

# HOLIDAY EXPO 365

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VENUE:



DATE: 24-25 AUGUST 2019



SA's greatest holiday & travel experience



## 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 3<sup>rd</sup> 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 participant on 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

- Includes 365 exposure

### 2. Executive Package

- **Carpeting, Power, 2 x spot lights, shell scheme, full colour stretch fabric graphic across one full wall (of your choice), for your use after the event, branded counter (9m<sup>2</sup> & above), fascia board & 365 membership**

### 3. Custom Package

- Custom designed stands are available upon request:

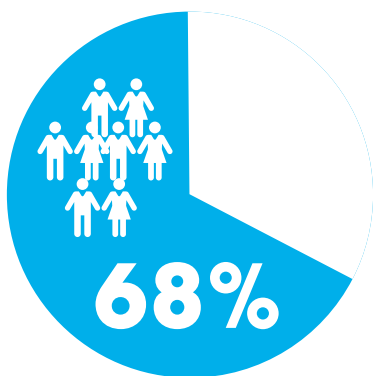
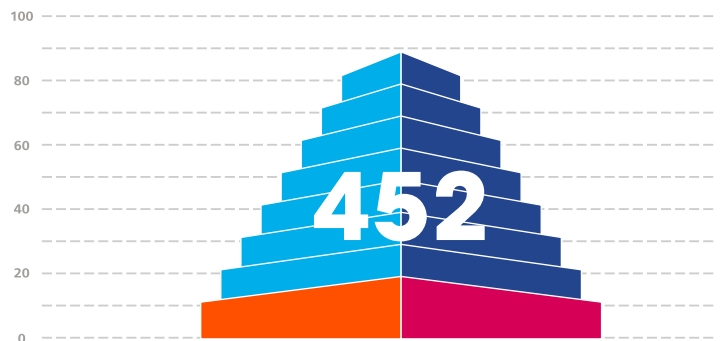
Size	Floor Space Package	Executive Package
1m x 3m = 3m <sup>2</sup>	R6 000	R8 950
2m x 3m = 6m <sup>2</sup>	R12 000	R16 650
3m x 3m = 9m <sup>2</sup>	R18 000	R24 950
5m x 5m = 25m <sup>2</sup>	R50 000	R69 375
6m x 3m = 18m <sup>2</sup>	R36 000	R49 950

Prices exclude VAT



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 2017 and 2018 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**



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365



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