

**INDABA**

*Africa's top travel show*



*[www.indaba-southafrica.co.za](http://www.indaba-southafrica.co.za)*

SPONSORSHIP OPPORTUNITIES  
**INDABA 2010**

8-11 MAY 2010 ICC DURBAN

# ABOUT INDABA

INDABA 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. It showcases the widest variety of Southern Africa's best tourism products, and attracts international visitors and media from across the world. INDABA is owned by South African Tourism and organised by Kagiso Exhibitions and Events.

For two years in a row, INDABA has won the award for Africa's best travel and tourism show. This award was presented by the Association of World Travel Awards.

## PURPOSE

Sponsorships are about building on and forging new relationships. It is a powerful way to create brand awareness and expose your product offering to both local and international markets. It is recognized that such alliances can provide important financial and marketing support to current and potential partners of Indaba.

## SPONSORSHIPS

Indaba has developed a portfolio of unique sponsorship packages available exclusively to industry leaders. The Sponsorship packages details various marketing opportunities available to companies who wish to align their products/brands with the top branded event on the regional tourism calendar. Whether your target is the exhibitor, the visitor or the media, use these opportunities to maximise your exposure at the exhibition.

Indaba must offer the following benefits to all partners and sponsors:

- It must serve the business interest of the sponsoring company
- It must serve the best interests of Indaba and its participants / partners
- It must have a positive impact upon the sponsor's direct stakeholders

The Indaba sponsorship goals include:

- Maximizing brand awareness
- Increasing brand loyalty
- Establishing new contacts with decision makers in the public and private sectors
- Introducing new products or services to the travel and tourism community

## STATISTICAL DETAILS

| Sector               | 2007   | 2008   | 2009   |
|----------------------|--------|--------|--------|
| Overall Attendance   | 12,523 | 12,429 | 12,177 |
| Exhibiting Companies | 1,755  | 1,725  | 1,578  |
| Exhibiting Personnel | 7,908  | 7,992  | 7,877  |
| Visitors             | 4,161  | 4,437  | 4,300  |
| Media                | 454    | 559    | 680    |

# SPONSORSHIP PACKAGES

## INTRODUCTION

Indaba offers a special selection of sponsorship packages designed to deliver a level of marketing exposure. If your companies products, solutions or services target the travel and tourism market then this is the perfect marketing vehicle to help you achieve your marketing targets and increase your marketing reach.

Each of the elements which make up these sponsorship tiers are only available as part of these packages, thus ensuring their exclusivity and unique value. Pricing for the various packages within these levels will be covered with each individual sponsor on a personal level through meetings and Service Level Agreements.

There are three major tiers which has a number of package options available for your company to choose from. Below is a list of the sponsorship packages which have been tailor made to suit your companies' budget.

# SPONSORSHIPS

## WELLNESS CENTRE

Extremely busy, well attended, located in a high traffic area and appointment bookings required well in advance – this is the Indaba Wellness Clinic, whereby creating a platform to generate significant brand awareness to the international visitors. Sponsor will be required to setup and manage the INDABA Wellness Centre. This centre should include free bottles of branded water, massages (feet, hand, back & neck), a chill out area, a pamper zone and any other pamper opportunities you may wish to offer.

Included in the sponsorship are three daily public address announcements, full page advert and paragraph in the daily planner for the different SPAS, a 30sec plasma screen advert which will run on all the plasma screens daily and a SMS message to all visitors first day of the show. Space to be negotiated and activation plans approved by the organisers.

**Exposure Value:** R300 000

**Cost to Sponsor from 1st November 2009 till May 2010:** R139, 968.00 ex vat



## INDABA LOYALTY CLUB LOUNGE & PROGRAMME

Since inception of INDABA, the exhibition has seen a number of repeat, loyal local and international visitors/buyers attending the show. In the past, these visitors/buyers have been given a Club member status with no obvious benefits which sets them apart from first time visitors. INDABA would like to offer a sponsor massive exposure by partnering with them and sponsoring the loyalty club programme.

Sponsorship will include the following:

Location: exact space to be confirmed.

