

# **INDABA 2014**

**BRANDING, ADVERTISING AND  
SPONSORSHIP OPPORTUNITIES**

**GUIDE PROPOSAL**



*Inspiring new ways*

[www.southafrica.net](http://www.southafrica.net)

## TABLE OF CONTENT

Indaba 2014 .....	1
Branding, Advertising and Sponsorship Opportunities .....	1
Guide Proposal .....	1
1. About Indaba .....	4
1.1 Why Brand at Indaba .....	4
2. Branding, Advertising and Sponsorship .....	5
3. Contact Us .....	5
4. ICC / DEC Venue Navigation .....	6
5. Sponsorship .....	8
5.1 Loyalty Club Lounge.....	8
5.2 Media Centre .....	11
5.3 ICC Main Restaurant .....	12
5.4 ICC Main Concourse .....	14
5.5 Central Courtyard Seating Area .....	18
5.6 Southern Courtyard Seating Area .....	20
5.7 ICC Hall 4 Lawn .....	23
5.8 DEC Restaurant .....	26
5.9 ICC Business Centre & Internet Café .....	27
5.10 DEC Business Centre & Internet Café .....	30
5.11 Exhibition Stand Award Ceremony .....	32
5.12 Mystrals Display Area .....	34
5.13 DEC Business Meeting Lounge .....	36
6. Branding .....	39
6.1 Digital Touch Screens .....	39
6.2 Lead Pad & Pens .....	40
6.3 Indaba Staff Shirt Co-Branding .....	40
6.4 Main Hall Entrance .....	41
6.5 Branding Area ICC hall 3 Foyer .....	43
6.6 Basement Pillar Branding .....	46
6.7 Information Booths .....	47

7.	Targeting Exhibitors, visitors and Media .....	48
7.1	Information stand Distribution .....	48
7.2	Information brand Branding .....	49
8.	Targeting Media .....	50
8.1	Media Bag Inserts .....	50
9.	Advertising .....	50
9.1	Website Online Advertising .....	50
9.2	Digital Catalogue Advertising .....	54
9.3	Indaba Business Planner .....	54
9.4	Exhibitor Newsflash Footer / Side Bar .....	55
9.5	Pocket Advertising .....	55
9.6	Plasma Screen Advertising .....	56
10.	2014 Indaba Networking Golf Day .....	57
10.1	Golf Day Co-Sponsor .....	57
10.2	Gold Day Hole Sponsors .....	60
10.3	Goodie Bag and Prizes .....	60

## 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](http://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 national and international visitors and media across the world. 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.puregrit.co.za](http://www.puregrit.co.za)

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

Furthermore, INDABA 2011 has welcomed more first time local and international visitors than ever before.

Participating statistics:

	2008	2009	09 vs 08	2010	10 vs 09	2011	11 vs 10
Visitors	4,437	4,300	-3.1%	3,851	-10.4%	4,043	5.0%
Exhibitor (personnel)	7,992	7,877	-1.4%	7,684	-2.5%	7,269	-5.4%
Total Attendees	12,429	12,177	-2.0%	11,535	-5.3%	11,312	-1.9%

## **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 visitor or the media, use these opportunities to maximise your exposure at the exhibition.

INDABA must offer the following benefits to all partners and sponsors:

- It must serve the business interests of the sponsoring company
- It must serve the best interests of INDABA and its participants / stakeholders / tourism industry
- It must 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 the public and private sectors
- Introducing new products and services to the travel and tourism community

## **3. CONTACT US**

To secure the right opportunities for your company or should you require any assistance, please do not hesitate to contact:

**Lerato Malao**

**Branding, Advertising and Sponsorship Liasion**

Tel: 086 1077 784 / 011 467 5011

Fax: 086 138 6203 / 011 467 5350

Email: [lerato@puregrit.co.za](mailto:lerato@puregrit.co.za)



## 4. ICC / DEC Venue Navigation





**DURBAN INTERNATIONAL  
CONVENTION CENTRE**



UPPER LEVEL Arena Concourse  
AIRPORTS COMPANY  
SOUTH AFRICA  
**space**

HILTON  
HOTEL

WALNUT ROAD

OUTDOOR

GROUND FLOOR

INKOSI ALBERT LUTHULI

INKOSI ALBERT LUTHULI

- TOUR OPERATORS
- TRANSPORTATION
- ACCOMMODATION
- INDUSTRY ALLIED
- MARKETING

DURBAN EXHIBITION CENTRE

- KWA-ZULU NATAL
- GAUTENG
- SOUTH AFRICAN TOURISM
- NORTH WEST
- WESTERN CAPE
- LIMPOPO
- FREE STATE
- EASTERN CAPE
- NORTHERN CAPE
- MPUMALANGA

SADC REGION

- SADC COUNTRIES

COAST OF DREAMS

- COAST OF DREAMS

OUTDOOR

- OUTDOOR STANDS

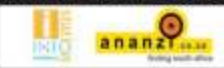
SADC REGION

GATE A

DURBAN  
EXHIBITION CENTRE

FOOT BRIDGE

UPPER LEVEL DEC Business Centre



## 5. SPONSORSHIP

Prices for the following packages vary between R70 000 and R350 000, depending on your specific requirements and needs.

### 5.1 Loyalty Club Lounge

**Location: Arena Concourse & Fig Tree Courtyard**



Since inception of INDABA, the exhibition has seen a number of repeat, loyal local and international visitors/buyers attending the show. In the past, these visitors/buyers have been given a club member status with no obvious benefits which sets them apart from first time visitors. Pure Grit has embarked on a Loyalty Programme that rewards loyal visitors. The rewards may not be seen as substantial on paper, however a quiet area to put up ones feet, have a cup of coffee, catch up on some reading and have a quiet moment during the bustle of the exhibition is most appreciated. The lounge is frequented by media, local and international buyers 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. The lounge is home to members of the media, hosted buyers and loyal Indaba members.



**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 visitors diary for meetings.
- Indaba staff to manage access to the lounge which is restricted to Loyalty Club Members only.
- Set up of 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
- 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 responsible and allowed to do the following (*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
- KVV

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 Loyalty Lounge Sponsorship – R112 500 (Price negotiated according to sponsor requirements)**

**5.2 Media Centre**

**Location: ICCD First Floor**

This package is a perfect platform for a sponsor to generate significant brand visibility and awareness to the international and local media. The Media Centre is used by over 500 media who find stories, upload it to their respective Media Houses and also use this centre to conduct interviews.





