

REQUEST FOR PROPOSAL

Exhibition:	Africa's Travel Indaba 2024
Dates:	BONDay: 13th May 2024 Exhibition Days: 14th – 16th May 2024
Services:	South African Tourism Stand Build
Venue:	Inkosi Albert Luthuli International Convention Centre, (Durban, KwaZulu-Natal)

We are pleased to extend this opportunity for the provision of services for Africa's Travel Indaba 2024. Our Request for Proposal (RFP) requires you to submit a detailed proposal and breakdown of your proposed concept and costs by the specified closure date to be considered as a preferred supplier for the above services for Africa's Travel Indaba 2024.

Synergy Business Events (Pty) Ltd has been appointed as the official management company of **Africa's Travel Indaba 2024** on behalf of **South African Tourism** for the period of 2024. As part of this contract, **Synergy Business Events (Pty) Ltd** team is responsible for the planning and implementation including all the operations and logistics around the execution of one of the largest events on the African tourism calendar - **Africa's Travel Indaba 2024**. This event is held annually in Durban during the month of May.

Africa's Travel Indaba – Inkosi Albert Luthuli International Convention Centre, (Durban, KwaZulu-Natal) _ 13 May 2024 BONDay (Business Opportunity Networking Day) _ 14 May to 16 May 2024 (Show Days)

Africa Travel Indaba Background:

Africa's Travel Indaba, a trade exhibition, is one of the largest tourism marketing events on the African calendar and one of the top three 'must visit' events of its kind on the global calendar. Africa's Travel Indaba is a three-day trade event that attracts well over 8000 delegates from travel tourism and related industries. The exhibition accommodates over 1000 exhibitors, almost 550 local and international media, and more than 1 500 local and international buyers.

The focus for South African Tourism is to market South Africa as a destination to both domestic and international travellers. This is a trade show that provides a platform for the entire tourism industry to conduct business and network.

The Scope of Service:

The South African Tourism Brand and Marketing team will be participating as exhibitors at the 2024 show, and they will require a stand as follows:

Further to South African Tourism's management of the tradeshow, the organisation has to participate as an exhibitor at the show. Please refer to show's specifications and requirements as outlined below:

- **Date: 13th – 16th May 2024**
- **Stand Number: ICC 102**
- **Dimensions: 26m x 18m**
- **Corners: 4**
- **Location: Premium 4**
- **Stand Sharers: TBC**

The scope of service will include stand concept and design as per the brief provided, production, on-site construction, onsite management, and breakdown.

The expected key deliverables for the stand build will include, but will not be limited to, the following:

1. Design and functionality
2. Price
3. Experience
4. Customer base and references
5. Resources and on-site support

Design Brief:

- South African Tourism is seeking quotations for the design, construction, and set-up of the stand. Suppliers are requested to come up with a design that will enhance SA Tourism presence through the stand design look and feel. The design should further be inspired by South African diversity. Below please find other design specifics:
- The exhibition stand must be modern and of the highest technology possible so that it reflects the infrastructure of South Africa as a world-class tourism destination and capture the essence of Brand South Africa.
- The South African Brand is important as we use this platform to showcase our countries unique tourism value offering and experience:
- We need to deliver a stand that highlights South Africa from a design perspective.
- The exhibition stand should be designed with the view of being the most attractive or most visited stand at each of the events.
- The exhibition stand must be as environmentally friendly as possible;
- Stand should be modular in design.

Requirements

- Proposals should include proposed ground floor outlays (plans) and a maximum of 3 drawings in 3 D for each of the proposed stands;
 - Drawings should be in line with South African Tourism's Corporate Identity (CI) which forms part of the bid document;
- Proposal should include detail specifications and cost of materials (in the form of a bill of quantities, show cost for design separately) to be used for the construction of each of the designs which should comply with and include at least the following:
- The successful tenderer should provide all graphics, furniture and other items in relation to the exhibition stand
- The stand size: 26m x 18 m (468sqm)
- The stand will accommodate an anticipated 5 team members. They will require two chairs, electrical power and South African compatible electrical cords
- Branded front reception area with storage cabinet
- Central storage area including some shelving, water cooler and refrigerator.
- Screens for video viewing
- A suitable area to be used as a coffee counter during the day with electrical power points;
- Branded signage that is highly visible from the show floor
- Lighting as needed to enhance the stand

