

THE LEADING HOSPITALITY & CATERING EXHIBITION

HOSTEX

Cape 2010



**Showcase of the best of South African
hospitality and catering offerings**

**8 – 10 March 2010
Cape Town International
Convention Centre**

The hospitality industry is booming as never before with tourism statistics rising year on year. This year will be no exception with the expected high influx of international visitors to the 2010 Soccer World Cup. South Africa's leading exhibition for the catering and hospitality industries - Hostex Cape – is poised to provide the perfect platform to assist the trade to cope with the additional demands being placed on it.

The largest and longest running exhibition of its kind in Africa, and the only one endorsed by the South African Chef's Association, HOSTEX has been an integral part of the local food services and hospitality sector for 24 years in Gauteng and returns to the Cape for the 8th time between 8 and 10 March 2010 at the Cape Town International Convention Centre. Timed specifically to enable you to cash in on last-minute sales and accommodate additional demands placed on the trade by inbound visitors to the 2010 Soccer World Cup, this is one exhibition you can't afford to miss.

The three jam-packed halls at the exhibition will introduce exciting new ideas and innovations for the trade from over 200 exhibitors. Held biennially in Cape Town, HOSTEX 2010 is expected to attract more than 6 250 qualified trade visitors.

Exhibitor profile



The latest products and service offerings will be available from hospitality and catering vendors covering:

- Access control and room safes
- Alcohol and non-alcoholic beverages
- Bar equipment
- Beds and bedding
- Catering and bakery equipment
- Catering wholesalers
- Cleaning and hygiene equipment
- Computers and computer software
- Conference and entertainment equipment
- Cutlery, crockery and glassware
- Floor and wall coverings
- Food and beverage products
- Furniture and furnishings
- Guest amenities
- Laundry equipment
- Management and communication systems
- Packaging and containerware
- Point-of-sale and cash registers
- Promotional items
- Refrigeration and ice machines
- Tableware
- Telecommunications systems
- Training and education services
- Security and security systems
- Uniforms
- Vending equipment

Visitor profile



Hostex attracts high-level buyers and representatives from the catering, conference, restaurant and hotel industries including hotels, bed and breakfast owners as well as club and pub owners. In addition, blue chip companies are well represented. 20 percent of HOSTEX visitors comprise MDs or directors, while the remaining 80 percent have bona-fide purchasing authority.

Reasons to visit

Hostex 2010 will offer you the chance to:

- Source products, suppliers and services covering the entire spectrum of your business requirements under one roof
- Discuss business needs in a neutral environment
- View the latest technology and industry trends
- Assess vendors and brands
- See product demonstrations
- Solve specific problems

Reasons to exhibit

- Interact directly with qualified visitors
- Build your brand
- Introduce new products to the marketplace
- Meet new customers and prospects face-to-face
- Consolidate existing relationships

Endorsements

- South African Chef's Association (SACA)
- The Franchise Association
- Café and Tea Room Association (CATRA)
- THETA
- Vending Association of South Africa (VASA)
- Housekeepers Association of South Africa
- FEDHASA
- Guest House Association of South Africa (GHASA)
- National Accommodation Association (NAA)
- Restaurant Association of South Africa (RASA)

The HOSTEX marketing campaign targets key decision-makers and buyers from:

- Architectural and interior design companies
- Canteens
- Casinos and gaming clubs
- Catering companies
- Clubs and pubs
- Coffee shops
- Conference centres
- Executive dining rooms
- Fast food outlets
- Forecourt and convenience stores
- Game farms and lodges
- Guest houses and B&Bs
- Hospitals and clinics
- Hotels
- Restaurants
- Supermarkets and retail stores
- Taverns, bars and shebeens
- Timeshare and holiday resorts

Rates & data

South Africa / International
 Space only: R1 390 per m²
 Services package: R420 per m²

Space package comprises:

Shell scheme, carpets, fascia board with company name (not logo), 1 x 15amp power point (shared power), 1.5m double tube fluorescent, stand shield and stand cleaning for the duration of the exhibition.

Trade only

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Organised by:

Specialised Exhibitions
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