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

This is the hub of 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 dry and finger snack available and replenished three times a day
- All catering and beverage 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 allowed 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 370 788 (excl vat)**

**5.3 ICC Main Concourse**

This opportunity will be a constant reminder to visitors, exhibitors and media of your company's presence 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 :**

- +/- 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      |
| -SAA              | -Trip Advisor |
| -Eat Out Magazine | -TV5Monde     |
| -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 set up, construction or branding of any structures at the venue. You will be billed for any such damage caused.



**Cost of ICC Concourse Sponsorship – R106 000.00 (excl vat) Price negotiated according to sponsor requirements**

#### **5.4 ICC Main Restaurant**

##### **Location: ICCD Room 12**

This opportunity will be a constant reminder to all visitors / exhibitors and media of your company's presence at INDABA.

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 read information provided to them and notice the sponsors branding. Should a sponsor wish to get a message across, launch a new product etc. This will be the ideal location.

**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 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

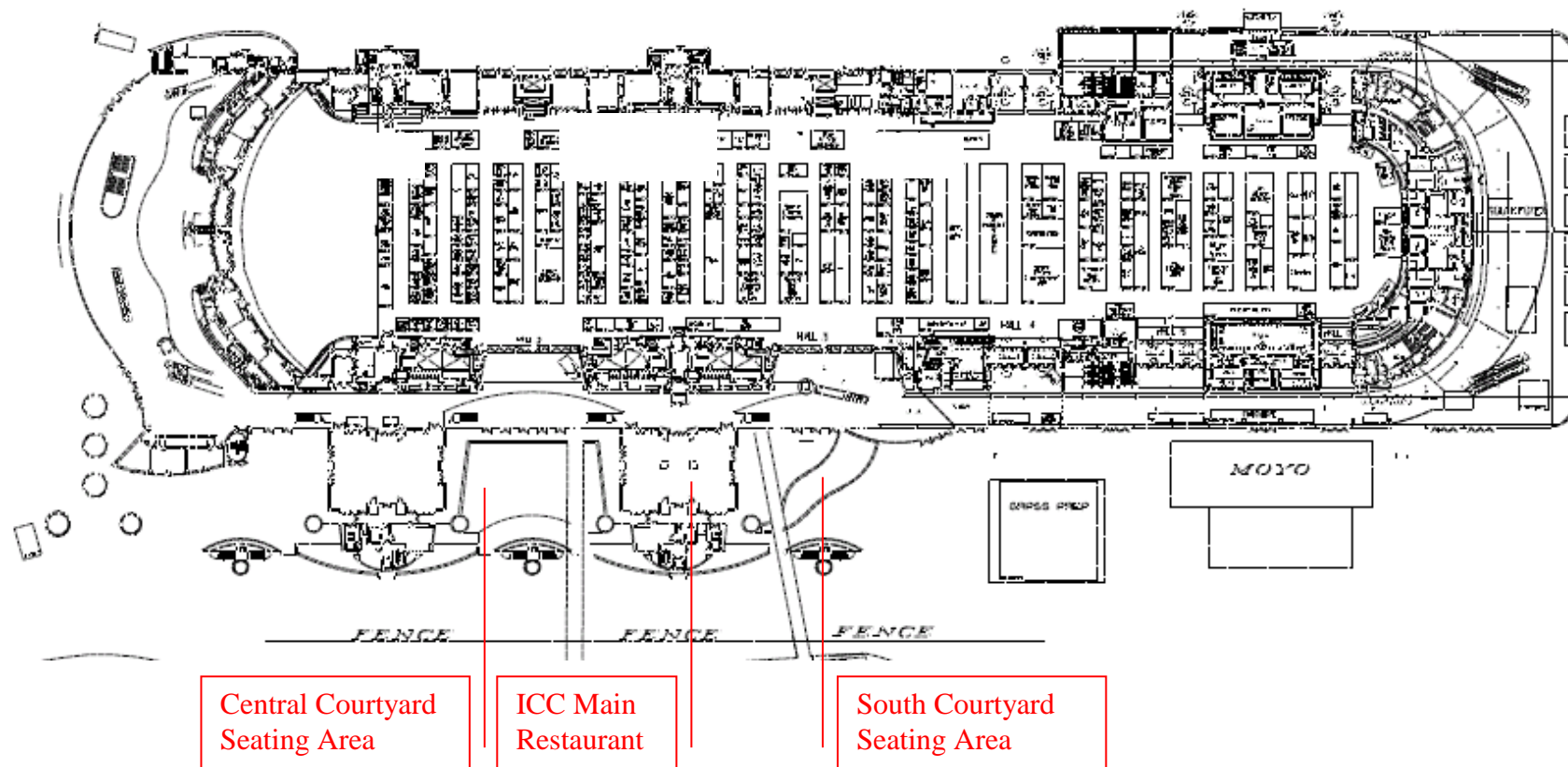
Your organisation will be liable for any damage caused before, during or after the set up, construction or branding of any structures at the venue. You will be billed for any such damage caused.



**Cost of ICC Restaurant Sponsorship – R129 215 (excl vat)**



## DURBAN INTERNATIONAL CONVENTION CENTRE



## **5.5 Central Courtyard Seating Area**

### **Location: ICCD Central Courtyard**

This opportunity will be a constant reminder to all visitors, 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 60 % of all delegates.

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

### **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 one month

prior to the event taking place. A detailed activation 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 Central Courtyard Sponsorship – R169 900 (excl vat)**

### **5.6 Southern Courtyard Seating Area**

#### **Location: ICCD Southern Courtyard**

This opportunity will be a constant reminder to all visitors, exhibitors and media of your company's presence at INDABA – This courtyard provides a second walkway between the ICC and the DEC. The area is one of the high visibility 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

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.

