

MARKETING & PUBLICITY HANDBOOK



8 - 10 MARCH 2010

Cape Town International Convention Centre
South Africa

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

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:

Managing Director:	John Kaplan
Exhibition Director:	Lynn Chamier
Marketing Director:	Gary Corin
Accounts Director:	Eugenie Jooste
Operations Director:	George Rupert
Sales Executive:	Lindy Taylor
Marketing Co-Ordinator:	Robyn Milligan
Accounts Assistant:	Una Froneman

RETURN FORMS BY THE STIPULATED DATES ON THE RELEVANT FORMS

SPECIALISED EXHIBITIONS (PTY) LTD

P O Box 82196, Southdale 2135

TEL: +27 (0) 11 835-1565

FAX: +27 (0) 11 496-1313



IMPORTANT:

The deadlines in this handbook are critical, in order to ensure that exhibitors do not miss out on any opportunities to maximise their exposure at **HOSTEX CAPE 2010**



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 exhibitors' logos
- Take additional space in relevant media
- Advertising / PR agencies to be informed / consulted
- Submit Press release for Exhibition Previews
- Discuss the possibility of a competition – eligible only to stand visitors
- Invite overseas principals / agents / clients / prospective clients and branch staff

DEADLINE: 11 February 2010

<p>Return or fax this copy to: SPECIALISED EXHIBITIONS (PTY) LTD PO Box 82196, Southdale 2135 TEL: +27 (0) 11 835-1565 FAX: +27 (0) 11 496-1313 e-mail: amelia@specialised.com</p>	<p>MARKETING HANDBOOK FORM COMPLIMENTARY TICKETS</p>	<p>B</p>
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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-worded 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	750	other:	
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<p>FULL NAME OF COMPANY: _____</p> <p>TELEPHONE: () _____</p> <p>CONTACT PERSON: _____</p> <p>SIGNATURE: _____</p> <p><small>Please Print Name After Signature</small></p>	<p>EXHIBITION STAND NO.</p> <p>DATE: _____</p>
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SPECIALISED EXHIBITIONS (PTY) LTD
PO Box 82196, Southdale 2135
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FAX: +27 (0) 11 496-1313
e-mail: lindyt@specialised.com

MARKETING
HANDBOOK FORM
SPONSORSHIP



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 attention to some of the key advertising and promotional activities being undertaken to heighten the success of **Hostex Cape 2010**.

- a) Registration Entrance Area
- b) Complimentary Tickets
- c) Show Signage
- d) Carrier Bags - SOLD
- 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: (011) 835-1565 as soon as possible to enable us to provide you with the appropriate details.

IMPORTANT:

For Hostex enquiries, please contact Lindy Taylor on +27 (0)11 835 1565.

CONTACT: Elmarie Delpont
SOUTHERN SUN CAPE RESERVATIONS
TEL: 021 447 2901
FAX: 021 426 1660
email: elmaried@southern.sun.com

MARKETING
HANDBOOK FORM
TRAVEL AND
ACCOMMODATION

**HOTEL
INFORMATION**



SOUTHERN SUN CAPE SUN HOTEL

Situated at the tip of Africa, Cape Town offers visitors a warm welcome. Nestled under the protective majesty of Table Mountain, this city offers the conference or incentive buyer an experience of a lifetime. Soaring 32 floors into the African sky, the Southern Sun Cape Sun offers majestic views of the glorious mountain, a bustling harbour and Robben Island. This hotel maintains a traditional Cape hospitality of the highest standard, and perfectly captures the splendour of the surrounding city. From the moment you step into the impressive foyer, you realise that here is a world of distinguished guests, important events and glittering galas

Rate:

Single Room R1620-00 per room, per night, including breakfast

Double Room R1820-00 per room, per night, including breakfast

The above rates: -

- Include VAT at 14% and breakfast
- Excludes a 1% Government Tourism Levy charged per room, per night confirmation.

Contact: SPURWING Tourism Services
Tel: 27 078 802 7777
Fax: +27 86 646 8440
e-mail: winnie@spurwingtourism.com
Internet: www.spurwingtourism.com

**MARKETING
 HANDBOOK FORM
 TRAVEL AND
 ACCOMMODATION**

**HOTEL
 INFORMATION**

TRAVEL PACKAGES / BOOKINGS THROUGH SPURWING TOURISM SERVICES

Special arrangements for Accommodation at Protea Hotels and Travel facilities at advantageous rates during **Hostex Cape 2010**, have been organised. Take advantage of these facilities, which include all aspects such as accommodation, entertainment, tours, car hire and air travel. If you wish to accommodate staff or international destinations in Johannesburg during the show, contact Spurwing Tourism Services.

Tel: +27 78 802-7777, Fax; +27 86 646 8449

Or e-mail: winnie@spurwingtourism.com

Your Contact: Winnie (quote **Hostex Cape 2010** as your reference)

(FOR A COMPREHENSIVE LISTING AND RATES, PLEASE CONTACT SPURWING TOURISM SERVICES DIRECTLY)

CITY LODGE V&A WATERFRONT

A centrally located hotel at the gateway to the vibrant and dynamic V and A Waterfront, within walking distance of Cape Town's CBD, close to the N2 motorway and 15 minutes from the international airport. A nautical theme runs through the hotel and a spa-pool is available for guests to relax in the warm Cape weather.

