



AFRICA'S
TRAVEL

INDABA

7-9 MAY 2019
DURBAN ICC
BONDAY 6 MAY 2019

SPONSORSHIP, BRANDING
AND ADVERTISING



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INDABA



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AFRICA'S TRAVEL INDABA

Africa's Travel Indaba is one of the largest tourism marketing events on the African calendar and is widely regarded as the continent's premier Travel Trade Exhibition. Africa's Travel Indaba has grown in status, quality and diversity to become one of the industry's top three 'must visit' travel and tourism trade shows of its kind on the global calendar.

Africa's Travel Indaba showcases the widest variety of Southern Africa's and the continent's best tourism products and services and attract a wide variety of national and international visitors and media from around the world who contribute to the Tourism Industry.

WHY SPONSOR?

- This is an international platform which will ensure international exposure beyond the meetings, events, business travel, leisure travel and tourism industry.
- Stand out from your competitors
- Showcase your products and services
- The opportunity to access more than 8 000 delegates over 3 days
- Targeted Brand Exposure pre and during the show on Africa's Travel Indaba owned platforms
- Reaffirm confidence with existing clients
- Social, economic and environmental responsibility
- Extend your brand presence into networking spaces beyond the exhibition floor with networking events

GREAT VALUE-ADDS

In addition to the sponsorship items, you will have the following value adds:

- All maps and site plans will include your company name and logo
- A 50-word company profile in the Business Planner distributed to all attendees
- An advert in the Business Planner (size – sponsorship investment dependent)
- An advert in the Digital Trade Catalogue (size – sponsorship investment dependent)
- Your company logo on the INDABA website
- A 15 sec plasma screen advert (no sound) which will run on all the exhibition plasma screens daily (size – sponsorship investment dependent)



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WHERE ARE THE HOSTED BUYERS FROM?

Our core markets consist of:

- United States of America
- United Kingdom
- France
- Germany
- Netherlands
- China
- Brazil
- India
- Nigeria
- Australia

In addition to the above mentioned, our delegates come from South East Asia, the UAE, Nordics, South America, SADC & Rest of Africa



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WHO ARE THE EXHIBITORS AT THE SHOW?

- South African and African Participants
- Airlines
- Destination Marketing Companies
- Foreign travel agents
- South African inbound operators
- Transport
- Online booking companies

SPONSORSHIP PACKAGES

	Platinum	Gold	Silver		Platinum	Gold	Silver
• Hosted Buyer Lounge	X			• Plasma Screen Advertising 15 by 30 sec	X		
• Hosted Buyer Lunch (Optional)	X			• Plasma Screen Advertising 10 by 30 sec		X	
• Media Centre		X		• Plasma Screen Advertising 5 by 30 sec			X
• BONDay Lunch			X	• Pocket Site Map	X	X	X
• SMME Networking Event		X		• Full Page Insert in The Daily Newspaper	X		
• Activation Outside Male and Female Bathrooms			X	• Half Page Insert in The Daily Newspaper		X	
• ICC Concourse Branding (Designated areas only)	X			• Quarter Page Insert in The Daily Newspaper			X
• DEC Hall Branding (Designated areas only)		X		• Golf Day Prize Giving Dinner	X		
• Basement Pillar Branding (Designated areas only)			X	• Golf Day Registration Area	X		
• Partner Banner Wall	X	X	X	• Golf Day Premium 18 th Hole		X	X
• Step and Repeat Banner Wall	X	X	X	• Golf Day Halfway House		X	
• Brochure Stands	X	X	X	• Golf Day Putting Area			X
• Touch Info Screens	X	X	X	Stand Alone Packages			
• Content Uploads on Show App	X	X	X	<i>Available to all Package and Individual Sponsors</i>			
• Website Banners	X	X	X	• Beer Garden and Braai Activation in Mistrals Area after 5pm (Day 2 & 3)			
• Website Footer	X	X	X	• Shirts			
• Electronic Newsletters / Mailers	X	X	X	• Lanyards			SOLD
• Twitter, Facebook and Instagram Mentions	X	X	X	• Bags			
				• Room Drops			SOLD

Platinum Package

Our Platinum Sponsorship Package is reserved for one leading company.