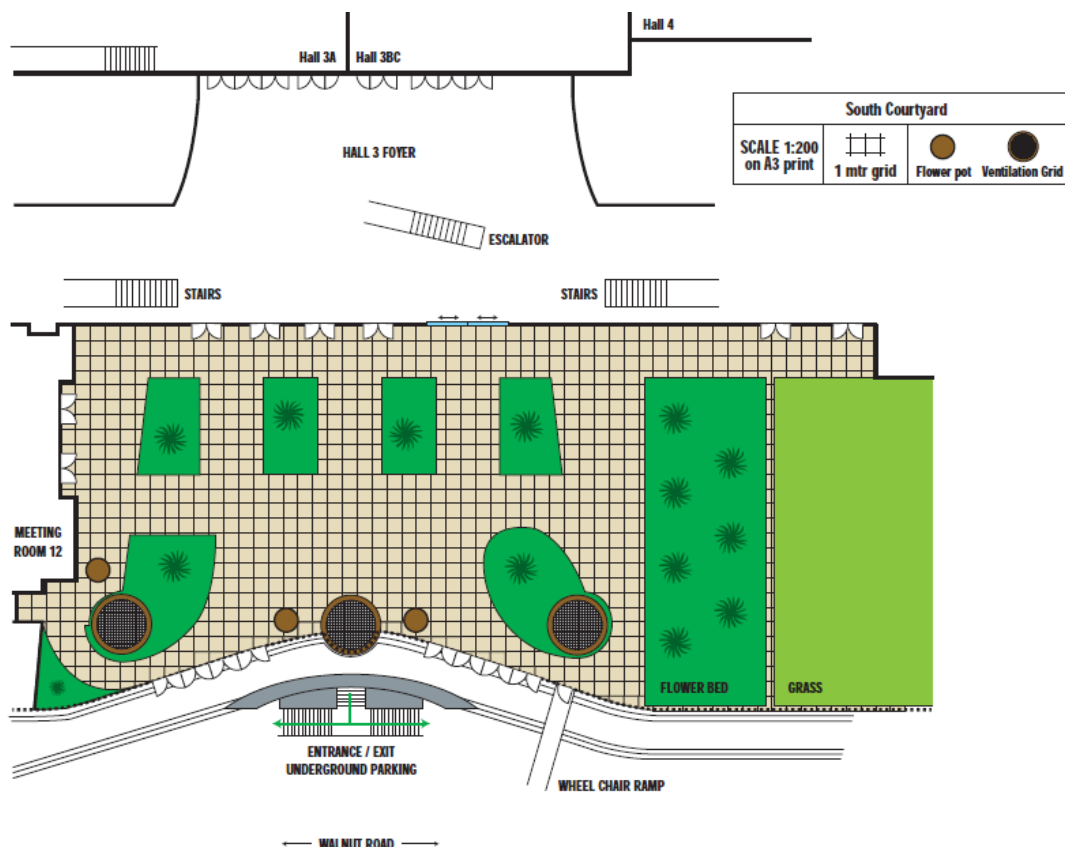
**Advertising and Branding:**

- 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 one month prior to the event taking place. A detailed activation 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 Southern Courtyard Sponsorship – R169 900 (excl vat)**

## **5.7 ICC Hall 4 Lawn**

### **Location: ICCD Hall 4 Lawn**

This is an incredibly large, pretty, open air grass area which has been used very cleverly in the past. This area proved to be very effective as it is visible from the ICC where 60% of all exhibitors are placed. It is also visible from the Loyalty Lounge, Media Centre and Walnut Road.

### **The sponsor will be allowed to:**

- Display branded cabana umbrellas across the outdoor area and fence banners. All umbrellas and fence banners to be provided and manufactured by the sponsor. This is not included in the sponsorship package.
- The sponsor has the branding rights in the exterior serving area of this Outdoor Area with pull up banners, posters etc.

A platform has to be erected in order to protect the grass. This will be the responsibility and for the account of the sponsor. This is not included in the sponsorship package.



### **Advertising and Branding :**

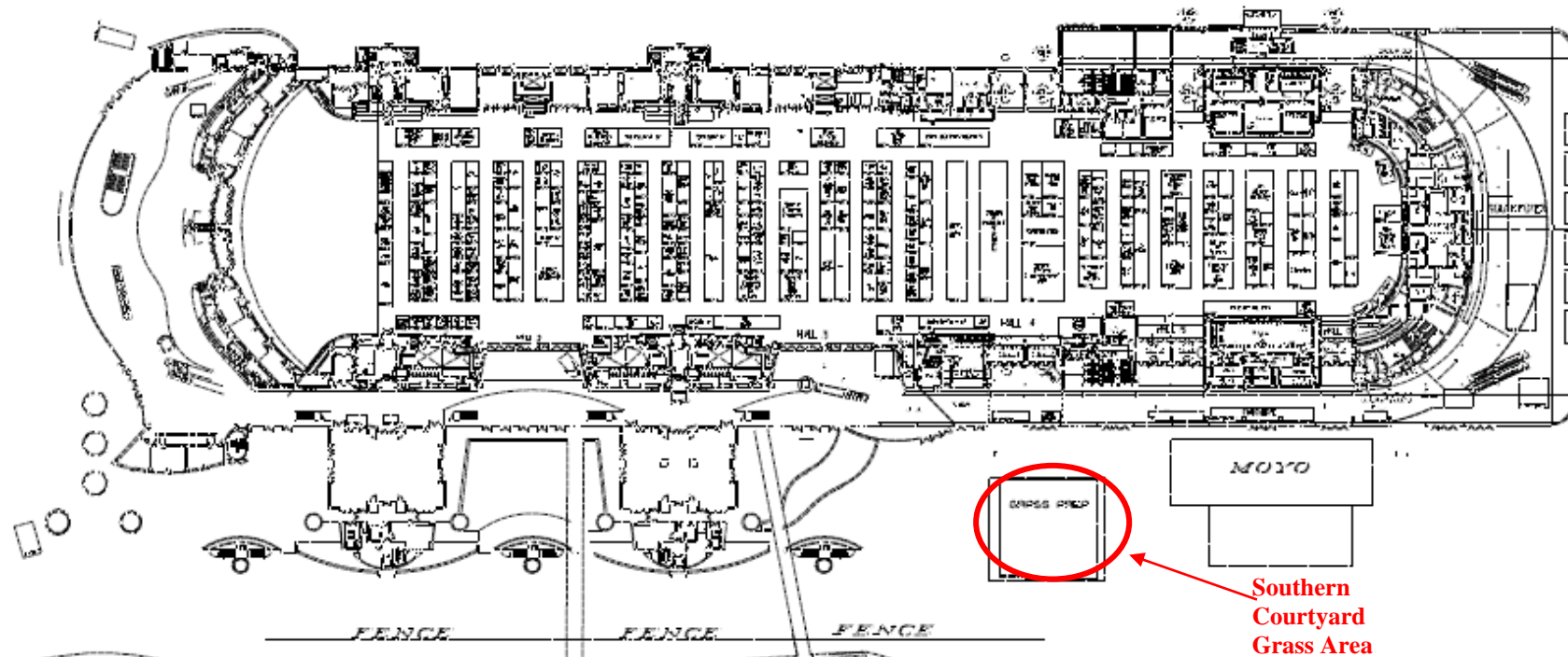
- All maps and site plans will include the sponsor name/logo
- 50 word company profile in the Business Planner
- Full page advert in the Business Planner
- Sponsor logo will be placed on the Indaba website

