

MARKETING & PUBLICITY HANDBOOK



15 - 17 MAY 2012

CAPE TOWN INTERNATIONAL CONVENTION CENTRE
SOUTH AFRICA



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

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SPECIALISED EXHIBITIONS
MONTGOMERY

PIONEERING BUSINESS OPPORTUNITIES IN AFRICA

Welcome to all **HOSTEX CAPE** 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 optimise exposure and secure qualified business leads.

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YOUR CONTACTS:

GARY CORIN	MANAGING DIRECTOR
BRAD HOOK	OPERATIONS DIRECTOR
LINDY TAYLOR	SALES EXECUTIVE
UNA FRONEMAN	ACCOUNTS 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

SPECIALISED EXHIBITIONS
 MONTGOMERY

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 HOSTEX CAPE 2012

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
- 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

Return or fax this copy to:
Strategic Public Relations
Tel: 011 672 2037
Fax: 086 627-8580
Email: vanessa@stratpr.co.za



DEADLINE: 27 March 2012

EXHIBITOR'S MATERIAL FOR A NEWSWORTHY PRESS RELEASE

NB: We will utilise this information for Press Releases AND Social Media only. It will not be incorporated in the catalogue but will be utilised 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
- Applications of the product/service
- Importance of new product/service to the industry
- Recent quotations from the MD/Executive
- General Comments on trade exhibitions to stimulate leads, customer contact and export opportunities
- General comments on the industry i.e. trends, growth, job creation, economic empowerment and burning issues
- Involvement of overseas principles in exhibition

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 and for use on social media platforms please.

Company name	Stand number	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 Hostex Cape website.

Please deliver 25 copies of your press release, product images and/or samples to the Organisers' Office at the exhibition by no later than midday on 14 May 2012.

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)86 569 3356
Email: emmanuel@specialised.com



DEADLINE: 4 April 2012

COMPLIMENTARY TICKETS

If additional tickets are required, 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 have been designed in such a way as to accommodate either your company stamp or your own overprinting requirements.

Complimentary Tickets – For Exhibitor Distribution

These tickets are issued to exhibitors which enables the visitor to enter the exhibition – **free of charge**.

- 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:	
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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
Fax: +27 (0)11 496 1161
Email: lindy@specialised.com

DEADLINE: 4 April 2012



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 **Hostex Cape 2012**.

- a) Registration Entrance Area
- b) Complimentary Tickets
- c) Show Signage
- d) Carrier Bags
- e) Footprints
- f) Visitor Lanyards
- g) Radio Advertising

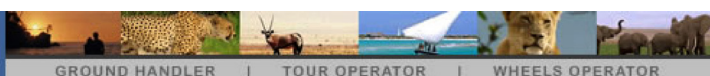
Should you be interested in any of the available opportunities for sponsorship, please contact **Lindy Taylor** at **Specialised Exhibitions (Pty) Ltd** on : **Tel: +27 (0)11 835 1565** as soon as possible to enable us to provide you with the appropriate details.

Exhibition Accommodation

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



Spurwing Tourism & Tours



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 basis as we do with all our other exhibition contractors to Specialised Exhibitions (Pty) Ltd.