Your company will receive unsurpassed recognition by our attendees as a Platinum Sponsor, with continuous exposure before and during the three days of the event. Your investment will enable the reach of approximately 1100 exhibitors, more than 1500 international, African and local buyers and over 650 international and local media.

The Offering highlighted below comprises a breakdown of the total value-offering for Africa's Travel Indaba 2019:

Hosted Buyer Lounge	Branding in the Hosted Buyers Lounge area within the exhibition hall.
Hosted Buyer Lunch	Host lunch which includes the F&B in the Hosted Buyers Lounge area for approximately 400 hosted buyers attending the show over 3 days.
ICC Concourse Branding	Prime location close to main entrance with high demand and plenty of foot traffic. It is important that the sponsor arrange for a site inspection to plan their design and familiarize themselves with the designated areas in the concourse.
Partner Banner Wall	Your logo will be placed on the Partner Banner Wall together with that of Africa's Travel INDABA.

Step and Repeat Banner Wall	Your logo will be placed on the Step and Repeat Banner Wall together with that of Africa's Travel INDABA.
Brochure Stands	The brochure stands are strategically placed next to the information booths. Your organisation will have the right to brand all the available panels on one of the stands. You will also have the right to fill the entire top shelf with your own brochures.
Bus Shuttle Activation	Reach far and wide throughout Durban with this activation opportunity. You will be given the major route stops where you can arrange an activation specific to your brand.
Touch/ Info Screens	Gain immense exposure from branding of the digital touch screens. The touch screens allow delegates to digitally source information on how to navigate their way through the venue. Adverts will be rotated on a loop, giving the sponsor the opportunity to have multiple messaging opportunities.
Content Uploads on Show App	You will be given the opportunity to load messaging on the show app. This will rotate with Indaba content.
Website Banners	Enjoy the reach of INDABA 2019 by advertising your messaging on the official website. This will be a banner on a rotational basis. Your messaging will be displayed from the time sponsorship is taken.
Website Footer	Enjoy the reach of INDABA 2019 by advertising on the official website. Your logo will be shown on the website footer banner.

<p>Electronic Newsletters / Mailers</p>	<p>Enjoy the reach of INDABA 2019 by advertising on the official newsletter. You will be given the opportunity to submit a full page and 2 quarter page Ad's from the time sponsorship is taken.</p>
<p>Facebook, Instagram and LinkedIn Mentions</p>	<p>Enjoy the reach of INDABA and South African Tourism by getting mentioned on their Facebook, Instagram and LinkedIn social media platforms 3 times a month for 3 months (March – May 2019).</p>
<p>Plasma Screen Advertising</p>	<p>Submit an Ad to be placed on the plasma screens in the venue. The Ad will be displayed 15 times for 30 seconds per day</p>
<p>Pocket Site Map</p>	<p>Enjoy the reach of INDABA 2019 by advertising on the official site map. Your logo and messaging will be displayed on the pocket site map which will be distributed to all exhibitors, buyers, media and visitors.</p>
<p>Full Page Ad in The Daily Newspaper</p>	<p>Submit a full page Ad to The Daily Newspaper. The newspaper is submitted daily at the show to exhibitors, buyers, media and visitors.</p>
<p>Golf Day Registration Area Sponsor</p>	<p>Exclusive registration area branding. Company logo branded on caps. Display a pull up banner at prize giving venue. Company allocated a hole to display branding material. Entitled to conduct promotional activity at designated areas. Entitled to supply promotional items for players goody bag. 1 x 4 Ball</p>
<p>Golf Day Prize Giving Dinner</p>	<p>Exclusive podium branding at prize giving venue. Company representative to hand out prizes to winners with SAT CEO. Company logo branded on golf shirts. Company allocated a hole to display branding</p>

	material. Entitled to conduct promotional activity at designated areas. Entitled to supply promotional items for players goody bag. 1 x 4 Ball
COST	R1 100 000.00

Gold Package

Our Gold Sponsorship Package is reserved for one leading company.