All branding, artwork and the erection of any structure for example shell schemes, a Bedouin tent is for the account of the sponsor and concept/layout of this area must be approved by Pure Grit and the ICC. Construction plan and size must adhere to the venue safety and security regulations and must be sent to Pure Grit and the ICC at least one month prior to the event taking place. A detailed activation plan must also be sent for approval at least one month prior to the event taking place.

**Cost of Hall 4 Lawn Sponsorship – R 662.50 per sqm (excl vat)**



## DURBAN INTERNATIONAL CONVENTION CENTRE



## 5.8 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 4 days. Branding napkins, menus, table cloths, banners...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 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 DEC Restaurant Sponsorship – R129 215 (Price negotiated according to sponsor requirements)**

## **5.9 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 co-located right next to the Media Centre for optimal visibility. This area is frequented by exhibitors, visitors 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 could 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. Sponsor will be allowed to place 4 pull up banners in the area as well as directional signage at the foot of the staircase. The banners cannot impose any safety risk. This will be at ICCD's discretion and banners will be removed should they pose a risk.



**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 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 Internet Café Sponsorship – R120 000 (excl vat)**

**Cost of Business Centre Sponsorship – R120 000 (excl vat)**

#### **5.10 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 meeting can be



conducted and VIP clients are 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 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 DEC Business Centre Sponsorship - R74 158 (excl vat) and Internet Cafe Sponsorship R74 158 (excl vat)**

### **5.11 Exhibition Stand Award Ceremony**

This is a very prestigious function and a sponsor is to take the full branding and naming rights for the event. Since 2014 will be the award ceremony's inception year, the first sponsor will have the opportunity to own the event over the next 2 years.

The ceremony is scheduled to take place on the third day of the event in the ICCD Auditorium. It will take place as an evening function where snacks and drinks will be served. It will be attended by two representatives from each exhibitor stand (by invitation only) and a total of approximately 1200 guests. The exhibition stands will be judged and awarded by the Exhibition Association of South Africa (EXSA) and attended by senior representatives from the Indaba Bid Parties and South African Tourism.

The ceremony can be branded with 6 pull up banners to portray the sponsor's brand – only inside the venue. All branding and artwork is for the account of the sponsor and concept of this area must be approved by Pure Grit. The cost for the cocktail snacks will be included in the price. All other drinks will be provided and served by the ICCD and will also be included in the price.

#### **The Gold Sponsorship Package includes the following:**

- Branding in the Business Planner:
- Full page advert
- 50 word company profile
- Logo
- Branding in the auditorium only (4 x pull up banners) – supplied by the sponsor
- 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



- A representative from the sponsor will be allowed to do a short introductory presentation welcoming the guests on behalf of the Gold Sponsor. The sponsor can also set up a station from where promotional products can be displayed and discussed with the guests.
- The sponsor will also be allowed to welcome guests on arrival and to offer all guests a welcome drink provided by ICCD.
- Awards will be branded with the sponsors logo.

**Cost of Gold Sponsorship – R 300 000 (excl vat)**

**The Silver Sponsorship Package includes the following:**

- Branding in the Business Planner:
- Full page advert
- 50 word company profile
- Logo
- Branding in the auditorium only (2 x pull up banners) – supplied by the sponsor
- Sponsor logo on the Indaba website

**The Bronze Sponsorship Package includes the following:**

- Branding in the Business Planner:
- 50 word company profile
- Logo
- Branding in the auditorium only (1 x pull up banner) – supplied by the sponsor
- Sponsor logo on the Indaba website

### 5.12 Mystrals Display Area



#### **Location: East Plaza, next the main walkway**

An opportunity exists for a sponsor who wants to display material or products. This space is located right next to the main walkway between the ICC and the DEC. No catering or serving of drinks will take place in this area.

#### **This sponsorship includes:**

- Display area. Location of display material / products must be approved by a representative from Pure Grit and as per the safety and security regulations provided by the ICC.
- A 9m<sup>2</sup> space to be set up as a meeting area with a gazebo. (The construction and set up is NOT included in the package and is for the sponsor's own expense.)

Should vehicles be displayed the number of vehicles will have to be restricted in accordance to the available space, safety and security regulations. This will have to be approved by the ICCD.

