

#justgo

HOLIDAY EXPO



VENUE:
SANDTON
CONVENTION CENTRE

DATE:
27-28 JULY 2019



Inspiring new ways

www.shotleft.co.za

SA's greatest holiday & travel experience

HOLIDAY EXPO

INTRODUCTION

In August 2017 we launched the inaugural *Holiday Expo*.



An independent opportunity for the consumers to see first-hand everything that there is to experience on the holiday front.



From down town Joburg to skiing slopes of Austria and everything in between this is fast becoming SA's greatest holiday and travel experience.



While South Africa is literally a world in one country – we offer consumers, 'the world'. – The success of the first two events makes this the ideal platform to engage with consumers searching for their next holiday destination.



And to coincide with our 3rd anniversary, we've introduced a year - round program – **Holiday Expo 365**.

TECHNICAL INFRASTRUCTURE

Prior to the Expo you will receive a comprehensive Exhibitor Manual to ensure a seamless exhibition experience and to be able to order any additional items for your stand.

ADVERTISING & PROMOTION

INTRODUCING HOLIDAY EXPO 365

Year-round Holiday Deal Program

Owing to the conversion success of Holiday Expo, the organisers are launching a unique YEAR- ROUND program that will:

1. Increase consumer engagement
2. Promote holiday deals and destinations
3. Improve your return on investment

As an Exhibitor or Sponsor, you automatically become a member of Holiday Expo 365:

What you will be entitled to ON TOP of your Expo participation is the following:

- Social Media - dedicated posts on our platforms
- Newsletter – deals and special offers promoted
- Competitions & Prizes – Conceptualized and run specifically for your business
- Surveys - Done on your behalf
- References & Testimonials - Posting pics, stories and feedback from customers that have experienced your product or packages

PARTICIPATION PACKAGES INCLUDE:

1. Raw Floor Space Package

- Carpeting & 365 Membership

2. Executive Package

- Carpeting, Power, 2 x spot lights, shell scheme, full colour graphic on the one wall (of your choice), fascia board & 365 membership

3. Custom Package

- Custom designed stands are available upon request:

Size	Floor Space Package	Executive Package
1m x 3m = 3m ²	R6 000	R7 500
2m x 3m = 6m ²	R12 000	R15 000
3m x 3m = 9m ²	R18 000	R22 500
6m x 3m = 18m ²	R36 000	R45 000
6m x 6m = 36m ²	R54 000	R90 000

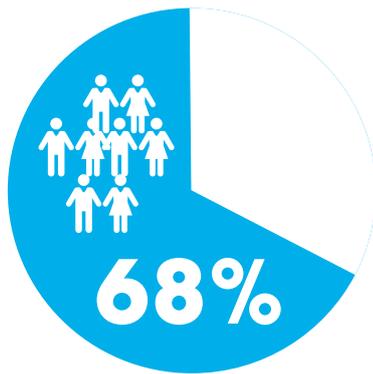
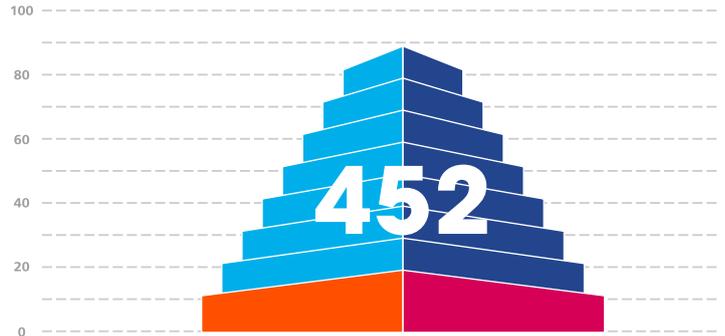
Prices exclude VAT

HOLIDAY EXPO



452 sales closed at the event

13% of all visitors



2717 enquiries made
(68% of all visitors)



Every visitor is serious about their next holiday



WHAT THEY SAID

"Brilliant! We had an even better year this year than last year. Lots more enquiries and bookings" **Lesley Smith, Sales Manager, World Leisure Holidays**

"Great branding and sales opportunity, and very well organized!" **Desmond O'Connor, Kulula Holidays**

"Great expo! Well laid out and very attractive. The quality of the visitors was super!" **Sarah Whiteside, CEO, Earth Wanderer**

"Very busy, quality leads, people interested in traveling, well organized, stand set up was brilliant! After taking part in 2018 and 2019 we can confidently say that each year continues to get better and better." **Sianna Book, Marketing Project Manager, Pentravel**

"Very good, serious visitors that were of a high earning bracket." **Janine Pienaar, Sales and Marketing Manager, Perfect Destinations**

#justgo

HOLIDAY EXPO



South Africa
Inspiring new ways
www.shotleft.co.za

Richard Lendrum
+27 (82) 653 7185
richard@holidayexpo.co.za

Susanna Voysey
+27 (84) 795 1948
susanna@holidayexpo.co.za

Sarah Howarth
+27 (79) 557 1555
sarah@holidayexpo.co.za