Your company will receive unsurpassed recognition by our attendees as a Gold Sponsor, with continuous exposure before and during the three days of the event. Your investment will enable the reach of approximately 1100 exhibitors, more than 1500 international, African and local buyers and over 650 international and local media.

The Offering highlighted below comprises a breakdown of the total value-offering for Africa's Travel Indaba 2019:

Media Centre	Generate significant brand visibility and awareness to international and local media attending Meetings Africa. This area is used daily to conduct formal interviews from the likes of South African Tourism's CEO, ministers and Heads of Departments.
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SMME Networking Event	Hosting the SMME Networking Event of approximately 135 SMME's.
DEC Hall Branding	Great location with high demand and plenty of foot traffic. It is important that the sponsor arrange for a site inspection to plan their design and familiarize themselves with the designated areas in the DEC Hall.
Partner Banner Wall	Your logo will be placed on the Partner Banner Wall together with that of Africa's Travel INDABA.
Step and Repeat Banner Wall	Your logo will be placed on the Step and Repeat Banner Wall together with that of Africa's Travel INDABA.
Brochure Stands	The brochure stands are strategically placed next to the information booths. Your organisation will have the right to brand all the available panels on one of the stands. You will also have the right to fill the entire top shelf with your own brochures.
Touch/ Info Screens	Gain immense exposure from branding of the digital touch screens. The touch screens allow delegates to digitally source information on how to navigate their way through the venue. Adverts will be rotated on a loop, giving the sponsor the opportunity to have multiple messaging opportunities.
Content Uploads on Show App	You will be given the opportunity to load messaging on the show app. This will rotate with Indaba content.

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<p>Website Banners</p>	<p>Enjoy the reach of INDABA 2019 by advertising your messaging on the official website. This will be a banner on a rotational basis. Your messaging will be displayed from the time sponsorship is taken.</p>
<p>Website Footer</p>	<p>Enjoy the reach of INDABA 2019 by advertising on the official website. Your logo will be shown on the website footer banner.</p>
<p>Electronic Newsletters / Mailers</p>	<p>Enjoy the reach of INDABA 2019 by advertising on the official newsletter. You will be given the opportunity to submit a Half page and 2 quarter page Ad's from the time sponsorship is taken.</p>
<p>Facebook, Instagram and LinkedIn Mentions</p>	<p>Enjoy the reach of INDABA and South African Tourism by getting mentioned on their Facebook, Instagram and LinkedIn social media platforms 2 times a month for 3 months (March – May 2019).</p>
<p>Plasma Screen Advertising</p>	<p>Submit an Ad to be placed on the plasma screens in the venue. The Ad will be displayed 10 times for 30 seconds per day</p>
<p>Pocket Site Map</p>	<p>Enjoy the reach of INDABA 2019 by advertising on the official site map. Your logo and messaging will be displayed on the pocket site map which will be distributed to all exhibitors, buyers, media and visitors.</p>
<p>Half Page Ad in The Daily Newspaper</p>	<p>Submit a half page Ad to The Daily Newspaper. The newspaper is submitted daily at the show to exhibitors, buyers, media and visitors.</p>

Halfway House Sponsor	Exclusive branding of halfway house. Company name printed on tees. Display a pull up banner at prize giving venue. Company allocated a hole to display branding material. Entitled to conduct promotional activity at designated areas. Entitled to supply promotional items for players goody bag. 1 x 4 Ball
Golf Day Premium Hole (18th Hole)	Company allocated a hole to display branding material. Entitled to conduct promotional activity at designated hole. In addition to this the company is entitled to supply promotional items for players goody bag. Acknowledged by MC.
COST	R750 000.00

Silver Package

Our Silver Sponsorship Package is reserved for one leading company.