- Sponsor will be allowed to display 4 x pull up banners. All pull up banners to be provided and manufactured by the sponsor. *This is not included in the sponsorship package.*

**Advertising and Branding included:**

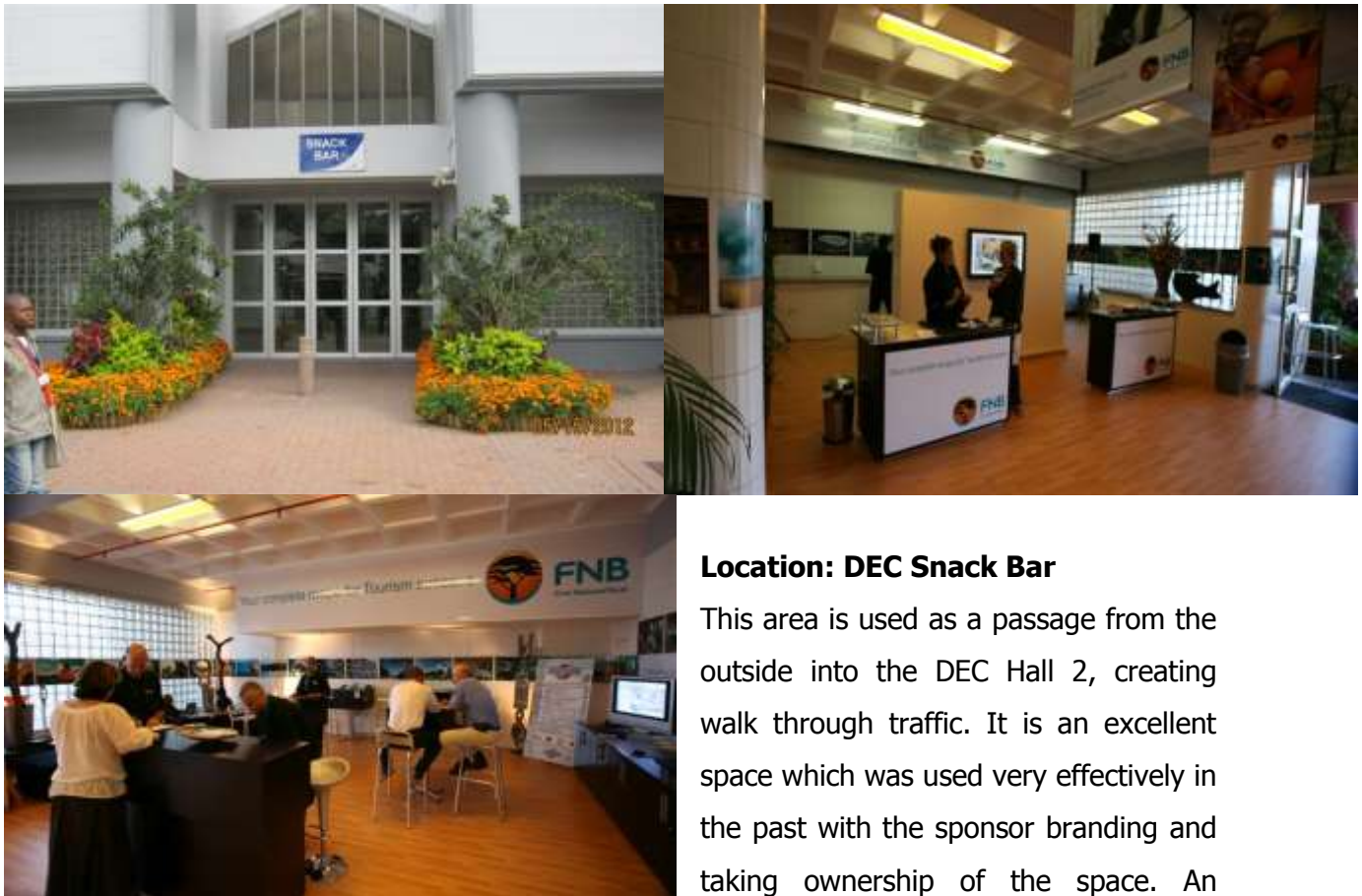
- All maps and site plans will include the sponsor name/logo
- 50 word company profile in the Business Planner
- Full page advert in the Business Planner
- Full page advert in the Digital Trade Catalogue
- Sponsor logo on the Indaba website
- A 30 sec plasma screen advert (no sound) which will run on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

All branding, artwork and the erection of any structure for example a gazebo is for the account of the sponsor and concept/layout of this area must be approved by Pure Grit and the ICC. Construction plan and size must adhere to the venue safety and security regulations and must be sent to Pure Grit and the ICC at least one month prior to the event taking place. A detailed activation 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 Mystrals Display Area sponsorship – R 106 742 (excl vat)**

#### 4.13 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. An

opportunity exists for a sponsor who is interested in attaining Government as a target market.

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 retardant) and limited furniture. This is however not included 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 can also use the space to set up lap tops, display products and cater for interactive participation with the visitors.

**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

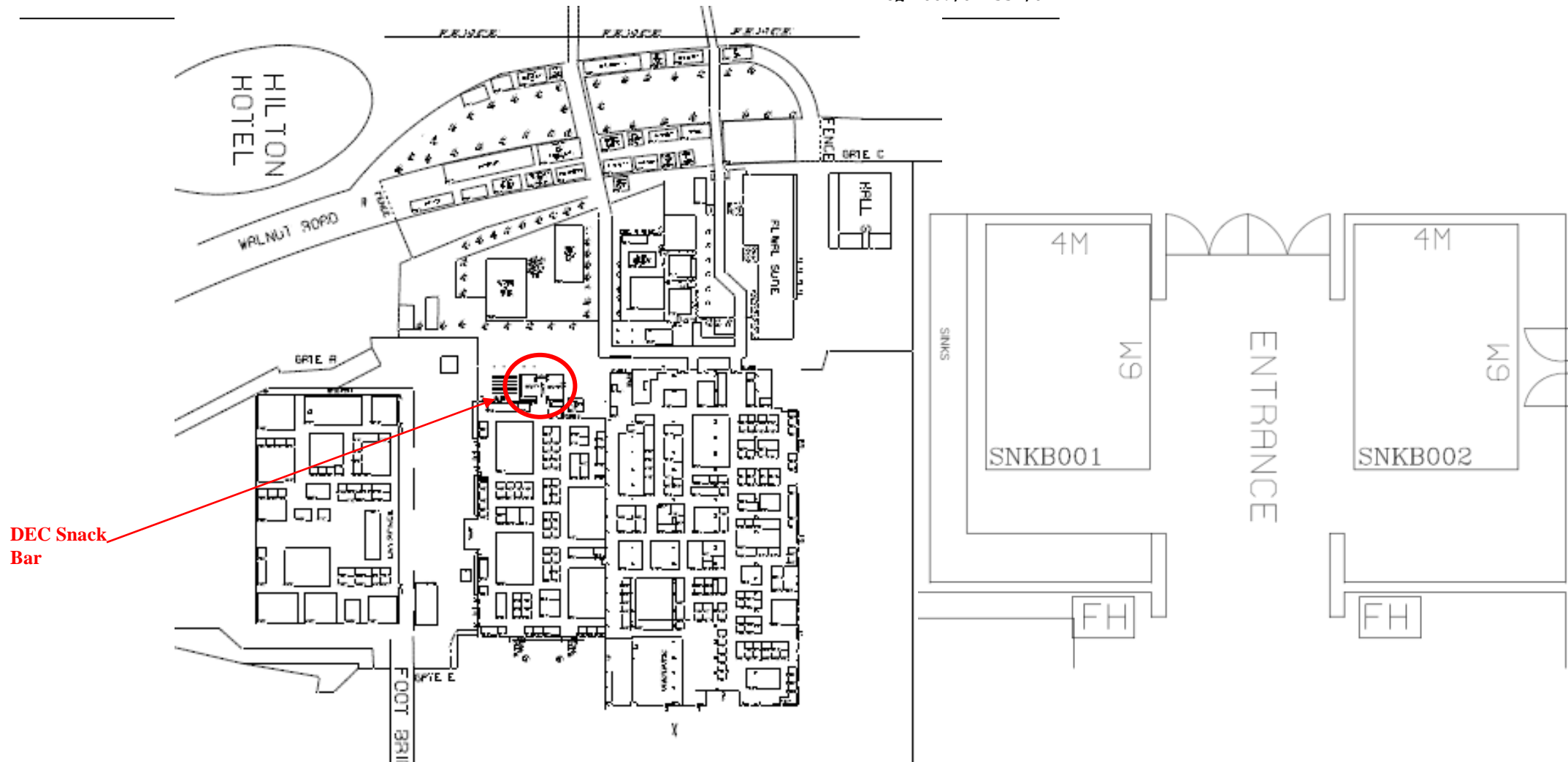
*All catering and beverages to be ordered through the ICCD*

