Tourism Board members and their esteemed guests.

Sponsorship benefits include the following:

- Corporate branded goods of your choice eg. Pens, balls, notepads, mints, etc
- Pamphlets, brochure and marketing material will be inserted into 190 bags
- Please note that contributors are expected to have a presence at the event.
Player costs will apply

Cost of Golf Bag insert Sponsorship administration fee – (R 500.00 Excluding Vat)

9.6 Prizes for the Gala Dinner

Gala Dinner prizes Sponsorship is at no additional cost to the sponsor