Your company will receive unsurpassed recognition by our attendees as a Silver Sponsor, with continuous exposure before and during the three days of the event. Your investment will enable the reach of approximately 1100 exhibitors, more than 1500 international, African and local buyers and over 650 international and local media.

The Offering highlighted below comprises a breakdown of the total value-offering for Africa's Travel Indaba 2019:

BONDay Lunch	Host the BONDay Lunch for approximately 300 BONDay attendees on the day before the show starts.
Activation Outside Male and Female Bathrooms	Arrange an activation outside the male and female bathrooms to promote your company and its offering/s.
Basement Pillar Branding	ICC Basement parking is extremely full during the exhibitions. Parking is allocated on a first come first served basis. We have made the pillars in the basement available for sponsors to take up the opportunity for excellent brand exposure. Each section of the parking offers nine pillars. It is important that the sponsor arrange for a site inspection to plan their design and familiarize themselves with the designated areas in the Basement Parking.
Partner Banner Wall	Your logo will be placed on the Partner Banner Wall together with that of Africa's Travel INDABA.
Step and Repeat Banner Wall	Your logo will be placed on the Step and Repeat Banner Wall together with that of Africa's Travel INDABA.
Brochure Stands	The brochure stands are strategically placed next to the information booths. Your organisation will have the right to brand all the available panels on one of the stands. You will also have the right to fill the entire top shelf with your own brochures.
Touch/ Info Screens	Gain immense exposure from branding of the digital touch screens. The touch screens allow delegates to digitally source information on how to navigate their way through the venue. Adverts will be rotated on a loop, giving the sponsor the opportunity to have multiple messaging opportunities.

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Content Uploads on Show App	You will be given the opportunity to load messaging on the show app. This will rotate with Indaba content.
Website Banners	Enjoy the reach of INDABA 2019 by advertising your messaging on the official website. This will be a banner on a rotational basis. Your messaging will be displayed from the time sponsorship is taken.
Website Footer	Enjoy the reach of INDABA 2019 by advertising on the official website. Your logo will be shown on the website footer banner.
Electronic Newsletters / Mailers	Enjoy the reach of INDABA 2019 by advertising on the official newsletter. You will be given the opportunity to submit 2 quarter page Ad's from the time sponsorship is taken.
Facebook, Instagram and LinkedIn Mentions	Enjoy the reach of INDABA and South African Tourism by getting mentioned on their Facebook, Instagram and LinkedIn social media platforms Once a month for 3 months (March – May 2019).
Plasma Screen Advertising	Submit an Ad to be placed on the plasma screens in the venue. The Ad will be displayed 5 times for 30 seconds per day
Pocket Site Map	Enjoy the reach of INDABA 2019 by advertising on the official site map. Your logo and messaging will be displayed on the pocket site map which will be distributed to all exhibitors, buyers, media and visitors.

Quarter Page Ad in The Daily Newspaper	Submit a quarter page Ad to The Daily Newspaper. The newspaper is submitted daily at the show to exhibitors, buyers, media and visitors.
Putting Area at Golf Day	Exclusive branding at Putting area. Display a pull up banner at prize giving venue. Company logo branded on players towels. Company allocated a hole to display branding material. Entitled to conduct promotional activity at designated areas. Entitled to supply promotional items for players goody bag. 1 x 4 Ball
COST	R500 000.00

ITEMISED SPONSORSHIP PACKAGES

<u>Hosted Buyer Lounge</u> Branding in the Hosted Buyers Lounge area within the exhibition hall for Hosted Buyers.	R200 000.00
<u>Media Centre</u> Generate significant brand visibility and awareness to international and local media attending Meetings Africa. This area is used daily to conduct formal	R500 000.00