A detailed plan must also be sent to Pure Grit for approval at least 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 DEC Snack Bar Sponsorship – (Price negotiated according to sponsor requirements)**





## 6. BRANDING

Cost for branding packages: Prices for the following vary between R35 000 and R225 000, depending on your specific requirements and needs.

### 6.1 Digital Touch Screens



Your organisation will gain massive exposure from the branding of the Digital Touch Screens. These are strategically located near the ICCD hall entrances and the DEC entrances. Exact location of the boards to be announced and must adhere to the venue safety and security

regulations. ICCD Fire Chief and Risk Manager to approve location.

The sponsor can be sure that whenever visitors / media view the digital maps, the sponsor's name, logo and stand details will be the first they see. All sign designs and production will be done by Pure Grit at no additional cost to your organisation.

**Cost of Digital Touch Screen branding – TBC**

## **5.2 Lead Pads & Pens**

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

**Cost of Lead & Pen branding – R59 254 (excl 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 95 400 (excl vat)**

#### 6.4 Main Hall Entrances

There are a limited number of main hall entrances available to be branded in either the ICCD (Halls 2, 3, 4) or DEC (Halls 1, 2) allowing exhibitors 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 entrances frames/borders. Any branding on the entrance frames must be attached in such a way that it can not damage the frame in any way. This will be subject to approval in writing from the ICCD prior to the event taking place.

#### **ICCD Hall branding will include the following:**

- All maps and site plans will include the sponsor's name/logo
- Sponsor's logo on the Indaba website
- 2 Brochure stands
- 1 Cocktail table
- 2 Chairs
- Limited plants
- 2 Pull up banners (standard size)

#### **DEC Hall branding will include the following:**

- All maps and site plans will include the sponsor's name/logo
- Sponsor's logo on the Indaba website
- 1 Brochure stand
- 1 Cocktail table

- 1 Chair
- Limited plants
- 1 Pull up banner (standard size)

Positioning of brochure stand, table, chair 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 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 Hall branding – R 70 787.00 per entrance (excl vat)**



### 5.5 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

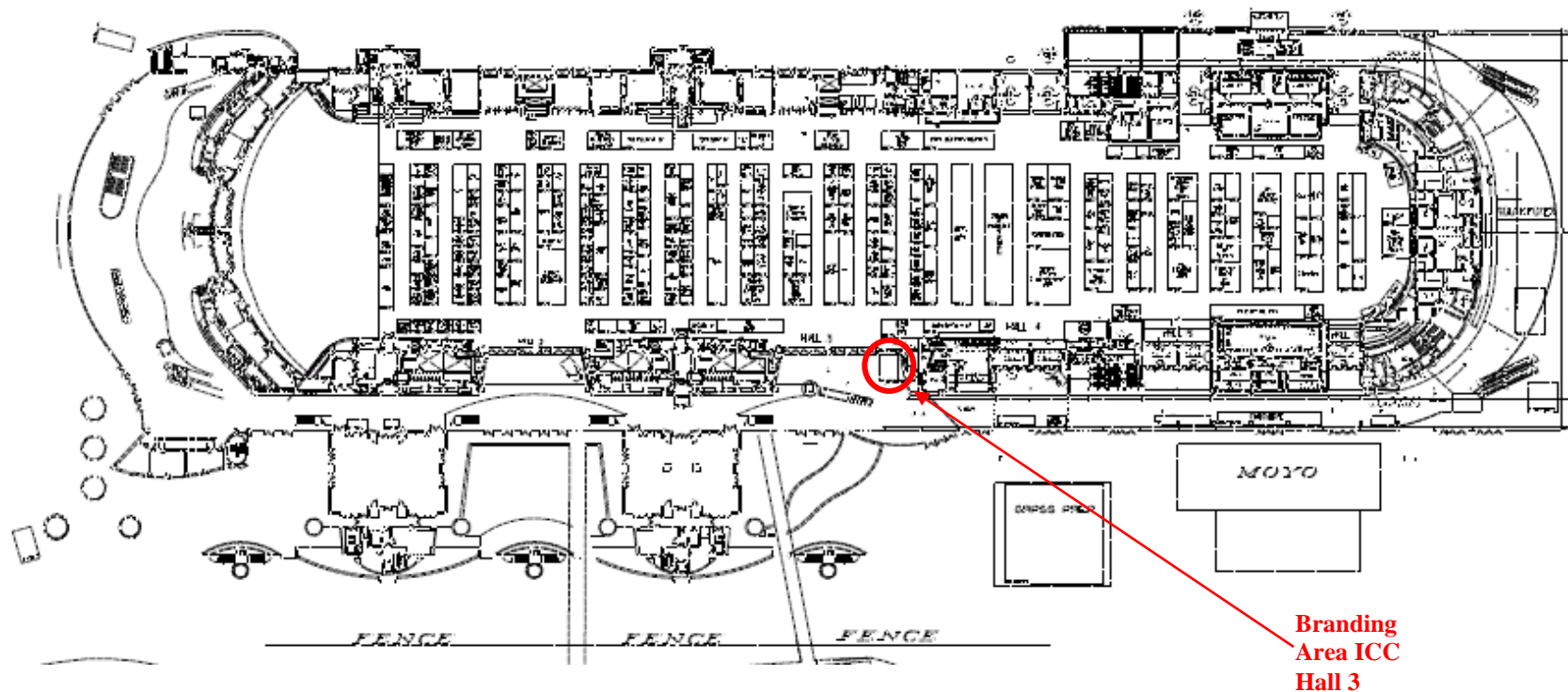
All branding, artwork and the erection of any structure for example a shell scheme is for the account of the sponsor and concept/layout of this area must be approved by Pure Grit and the ICCD.

