

markex

world of events 2011

— • Cape Town • —

23 – 25 AUGUST 2011, CAPE TOWN INTERNATIONAL CONVENTION CENTRE

MARKEKX –
SA's Premier Marketing and
Promotions Trade Exhibition

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



Advertising

Display

20
TRADE SHOW

11

Promotions

Direct
Marketing

Point-of-Sale

Design

www.markexcape.co.za



THE DEFINITIVE MARKETING, PROMOTIONS
AND SPECIAL EVENTS TRADE EXHIBITION



Specialised
Exhibitions
(Pty) Limited

Pioneering Business Opportunities in Africa

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THE DEFINITIVE MARKETING, PROMOTIONS AND SPECIAL EVENTS TRADE EXHIBITION

Exhibitor Profile:

Corporate clothing, promotional gifts; conference & exhibition venues; direct marketing; exhibition stand builders & designers; incentive travel; outdoor advertising & promotions; packaging & printing; point-of-sale advertising material; print & electronic media; reproduction & printing companies; retail & display signage; stationery; training & education companies; catering companies; conference solutions; décor & design; event planners & management; entertainment companies; industry associations; professional speakers; rental companies; special event producers; staging, lighting & audiovisual companies; technical services & products; travel & transport; and venues.

Visitor Profile:

Key decision makers in advertising; brand managers; business owners, chief executives; copywriters; creative directors; direct marketing managers; financial services managers; FMCG managers; marketing directors & managers; secretaries; event planners & organisers; conference organisers; public relations practitioners; sales & marketing executives; and buyers of promotional gifts and other items.

Historical Data:

Markex was last held in Cape Town in 2008.
Number of visitors in 2008: 3 379
Number of exhibitors in 2008: 102
Estimated number of exhibitors in 2011: 130
Estimated number of visitors in 2011: 3 600

Service Package Comprises:

Shell scheme, carpets, fascia board with company name (not logo), 1 x 15 amp power point (shared power), 1 x double fluorescent light, stand shield, stand cleaning for the duration of the exhibition.

Lighting

20

11

Audiovisual



Event
Planners

Packaging

Printing

Conferences

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Contact:

Fran Lurie
Exhibition Manager
Specialised Exhibitions
P O Box 82196, Southdale, 2135

Tel: +27 (0) 11 835-1565
Fax: +27 (0) 11 496-3787
E-mail: franl@specialised.com
Cell: 082-570-7942



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