SPONSORSHIP INCLUDES:

- Designed structure
- Branding / naming rights i.e Indaba Loyalty Lounge sponsored by SPONSOR NAME
- Branding on all collateral specific to the Loyalty Club Programme (pre and post show)
- Branding the entire VIP Lounge
- Business lounge with fax, photocopy and internet facilities
- Comfortable, intimate loungers and tables for meetings and/or relaxation (up market)
- A full reception desk with two attendants to manage visitors diary for meetings
- A café, juice and water bar with a full time manned waitron
- Light dry and finger snack available and replenished three times a day
- Plasma screen with CNN/BBC in the background
- Full page advert in the Official Trade Catalogue
- Opportunity to put printed material on the tables and in welcome letters to VIP members

**Exposure Value:** R295 000

**Cost to Sponsor from 1st November 2009 till May 2010:** R214,920.00 ex vat



## INDABA MEDIA / PRESS LOUNGE

Key Media focus prior to FIFA 2010. This package is a perfect platform for a sponsor to generate significant brand visibility and awareness to the international and local media. More than 800 media representatives have been projected to attend INDABA 2010, this is the largest increase of media Indaba has ever seen. The area is used by the media for meetings and is the area where the accredited and hosted media can relax and get food / refreshments. The media centre size and location has increase by double to accommodate the expected number of media representatives.

The sponsorship includes the following:

- Branding/naming rights "Media Centre Lounge brought to you by SPONSOR NAME"
- All maps, site plans and directional signage will include the sponsors logo
- Any collateral relating to the above will include the sponsors branded name (pre and post event)
- Sponsors hostess (member of the company) – supplied by the sponsor
- Significant brand visibility and awareness – specifications to be discussed
- A café, juice and water bar with a full time manned waitron
- Light dry and finger snack available and replenished three times a day
- Brochure stand with brochures – supplied by sponsor
- 50 word paragraph and full page advert in the Indaba Business Guide



- Sponsor footage max 2 minutes long, to be looped and played on plasma screen together with SA Tourism footage (please note no sound)
- Small sponsor branded trinkets – mints, bottled water, chocolates, etc – that can be given as surprises to media for the 4 day duration of the show -- sponsor to provide at own cost
- Branded note pads and pens in the media centre

Cost to Sponsor: To be confirmed upon enquiry

\* Proposed layouts are below:



## ICC MAIN RESTAURANT

This opportunity will be a constant reminder to all visitors / exhibitors and media of your company's presence at INDABA – this area is the busiest meeting area at INDABA and has the highest traffic flow as it's in the main walkway to and from the ICC.

This outdoor area will include 50 branded cabana umbrellas across both outdoor areas of the restaurant and 26 fence banners with creative of your choice. All production and manufacture is included. The sponsor has the branding rights in the interior serving area of the ICC restaurant with pull up banners, posters & tented cards with the menu etc. All maps, site plans and directional signage will include the sponsors branded restaurant name. In addition the sponsor will receive a full page advert and paragraph in the business guide describing the facilities, daily mention on all plasma screens promoting the facility.

**Exposure Value:** R465 000

**Cost to Sponsor from 1st November 2009 till May 2010:** R343, 440.00 ex vat



## DEC RESTAURANT

Another busy meeting area at INDABA, the DEC restaurant is guaranteed to deliver high visibility, great branding exposure for any sponsor. This restaurant can be completely branded (including collateral) and decorated to portray your brand, however keep in mind space needs to be kept for restaurant seating. All branding and artwork is for the account of the sponsor. All maps, site plans and directional signage will include the sponsors branded restaurant name. In addition the sponsor will receive a full page advert and paragraph in the business guide describing the facilities, daily mention on all plasma screens promoting the facility. Layout & concept of this area must be approved by the Umililo Brands.

**Exposure Value:** R180 000

**Cost to Sponsor from 1st November 2009 till May 2010:** R104, 760.00 ex vat



## ICC COFFEE SHOP / RESTAURANT

Another meeting area for delegate at INDABA is the ICC coffee shop, guaranteed to deliver great visibility for any sponsor. This shop can be completely branded (including collateral) and decorated to portray your brand, however keep in mind space needs to be kept for restaurant seating. All branding and artwork is for the account of the sponsor and concept of this area must be approved by Umlilo Brands. The sponsor will enjoy full name branding of the coffee shop on all site plans and maps of the exhibition. In addition the sponsor will receive a full page advert and paragraph in the business guide describing what on offer, daily mention on all plasma screens promoting the coffee shop / restaurant. Located in the ICC upper level – near main entrance.

**Exposure Value:** R175 000

**Cost to Sponsor from 1st November 2009 till May 2010:** R75, 816.00 ex vat



## BUSINESS CENTRE & INTERNET CAFE

These centres will be strategically located in the ICC and DEC for maximum exposure. The sponsor will have full branding rights in these areas which will be clearly marked on all maps and site plans. The sponsor will also receive a full page in the business guide (daily planner) and daily mention on all plasma screens describing the services available at INDABA. All equipment, staff and management of the business centres is included. Space to be negotiated with the organisers.