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 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.

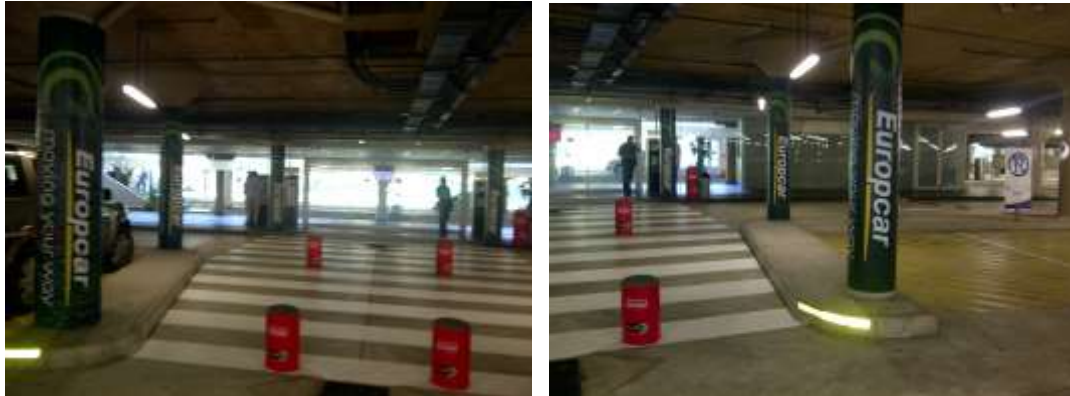
Your organisation will be liable for any damage caused before, during or after the set up, construction or branding of any structures at the venue. You will be billed for any such damage caused.

**Cost of ICC Hall 3 Foyer Branding – R160 675 (excl vat)**

## DURBAN INTERNATIONAL CONVENTION CENTRE



## 5.6 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 in 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.

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 – R40 810 (excl vat)**

### 5.7 Information Booths



Six (6) information booths are strategically located in high traffic areas at INDABA. Your organisation will enjoy branding on all facing panels 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 90 100 (excl vat)**



## 7. TARGETING EXHIBITORS, VISITORS & MEDIA

Prices for the following packages vary between R77 000 and R460 000, depending on your specific requirements and needs.

### 7.1 Information Stand Distribution



Magazines/Newspapers can be distributed free to exhibitors/visitors 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, A5 to A4 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 – R6180.00 per day, per A4 space**

## 7.2 Information Stand Branding



An exciting opportunity exists to brand the brochure stands placed next to four information booths. Two strategically brochure stands placed 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 – R169 070 (excl vat)**

## **8. TARGETING MEDIA**

### **8.1 Media Bag Inserts**

Insertion of your own brochures into all bags distributed free to the media on arrival at INDABA registration – anything from an A5 to A4 with a maximum of 24 pages will be permitted. A sample brochure would need to be delivered to the organisers one month prior for quality approval. Once confirmed, 600 brochures need to be delivered to the Pure Grit Offices for collation and wrapping. A maximum of five sponsor brochures will be inserted. (No News Print will be accepted.)

**Cost of Media Bag Inserts – R 12 826 (excl vat)**

## **9. ADVERTISING**

### **9.1 Website Online Advertising**

A wide variety of online advertising banners are available for high visibility at [www.indaba-southafrica.co.za](http://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.



## **Trade Catalogue –**

Online Photo Profile 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](#)

  
Inspiring new ways

# INDABA 2014

Africa's Top Travel Show 10 - 13 May



"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.

All Categories

[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

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent at tincidunt vel ligula. Maecenas congue ut erat. Nullam et ante elit. Proceptus lacus justo, idcirco ut morbi dictum, aliquam vestibulum sem. Aenean feis iis, dapibus iis molestie non, feugiat odio tellus. Aenean quis ante magna. Proin congue congue lacus ac tristique. Suspendisse faucibus molestie odio sed aliquam. In euismatum volutpat tempus. Nullam rhoncus tortor enim, et auctor massa porta eget. Proin sapien mi. Gelerresque visulpat justo vel, vehicula elementum ante.