<p>interviews from the likes of South African Tourism's CEO, ministers and Heads of Departments.</p>	
<p><u>Shirts</u> Your organisation will gain massive exposure by co-branding the Africa's Travel INDABA host/ hostess shirts who will wear this for the duration of the exhibition while they work at registration counters, info booths porters and replenishing brochure stands. Your organisation will co-brand with South African Tourism.</p>	<p>R100 00.00</p>
<p><u>Bags</u> Your organisation will gain massive exposure by co-branding the Africa's Travel INDABA Hosted Buyer bags who will use this for the duration of the exhibition.</p>	<p>R100 000.00</p>
<p><u>Lanyards</u> All exhibitors and visitors will receive a sponsored lanyard to wear throughout the exhibition. Both the sponsors logo and Africa's Travel INDABA logo will be printed on the lanyards. We will produce 4000 visitor lanyards and 1500 exhibitor lanyards.</p>	<p>SOLD</p>
<p><u>Room Drops</u> Gain immense exposure by arranging room drops of your product offering to buyers staying in the partner hotels.</p>	<p>SOLD</p>

<p><u>Hosted Buyer Lunch</u> Host lunch which includes the F&B in the Hosted Buyers Lounge area for approximately 400 hosted buyers attending the show over 3 days.</p>	<p>R600 000.00</p>
<p><u>BONDDay Lunch</u> Host the BONDDay Lunch for approximately 300 BONDDay attendees the day before the show starts.</p>	<p>R300 000.00</p>
<p><u>SMME Networking Event</u> Hosting the SMME Networking Event of approximately 135 SMME's 2 days before the show.</p>	<p>R80 000.00</p>
<p><u>Beer Garden and Braai Activation</u> Host a beer and braai activation at the Mistrals Area after 5pm on day 2 and 3 of the show.</p>	<p>R250 000.00</p>

VENUE BRANDING

<p><u>ICC Concourse Branding</u> Prime location close to main entrance with high demand and plenty of foot traffic. It is important that the sponsor arrange for a site inspection to plan their design and familiarize themselves with the designated branding areas in the concourse.</p>	<p>R20 000.00</p>
<p><u>DEC Hall Branding</u> Prime location close to main entrance with high demand and plenty of foot traffic. It is important that the sponsor arrange for a site inspection to plan their design and familiarize themselves with the designated branding areas in the concourse.</p>	<p>R18 000.00</p>
<p><u>Basements Pillar Branding</u> ICC Basement parking is extremely full during the exhibitions. Parking is allocated on a first come first served basis. We have made the pillars in the basement available for sponsors to take up the opportunity for excellent brand exposure. Each section of the parking offers nine pillars. It is important that the sponsor arrange for a site inspection to plan their design and familiarize themselves with the designated areas in the Basement Parking.</p>	<p>R15 000.00</p>
<p><u>Activation Outside Female Bathroom</u> Arrange an activation outside the bathroom to promote your company and its offering/s.</p>	<p>R25 000.00</p>

<p><u>Activation Outside Male Bathroom</u> Arrange an activation outside the bathroom to promote your company and its offering/s.</p>	<p>R25 000.00</p>
<p><u>Touch/ Info Screens</u> Gain immense exposure from branding of the digital touch screens. The touch screens allow delegates to digitally source information on how to navigate their way through the venue. Adverts will be rotated on a loop, giving the sponsor the opportunity to have multiple messaging opportunities.</p>	<p>R20 000.00</p>
<p><u>Brochure Stands</u> The brochure stands are strategically placed next to the information booths. Your organisation will have the right to brand all the available panels on one of the stands. You will also have the right to fill the entire top shelf with your own brochures.</p>	<p>R15 000.00</p>
<p><u>Pocket Site Map</u> Enjoy the reach of INDABA 2019 by advertising on the official site map. Your logo and messaging will be displayed on the pocket site map which will be distributed to all exhibitors, buyers, media and visitors.</p>	<p>R35 000.00</p>