**Exposure Value:** R240 000

**Cost to Sponsor from 1st November 2009 till May 2010:** R209, 952.00 ex vat



## MAIN HALL ENTRANCES

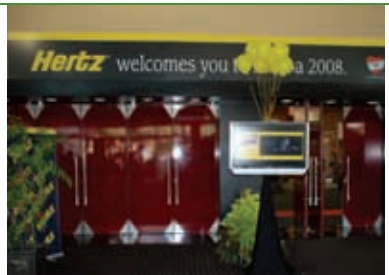
There are a limited number of main hall entrances available for sponsorship in either the ICC or DEC, allowing exhibitors to increase their visibility and exposure. The sponsorship includes limited entrances landscaped with plants, 2 x sponsors pull up banners (artwork to be supplied by sponsor). 1 x Plasma screen with DVD player will be provided in order for the sponsor to promote their service offerings.

Any additional marketing material and/or branding (i.e. brochure stand) elements the sponsor would like to add, a request needs to be sent through and approved by Umlilo Brands. Please note, any additional branding must adhere to the venue safety regulations.

**Exposure Value:** R105 000

**Cost to Sponsor from 1st November 2009 till May 2010:**

R55, 000.00 per entrance ex vat (allocated site are either the ICC or DEC)



## INFORMATION BOOTH

Six information booths are strategically located in HIGH traffic areas at INDABA. The sponsor will enjoy branding on all facing panels of the information booths. All booth designs (excluding graphics) and production will be done by Umlilo Brands at no additional cost to the sponsor. Brochure stands can be placed at the info booths – supplied by sponsor. The manning of these booths will be managed by the organisers. Sponsor to provide collateral for the booths.

**Exposure Value:** R200 000

**Cost to Sponsor from 1st November 2009 till May 2010:** R163, 080.00 ex vat



## DAILY PLANNER & BUSINESS GUIDE

Visitors to the exhibition use the daily planner & business guide extensively. This booklet contains all events, meeting schedule and relevant information i.e. shuttle schedule / emergency numbers etc and is distributed in all visitor bags. The sponsor's logo will be included at the base of each page and a double page spread advert. Sponsor to provide artwork material.

**Exposure Value:** R120 000

**Cost to Sponsor from 1st November 2009 till May 2010:** R103, 680.00 ex vat



## EXTERIOR FENCE BRANDING

To brighten up the exterior areas and maximise advertising opportunities, 10 Banner sites on fences facing the high traffic areas have been allocated as branding areas. This is a high traffic flow area and visible to all delegates and exhibitors at INDABA.

**Exposure Value:** R12 000 (per banner)

**Cost to Sponsor from 1st November 2009 till May 2010:**

R6998.40 ex vat per site a 15% discount can be applied for 3 or more sites



## DIRECTIONAL SIGNAGE & YOU ARE HERE BOARDS

A single sponsor will gain MASSIVE exposure from the branding of the 35 directional signage and 6 Extra Large "YOU ARE HERE" boards. These are strategically located around the exhibition and are used by all visitors, an exhibitor can be sure that whenever visitors/media view the boards, the sponsor's name, logo and stand details will be the first they see. All sign designs and production will be done by Umlilo Brands at no additional cost to the sponsor.

**Exposure Value** R205 000

**Cost to Sponsor from 1st November 2009 till May 2010:** R116, 640.00 ex vat



## LEAD PADS & PENS

Each exhibiting company at INDABA will receive 2 lead pads and 2 pens on arrival of the first day at their stands. In addition all information booths will be stock with lead pads and pens should anyone need. 4800 lead pads & 4800 pens will be produced, branded with the sponsor's logo.

**Exposure Value:** R84, 000.00

**Cost to Sponsor:** R49 500.00



## FLOORPOSTERS

The carpeted aiseways present exhibitors with a great opportunity to promote their presence at the show by using a series of 1 metre square 4 colour floorposters. The floorposters can be printed using the very latest digital technology to reproduce company logos, imagery or messages that will grab visitors' attention as they move around Indaba. Floorposters are a highly effective and fun way to generate stand traffic and increase visibility either close to or away from your stand. Sold in sets of 5. A total of 10 sites are available.