Directors: Ms. Z Enver (CEO); Messer G Ceruti (CFO); J Besten (Director)

52

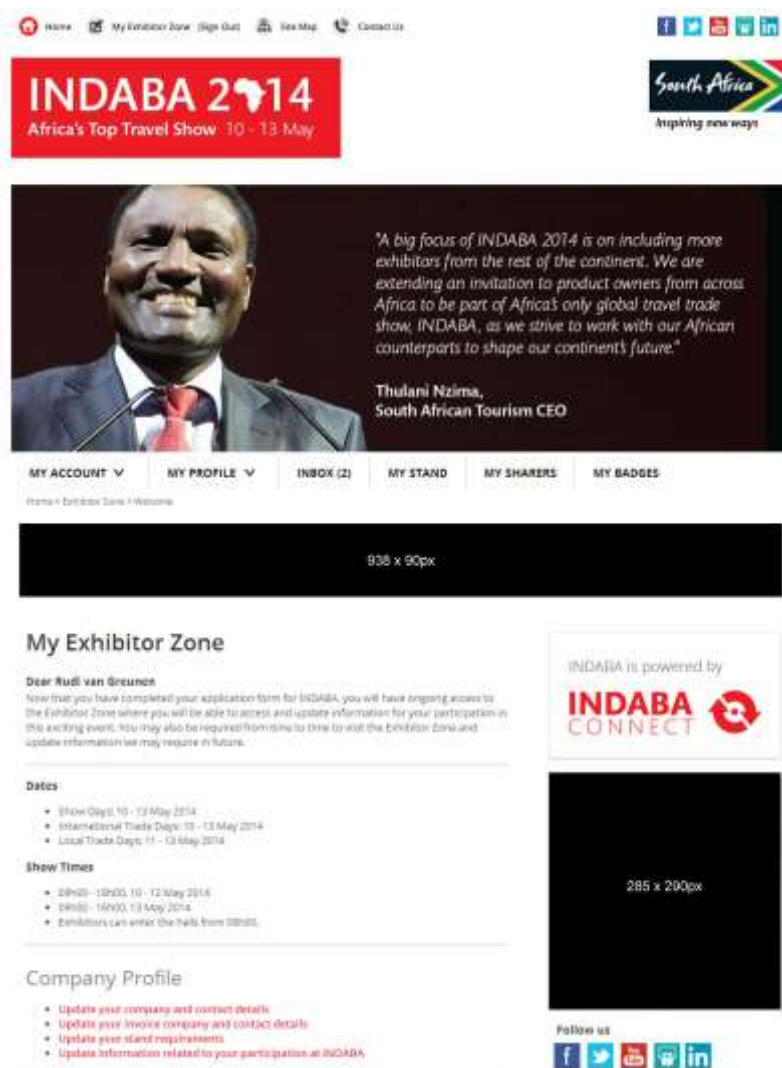


## Zones Advertisements

The zones are only accessible to registered INDABA Exhibitors, Visitors 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. Visitor Zone
3. Media Zone

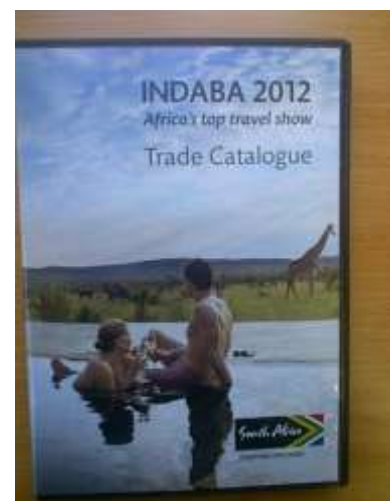
Ads are shown on every page within the respective zones.



**Cost of Advertising, per Zone - R19 843 (excl vat)**

## **9.2 Digital Catalogue Advertising**

This 300 page digital (DVD) guide on INDABA 2014 is freely distributed to everyone attending the exhibition. This



catalogue has proved to be a successful annual advertising medium used by

international visitors and exhibitors. Picture 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 – R34 065 (excl vat)**

**9.3 Indaba Business Planner Advertising**

Visitors 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 19 410 (excl vat)**

#### **9.4 Exhibitor Newsflash Footer / Side Bar**

Every month, confirmed exhibitors will receive two newsletters keeping them updated and informed as to what is important for INDABA 2013. The sponsor will be able to brand the bottom footer of the newsletter. Material to be supplied by the sponsor.

**Cost of Exhibitor Newsflash Footer/Side Bar – R 11 660.00 per month**

#### **9.5 Pocket Map Advertising**

Pocket maps easy 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 – R18 540 (excl vat)**

#### **9.6 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.

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" – R5895.00**
- **15" – R12 773.00**
- **30" – R25 548.00**

## **10. 2014 INDABA NETWORKING GOLF DAY**

**9 May 2014, DURBAN COUNTRY CLUB**



### **10.1 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 exist 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 it’s 8<sup>th</sup> year in 2014. 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 2014 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 visitors 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 SPONSOR GOLF SHIRT
- SPONSOR WILL HAVE RIGHTS TO A MASSIVE BRANDING AT DCC
- This will include Branding at the DCC entrance, on the 1<sup>st</sup> Hole, the 18<sup>th</sup> Hole, at the Clubhouse, Waterman Bar, throughout DCC Clubhouse, at Registration, Gala Dinner

- PERSONALIZED JENNA CLIFFORD SPONSOR DREAM BIG GIFT  
Each players and Gala Dinner Attendee will receive a magnificent Jenna Clifford Dream Big gift presented in a sleek Dream Big Box, silver foiled and lined with tissue paper branded with the Sponsor Logo.
- PRESENTATION BY SPONSOR
- Sponsor will have a 3 minute presentation at the Dinner
- THE CEO OR APPOINTED COMPANY DESIGNATE WILL GIVE A 3 MINUTE SPEECH
- ENTERTAINMENT BY A BAND AT THE GALA DINNER
- The likelihood of Watershed or Prime Circle
- 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.
- INDABA OFFICIAL PROGRAMME OF EVENTS
- Sponsor and the Indaba Networking Golf Day will feature prominently in the official Indaba Program.
- PHOTOGRAPH OF EACH FOURBALL
- 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 – R200 000.00**

## **10.2 Golf Day Hole Sponsors**

A number of opportunities exist for organisations to sponsor a hole during the Indaba Networking Golf Day. Sponsors will get the opportunity to brand the hole of



their choice with banners and other promotional items suitable for an outdoor area. The sponsor's logo will appear on the Indaba Golf Day Website. Mention of every hole sponsor will be made in the Golf Digest special edition on the Indaba Networking Golf Day which will be distributed to all 13 000 Indaba visitors. Including a Four Ball.

**Cost of Hole Sponsorship– R16 500 (Price negotiated according to sponsor requirements)**

## **10.3 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.

**Cost of Goodie Bags and Prizes – R2500.00 (per item)**