WEBSITE ONLINE ADVERTISING

<p><u>Website Banner</u> Enjoy the reach of INDABA 2019 by advertising your messaging on the official website. This will be a banner on a rotational basis. Your messaging will be displayed from the time sponsorship is taken.</p>	<p>R25 000.00</p>
<p><u>Daily Newspaper</u> Option 1: Full Page Insert Option 2: Half Page Insert Option 3: Quarter Page Insert Submit an Ad to The Daily Newspaper. The newspaper is submitted daily at the show to exhibitors, buyers, media and visitors.</p>	<p>R25 000.00 R20 000.00 R15 000.00</p>

GOLF DAY ITEMISED SPONSORSHIP

<p><u>Prize Giving Dinner</u> Exclusive podium branding at prize giving venue. Company representative to hand out prizes to winners with SAT CEO. Company logo branded on golf shirts. Company allocated a hole to display branding material. Entitled to conduct</p>	<p>R100 000.00</p>
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<p>promotional activity at designated areas. Entitled to supply promotional items for players goody bag. 1x4 ball</p>	
<p><u>Putting Area</u> Exclusive branding at Putting area. Display a pull up banner at prize giving venue. Company logo branded on players towels. Company allocated a hole to display branding material. Entitled to conduct promotional activity at designated areas. Entitled to supply promotional items for players goody bag. 1x4 ball</p>	<p>R20 000.00</p>
<p><u>Premium Hole 18</u> Company allocated a hole to display branding material. Entitled to conduct promotional activity at designated hole. Entitled to supply promotional items for players goody bag. Acknowledged by MC.</p>	<p>R25 000.00</p>
<p><u>Registration Area Sponsor</u> Exclusive registration area branding. Company logo branded on caps. Display a pull up banner at prize giving venue. Company allocated a hole to display branding material. Entitled to conduct promotional activity at designated areas. Entitled to supply promotional items for players goody bag. 1x4 ball</p>	<p>R45 000.00</p>
<p><u>Halfway House Sponsor</u> Exclusive branding of halfway house. Company name printed on tees. Display a</p>	<p>R30 000.00</p>

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pull up banner at prize giving venue. Company allocated a hole to display branding material. Entitled to conduct promotional activity at designated areas. Entitled to supply promotional items for players goody bag. 1x4 ball

TERMS AND CONDITIONS

- All branding, artwork and the erection of any structure is for the account of the sponsor and any concept/layout of any area needs to be approved by South African Tourism and Synergy Business Events and Durban ICC
- Construction plan and size must adhere to the venue safety and security regulations. This needs to be sent to Synergy Business Events and Durban ICC at least one month prior to the event taking place
- A detailed plan needs to be sent for approval at least one month prior to the event
- Should any onsite damages occur, your organisation will be financially liable for said damages caused before, during or after the set-up, construction or branding of any structures at the venue
- All branding and artwork are for the account of the partner



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- While every effort to ensure colour matching is made, the publishers cannot accept responsibility for errors, however, the relevant proofs will be submitted to the partner to approve in good faith
- Logos and Adverts must be in CMYK colour format and at least 300 DPI. (Should you be unsure of the resolution of your advert, kindly contact your advertising agency)
- The Organisers and suppliers will not be held responsible for any bad quality advertisements, logo's or artwork if not supplied in the requested formats
- Advertising needs to be paid in full by Sponsor
- Sponsors, advertising and branding who fail to deliver material by deadline dates will be liable for 100% of the cost.
- Material supplied in the incorrect format will be charged by the organisers and such changes will be billed accordingly
- All prices in the above document exclude VAT at 15%.
- All financial queries must be addressed to the organisers.
- A 50% deposit must be paid when booking all sponsorship opportunities.



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CONTACT US:

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Africa's Travel Indaba is proudly owned by South African Tourism