**Exposure Value** R100 000

**Cost to Sponsor:** R8, 500.00

## FOYER ESCALATOR BRANDING

This branding opportunity offers a company maximum exposure in the main foyer where registration for all visitors and exhibitors takes place daily during the course of the show. The pair of escalators is the ones that go from the basement parking to ground level and from ground level to level 2. Artwork to be supplied by advertising company.

Cost to Sponsor: R15 000 ex vat per escalator pair (2 glass panels per escalator) including production & installation



## EVENING COCKTAIL LOUNGE - THE LUNA LOUNGE

This area located on the main foyer balcony will welcome visitors, media and exhibitors after hours to network in a relaxed environment. The area will offer drinks and entertainment. The sponsor will have the opportunity of maximum brand awareness. The final activation plan will be discussed upon enquiry.

Cost to Sponsor: To be confirmed upon enquiry



## GOLF DAY SPONSORSHIPS

The annual Indaba golf day will take place on the 7th May 2010. The golf day offers potential sponsors fantastic exposure prior to the event opening. Target market are you key decision makers in the industry i.e. CEO's & MD's. Sponsorships can take place in the following forms:

- Branded Golf Shirts
- Golf Bag Sponsorship
- Golf Cart Branding
- Gala Dinner
- Watering Hole sponsorships
- Entertainment Sponsorships
- Prize Sponsorships

Cost to Sponsor: To be confirmed upon enquiry



## WELCOME PARTY (NAMING RIGHTS)

The sponsor will have the naming rights to the Welcome Party which is held every year and accommodates up to 7000 people. We will work with you to ensure that your message is heard and will assist you in achieving maximum brand exposure.

- Naming Rights
- Official Welcoming Function
- Dynamic Programme of Events
- Key Speaker Slot
- Staged and Choreographed Production
- Captive Market (visitors, media and exhibitors)

**Cost to Sponsor:** To be confirmed upon enquiry



## INDABA BOARDROOM / OFFICE RENTALS

The Indaba / Boardroom Office will offer exhibitors furnished offices for rental for meetings etc. These offices are rented out on an hourly basis at a cost to be confirmed. The sponsor will have the naming rights to these offices i.e. "\_\_\_\_\_ Office Suites". The offices are fully furnished and will offer the complimentary tea / coffee for each session booking. The sponsor has the option of providing their own staff members to welcome clients and oversee the management of this area. Additional equipment required by the renter will be available for hire at an additional cost.

A complete activation plan will be drawn up with the sponsor to ensure that maximum exposure is achieved. Additional branding opportunities include branded mints / chocolates, branded mouse pads, branded coasters etc.

**Cost to Sponsor:** To be confirmed upon enquiry



## COCKTAIL NETWORKING LOUNGE (DEC) OR WINE BAR

The sponsor of this area will gain huge 'Naming Rights' exposure as the only networking cocktail lounge located in the DEC. The area will allow for relaxation, entertainment and networking during the show. A full activation plan will be discussed upon enquiry. The sponsor has the branding rights in the interior and would be responsible for all decor, furniture and catering. All maps, site plans and directional signage will include the sponsors branded name. In addition the sponsor will receive a full page advert and paragraph in the business guide describing the facilities, daily mention on all plasma screens promoting the facility.

**Cost to Sponsor:** R60 000 ex vat



## EVENT CREW BRANDED T-SHIRTS

A sponsor will have the option of enjoying co-branding with Indaba on the crew shirts worn by all staff at Indaba. The branding will be located on the back of the T-shirts and offer maximum exposure as they are seen throughout the venue. A quantity of 2000 t-shirts will be produced. A fantastic opportunity for any exhibitor to draw attention to their stand location or website address.

**Cost to Sponsor:** R60 000

## BROCHURE STAND HIRE

A sponsor has the option of placing their brochures into brochure holders which will be erected onto a large wall in the foyer at Indaba (ICC & DEC). The sponsor will need to provide us with 1000 copies. Two staff will be checking the brochure walls and assisting in ensuring that your section of the brochure stand is always fully stocked and neat. The brochure stand is categorised into provinces for easy visitor reference.

**Cost to Sponsor:** R1 500 per placement of company brochure

## INDABA TRAVEL NEWS FLASH

A sponsor's banner will appear on the bottom of a newflash which is sent out to all exhibitors leading up to the event. This banner ad is seen by over 1800 persons and will assist the sponsor in brand awareness and assist in attracting visitors to your stand.

**Cost to Sponsor:** R5000 per banner ad





