

Marketing & Publicity Handbook

markex

world of events 2011

— • Cape Town • —

MARKEKX –
SA's Premier Marketing and
Promotions Trade Exhibition

**WORLD of
EVENTS –**
SA's Showcase of Suppliers to
the Special Events Industry



Advertising

Display

23 - 25 AUGUST 2011
CAPE TOWN CONVENTION CENTRE,
CAPE TOWN

IMPORTANT !
THIS MANUAL FORMS PART OF
YOUR CONTRACT TO EXHIBIT.
PLEASE READ CAREFULLY

IMPORTANT !
PLEASE RETURN ALL FORMS BY
THE DEADLINES STIPULATED ON
THE RELEVANT FORMS

Welcome to all **Markex Cape 2011** exhibitors. **The Marketing and Publicity Handbook** highlights various marketing and promotional opportunities in and around the exhibition. You are encouraged to actively participate in these activities, maximising your company's presence and contributing to a well attended and highly successful event. Fill out each form and return **ahead of the stipulated dead-lines** to ensure you do not miss out on any exciting opportunities to optimize exposure and secure qualified business leads at **Markex Cape 2011**.

CONTENTS:

ADVERTISING & PROMOTIONAL CHECKLISTS	Page 3	
VISITOR GUIDE ENTRY	Page 4	FORM A
VISITOR GUIDE ADVERTISING	Page 5	FORM B
PUBLICITY INFORMATION	Page 6	FORM C
COMPLIMENTARY TICKETS	Page 7	FORM D
SPONSORSHIP	Page 8	FORM E
TRAVEL AND ACCOMMODATION - INFORMATION	Page 9	FORM F

YOUR CONTACTS:

JOHN KAPLAN	GROUP CHIEF EXECUTIVE OFFICER
GARY CORIN	MANAGING DIRECTOR
LYNN CHAMIER	EXHIBITION DIRECTOR
UNA FRONEMAN	ACCOUNTS
ROBYN MILLIGAN	MARKETING MANAGER
AMELIA VAN AS	OPERATIONS MANAGER
FRAN LURIE	EXHIBITION MANAGER
MAUREEN MADINGOANE	OPERATIONS ASSISTANT
RICCARDO JAFTA	OPERATIONS ASSISTANT
ELIZE COLLINS	OPERATIONS ASSISTANT

RETURN FORMS BY THE STIPULATED DATES ON THE RELEVANT FORMS

SPECIALISED EXHIBITIONS (PTY) LTD
 PO BOX 82196, SOUTHDALE, 2135
 TEL: +27 (0) 11 835 1565
 FAX: +27 (0) 11 496 1161



IMPORTANT:
THE DEADLINES IN THIS HANDBOOK ARE CRITICAL IN ORDER TO ENSURE EXHIBITORS DO NOT MISS OUT ON ANY OPPORTUNITIES TO MAXIMISE THEIR EXPOSURE AT MARKEX CAPE 2011

ADVERTISING AND PROMOTIONAL CHECKLIST

- Complete and return all forms in this Marketing Handbook
- Calculate ticket requirements
- Representatives to telephone potential visitors
- Tele-sales to telephone potential visitors
- Include invitations to exhibition, exhibition logo and date of exhibition in your advertising
- Contact exhibition organisers for exhibitions' logo's
- Take additional space in relevant media
- Advertising / PR agencies to be informed / consulted
- Copy / advert for exhibition catalogue entry
- Submit Press release for Exhibition Previews etc.
- Discuss the possibility of a competition – eligible only to stand visitors
- Invite overseas principals / agents / clients / prospective clients and branch staff

Contact:
Rhoda Webb
Tel: +27 (0)21 674 0646
Email: rhoda@theevent.co.za

markex
world of events 2011
Cape Town

DEADLINE: 22 JULY 2011



MARKEX VISITORS GUIDE

This is the official exhibition guide comprising the compilation of every exhibitor with names, contact details and stand numbers under categories of your choice.

In addition, there will be a detailed floor plan, an exhibitor list with stand details and a telephonic list.

Visitors will each receive a copy on entry at registration and teams will explain the 'how to' of the guide at that point.

The Event Newspaper will be in touch with each and every exhibitor to furnish the necessary forms to complete.

There are a variety of categories under which each exhibitor can choose to be placed for buyer's easy reference during and after the exhibition.

The first category listing is free and subsequent categories are **R325.00 excl. vat** each.

It is advisable to consider more than one listing especially if there is diversity of products or services. This facilitates sourcing by buyers who seek specific items.

Categories can also be created on request.

There will be product advertising opportunities in the new-style guide.

Details are available from Rhoda at **+27 (0)21 674 0646**

For further information, please contact Rhoda Webb on Tel: +27 (0)21 674 0646

Contact:
Rhoda Webb
Tel: +27 (0)21 674 0646
Email: rhoda@theevent.co.za

markex
world of events 2011
— Cape Town —

DEADLINE: 22 July 2011



THE EVENT NEWSPAPER

The special **MARKEX** edition in **July** will serve as part of the pre-publicity for the exhibition – being sent out to its national database prior to the commencement of the exhibition – and, in addition, be handed out with the official guide at registration.

MARKEX will be the front cover story with dates and times to encourage the best attendance possible. Each exhibitor will receive a special discounted rate for advertising in this edition.

It is advised that stand details, as well as pictures and contact details, are contained advertisements to encourage potential buyers to visit stands directly.

Details of this special offer will be supplied when contacted by The Event Newspaper or contact them at the number provided.