- All transport/shipping of stand materials and on-site construction, including all electrical requirements
- Liaison with show officials to ensure compliance with all show rules and regulations; including submission of all design and other material required on stipulated deadlines
- Inclusion of all costs required by organizers for building the stand (Electricity connection etc., additional security and medics should build-up take longer than expected)
- On-site assistance including stand maintenance/cleanliness throughout the show
- South African Tourism has its own image library and these will be forwarded to the appointed supplier
- Coordinate and print out all the approved stand build graphics including exhibitors stand/booth graphics
- All graphics to be in line with SA Tourism CI
- Dedicated Wi-Fi connection

Obligations of the Stand Build

On Sat Stand:

- Theatre style (silent disco)
- Headphones and tech
- Stage
- Seating for 40 pax
- Large Screen

Panel Discussions on the SAT Stand to Cover:

- 25 benchmark properties product showcase
- Basic Quality Verification
- Tips on Grading from industry experts
- Inclusivity and intersectionality
- Grading criteria review
- Information on Illegal advertising

Food & Beverage: 13th – 16th May 2024

- TGCSA Exhibitors to make use of the Refreshment Station on the SAT Stand

Meeting Room Space: 13th – 16th May 2024

- To host Panel Discussions on the SAT Stand that will accommodate up to 40 pax for e.g. Grading Criteria/ Universal Accessibility etc

Activation Plan:

- TGCSA Exhibitors to be included on all SAT ACTIVATION Plans
- Activation of panel discussions are required for the TGCSA on the SAT stand

Extra Information

Project Plans:

A detailed project plan must be submitted to SAT in advance of each exhibition and must include the following:

- Build-up and Breakdown schedule
- Detailed timelines
- Total number of employees that will be on the project
- Name and details of Project Manager
- Dates and frequency of status meetings, Status meetings to include updates on Design, graphics, and progress of stand

Waste Control

- All waste removal costs related to the build-up and breakdown of the SAT stand will be carried by the stand build

Penalties

- All penalties incurred in relation to overtime, extra days including early build-up and late breakdown will be carried by the stand build

Primary requirements:

- Please provide designs and production timelines
- Please also provide costs breakdown

Cost Structure of Proposal:

Please provide costs as a total project fee rather than a monthly retainer. All prices to be inclusive of VAT and all payment terms to be specified. No additional costs to be considered over and above the RFP submissions. Should you wish to sponsor these services, please advise what your requirements would be in order for us to make an informed decision. Additional points will be awarded for any innovative suggestions, as well as submission of your company sustainability / environmental policy and how you aim to implement this at Africa's Travel Indaba 2024. Consideration should be given to using energy efficient appliances and recycling material should be put in place in conjunction with the organisers.

Event Greening:

In line with international best practice Africa's Travel Indaba 2024 aims to be a reduced carbon event where event greening is considered in all the different work streams and appointment of suppliers. You are required to indicate in your proposal how you intend to implement this. Please include all relevant costs into your proposal, bearing in mind that it needs to still be competitive and make financial sense. The emphasis should be on innovation around current business practice to ensure positive impact around social and environmental issues, while it is still financially viable.

RFP Submissions:

Should you wish to sponsor these services, please advise what your requirements would be in order for us to make an informed decision.

Submission date – 16:00, Friday, 05 April 2024

Please note that the following documentation must be submitted with the application:

- A valid tax clearance certificate
- Certified copies of your company registration
- Certified copy of a valid B-BBEE verification / rating certificate
- Association Certificate
- Greening Questionnaire
- Soft copies and hard copies of previous work

Please email your proposal to Molebogeng Masote at molebogeng@synergybe.co.za. Should you have any questions relating to this RFP, please contact us on 27 11 476 5104.

On successful appointment, a service level agreement (SLA) agreement will be provided for all parties. Your primary point of contact will be Synergy Business Events.