

Dear Principal/Lecturer

As you are probably aware, Markex World of Events takes place from 23 to 25 August 2011 at the Cape Town International Convention Centre.

The exhibition is a trade show targeting decision-makers in the advertising, marketing, promotions, PR and event management industries and, as such, is not accessible to students undertaking any field of study other than these. Senior students who are currently enrolled in training programmes within marketing-related fields will be granted access to Markex only on Thursday 25 August, under the conditions detailed below. We regret that we cannot allow access to students in any unrelated fields of study, or to any under 18's.

While we value and appreciate the fact that students will become future decision-makers, the exhibitors invest a great deal of money in product samples and promotional material, an investment which is aimed at targeting buyers with decision-making power. We trust that you will understand these constraints and hope that marketing and event management students will benefit from visiting the show, while adhering to the conditions below.

Conditions of admittance to Markex World of Events Cape 2011:

1. Only students enrolled in marketing, advertising, PR, promotions or event management **tertiary** training schools will be permitted access.
2. Access is limited to the final day of the show, ie Thursday 25 August.
3. Students must refrain from taking product samples, brochures and bags from the organisers and exhibitors.
4. No under 18's allowed.

Should you wish to apply for admittance to Markex World of Events Cape 2011 on Thursday 25 August, kindly complete the form below and fax to +27 (0) 11 496 1161 or email to lynnc@specialised.com. A response will be faxed back to you, indicating whether your application has been successful.

Applications for student group admittance close on 1st August 2011.

FACSIMILE COVER

Attention: Lynn Chamier
 Company: Markex World of Events Cape (Specialised Exhibitions)
 Fax No: +27 (0) 11 496 1161
 No of pages: 1 (including cover)

Name of principal/ senior lecturer	
Name of training institution/technikon/ tertiary school	
Nature of study	
Average age of students	
Reason for visit	
Number of students who wish to visit	
Tel	
Fax	
Email	
Name and cell number of lecturer attending with the students	

For office use only:	
Approved:	Yes: <input type="checkbox"/> No: <input type="checkbox"/>
Signed:	 Lynn Chamier Exhibition Director: Markex World of Events
Date:	

In the case of approved attendances by tertiary bodies:

Entrance is valid on Thursday 25th August only. The Lecturer must announce the group at registration. Students must not register individually as the lecturer or person in charge will be given 'visitor stickers' for the students. There will be no entrance fee for either the lecturer or students.