For further information please contact Rhoda Webb on Tel: +27 (0)21 674 0646

Return or fax this copy to:
Strategic Public Relations
Tel: +27 (0)11 672 2037
Fax: 086 627-8580
Email: vanessa@stratpr.co.za



DEADLINE: 14 JULY 2011

EXHIBITOR'S MATERIAL FOR A NEWSWORTHY PRESS RELEASE

NB: We will utilize this information for Press Release only. It will not be incorporated in the catalogue but will be utilized for additional publicity for your company and the Exhibition.

Company: _____ Date: _____
Address: _____ Tel: () _____
_____ Fax: () _____
Contact: _____ Designation: _____
Company's Activities: _____

Some useful pointers for newsworthy information:

- New product/service launch
- General comments on the industry i.e. trends,
- Applications of the product/service growth, job creation, economic empowerment
- Importance of new product/service to the industry and burning issues
- Recent quotations from the MD/Executive
- Involvement of overseas principles in exhibition
- General Comments on trade exhibitions to stimulate Leads, customer contact and export opportunities

Please provide a 50 word description of your new product/service/industry trends/importance of the product/service to the industry, etc. No more than 50 words for inclusion in the press release please.

Company Name:	Stand No:	50 words on what's unique, new or unusual about your products or services, special events, overseas guests, etc
---------------	-----------	---

When submitting the above, you may also provide a more detailed press release by email, which will be loaded onto the Press Office page of the Markex Cape website.

Please deliver 25 copies of your press release, product pics and/or samples to the Organiser's Office at the exhibition by no later than midday on 22 August.

Return or Fax this copy to:
Specialised Exhibitions (Pty) Ltd
P O Box 82196, Southdale 2135
Tel: +27 (0)11 835 1565
Fax: +27 (0)11 496 1161
Email: maureenm@specialised.com



DEADLINE: 14 JULY 2011

COMPLIMENTARY TICKETS

If additional tickets are required to the general section of the show, please complete the section below:

You are exhibiting to see a quality professional audience of buyers and specifiers.

Extensive research has shown that your own distribution of Complimentary tickets, with a covering letter, remains one of the most effective ways of attracting your present and potential customers to your stand.

Complimentary Tickets – For Exhibitor Distribution

These tickets are issued to exhibitors which enables the visitor to enter the exhibition – **free of charge**.
(Entrance is R30 without a ticket)

- A. All current, prospective clients should receive an invitation attached to a well-worked letter describing what you will be exhibiting.
- B. Personal invitations – your representatives should hand out invitations when making sales calls.

Please indicate quantity requirements with an "X" in the appropriate box:

250	500	600	other:	
-----	-----	-----	--------	--

Trade area access for visitors.

Markex World of Events has once again secured a 'trade only' section in hall 4. This area gives trade buyers an exclusive area in which to view and source products and services. The complimentary tickets are not valid for access into this trade area. Should visitors wish to register as a trade buyer they must go to www.markexcape.co.za, click on visitor registration, then click on the 'trade visitor' button. To complete the registration they will be required to insert a pin code, which they can obtain from one of Trade only exhibitors, which are listed on the Markex Website. www.markexcape.co.za

Trade visitors will have access to all sections of the show ie. general section and trade only area.

Full Name of Exhibiting Company: _____	
Contact Person: _____	Tel: () _____
Signature: _____	Print Name: _____

EXHIBITION
STAND NO.

DATE

Return or Fax this copy to:
Specialised Exhibitions (Pty) Ltd
P O box 82196, Southdale 2135
Tel: +27 (0)11 835 1565
Email: franl@specialised.com



DEADLINE: 14 JULY 2011

SPONSORSHIP OPPORTUNITIES

The opportunity exists for you to take advantage of gaining additional exposure for your company by sponsoring various promotional materials.

Certain of these opportunities have already been secured, but are listed in order to draw your attention to some of the key advertising and promotional activities being undertaken to heighten the success of **Markex Cape 2011**.

- a) Registration Entrance Area
- b) Complimentary Tickets
- c) Show Signage
- d) Carrier Bags
- e) Coffee Shop
- f) Visitor Lanyards

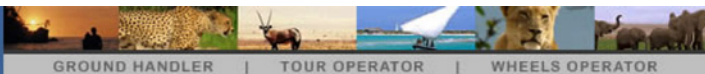
Should you be interested in any of the available opportunities for sponsorship, please contact **Fran Lurie at Specialised Exhibitions (Pty) Ltd** on : **Tel: +27 (0)11 835 1565** as soon as possible to enable us to provide you with the appropriate details.

Exhibition Accommodation

All accommodation, airport transfers and hotel transfers can be organised through Spurwing Tourism Services or 1st Travel - TICKETING AFFILIATE OF CLUB TRAVEL in addition to general local tours and sightseeing

markex
world of events 2011
Cape Town

Spurwing Tourism & Tours



SPURWING
TOURISM SERVICES
Click here to visit our website

Contact: Winnie Tulleken

Tel: +27 (0) 78 802 7777

Fax: +27 (0) 86 646 8440

Email: winnie@spurwingtourism.com

Website: www.spurwingtourism.com



1st Travel - TICKETING AFFILIATE OF CLUB TRAVEL

Contact: Andree Venter - Director

Tel: +27 (0) 11 431 1510/071 607 2919

Fax: +27 (0) 11 431 1513/ 086 528 2938

E-Mail: andree@1sttravel.co.za

Website: www.first-travel.co.za

NB: This is a service for exhibitors and visitors, offered on the same no-risk to Specialised Exhibitions (Pty) Ltd basis we do with all our other exhibition contractors.