Bed & Breakfast

R 775 per person sharing per night

R 1 125 per person single per night

PROTEA HOTEL VICTORIA JUNCTION

Situated on the fringe of the Victoria & Alfred Waterfront, the Protea Hotels Victoria Junction is designed for the cosmopolitan traveller with a taste for the cutting edge. One of its kind in Africa, this uniquely styled hotel offers a combination of standard rooms and double-storey loft apartments.

Bed & Breakfast

R 1 015 per person sharing per night

R 1 650 per person single per night

Portswood Hotel

Situated in the heart of the Victoria & Alfred Waterfront, Cape Town's premier entertainment and tourist attraction, The Portswood Hotel is one of South Africa's most popular hotels.

Bed & Breakfast

R 1 370 per person sharing per night

R 2 340 per person single per night

Victoria & Alfred Hotel

Four star luxury in the historic 1904 North Quay warehouse on Cape Town's Waterfront, with unrivalled views of Table Mountain

Bed & Breakfast

R 1 130 per person sharing per night

R 2 250 per person single per night

Commodore Hotel

Cape Town, arguably one of the most beautiful cities in the world, hosts one of our finest hotels - The Commodore. With its nautical theme, superb service and some magnificent views of the harbour and Table Mountain, The Commodore provides an unforgettable Legacy experience.

Bed & Breakfast

R 1 570 per person sharing per night

R 2 650 per person single per night

Cape Grace Hotel

With a classically inspired exterior and graceful elegance within, Cape Grace offers the ultimate experience for discerning travellers. Set on its own private quay on Cape Town's vibrant Victoria and Alfred Waterfront, the hotel is a destination in itself.

Bed & Breakfast

R 2 300 per person sharing per night

R 4 410 per person single per night

**HOTEL RATES ARE AVAILABLE FROM SPURWING TOURISM SERVICES.
 THEIR CONTACT DETAILS ARE LISTED IN THE BOX ABOVE.**

Should delegates require transfers, this could either be organised directly with Spurwing Tourism Services or directly with the hotel, as each hotel uses a different means of transport and costs vary.

FAX THIS SHEET TO:
SPURWING Tourism Services
Tel: 27 078 802 7777
Fax: +27 86 646 8440
e-mail: winnie@spurwingtourism.com
Internet: www.spurwingtourism.com

**MARKETING
 HANDBOOK FORM
 TRAVEL AND ACCOMMODATION
 BOOKING FORM**



THIS FORM MUST BE COMPLETED

Name Of Exhibition:	
Full Name Of Your Company:	
Telephone:	
Fax:	
Contact Person:	
E-mail:	
Full Name Of Clients:	
Country:	

ACCOMMODATION

Hotel:							
Number Of Single Rooms/double Rooms:							
Total Number Of Persons/rooms:							
Check In Date:							
Check In Time:							
Check Out Date:							
Total Number Of Nights:							
Breakfast/dinner Included:	<table border="1"> <tr> <td>Breakfast</td> <td>Yes</td> <td>No</td> <td>Dinner</td> <td>Yes</td> <td>No</td> </tr> </table>	Breakfast	Yes	No	Dinner	Yes	No
Breakfast	Yes	No	Dinner	Yes	No		

*Please provide full names of room occupants

FLIGHTS

Number Of Persons/full Name:	
Date Of Flight:	
Time Of Flight:	
Flying From:	
Destination:	

*Please provide full details of passengers

CAR HIRE

Type Of Vehicle /full Name:	
Time And Date Of Departure:	
Time And Date Of Return:	
Pick-up From:	Drop Off:

PLEASE FAX THIS FORM TO SPURWING TOURISM SERVICES. FEEL FREE TO CONTACT THEM FOR MORE DETAILS REGARDING THE ABOVE SERVICES.

The details of services booked will be processed as soon as it is received. Spurwing will send you a booking confirmation and Travel Vouchers as soon as payment for these services is received. Spurwing Tourism Services can only confirm any service once full payment has been received.

SEND THIS SHEET TO
Spurwing Tourism Services
Fax: +27 86 646 8449
e-mail: winnie@spurwingtourism.com

MARKETING
HANDBOOK FORM
TOURS / EXCURSIONS / SAFARIS
BOOKING FORM

E

Name Of Exhibition:			
Full Name Of Your Company:			
Telephone:		Fax:	
Contact Person:			
E-mail:			
Pick-up Address:			
Drop-off Address:			

DAY TOURS FROM CAPE TOWN		
Tour	Number of Persons	Date
Morning City & Table Mountain – 4 hrs		
Afternoon City & Table Mountain – 4 hrs		
Morning Township – 5 hrs		
Afternoon Township – 5 hrs		
Morning Cape Point – 4 hrs		
Afternoon Cape Point – 4 hrs		
Full day Cape Point – Full Day		
Full Day Cape Point & Table Mountain – Full Day		
Morning Winelands Tour – 4 hrs		
Afternoon Winelands Tour – 4 hrs		
Full Day Winelands – Full Day		

TRANSFERS			
Transfer	Number of Persons	Date	Time
Airport-Hotel-Airport			

Please fax this form to Spurwing Tourism Services. Feel free to contact them for more details regarding the above services.
 The details of services booked will be processed as soon as it is received. Spurwing will send you a booking confirmation and Travel Vouchers as soon as payment for these services is received. Spurwing Tourism Services can only confirm any service once full payment has been received.