

## REQUEST FOR PROPOSAL

<b>Exhibition:</b>	Africa's Travel Indaba 2023
<b>Dates:</b>	BONDay: 08 May 2023 Exhibition Days: 09 - 11 May 2023
<b>Services:</b>	ACTIVATIONS: Trade Floor Opening Fun Run Exhibition Stand & Inspiration Awards Lunchtime Activation, City Immersions Closing Activation
<b>Venue:</b>	Inkosi Albert Luthuli Durban International Convention Centre

---

We are pleased to extend this opportunity for provision of services for Africa's Travel Indaba 2023

Our Request for Proposal (RFP) requires you to submit a detailed breakdown of your proposal and costs by the specified closure date to be considered as a preferred supplier for the above services for Africa's Travel Indaba 2023.

**Synergy Business Events (Pty) Ltd** has been appointed as the official management company of **Africa's Travel Indaba** on behalf of **South African Tourism** for the period 2022 to 2024 (three show editions). As part of this contract, the **Synergy Business Events (Pty) Ltd** team is responsible for the planning and implementation including all of the operations and logistics around the execution of one of the largest events on the African tourism calendar – **Africa's Travel Indaba**. This event is held annually in Durban during May.

**Africa's Travel Indaba – Inkosi Albert Luthuli International Convention Centre, (Durban, KwaZulu-Natal) 09<sup>th</sup> to 11<sup>th</sup> May 2023, 8<sup>th</sup> May 2023 BONDay (Business Opportunity Networking Day)**

**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 the 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.

## Services required:

### 1. TRADE FLOOR OPENING

The trade floor opening marks the official start of the trade show, and is officiated by the Minister of Tourism, Provincial Principals, and the CEO of South African Tourism.

The appointed agency will provide manage all logistical and technical requirements of the event. This includes the arranging of a scene-setter entertainment segment.

- Smooth operational running of programme and concept that is strategically sound.
- Experiential positivity
- To maintain stipulated timing / duration of event
- To ensure that the audience remains engaged to reduce distraction and any surrounding noise.
- To ensure that media, exhibitors, buyers and stakeholders have been communicated to regarding the format, timing and location.
- To ensure reserved seating has been co-ordinated in advance.
- Technical rider to include a large screen mounted on a stage/ rise, splitter box for media in a designated media pit, as well as an autocue.
- This platform will be the first official platform through which the new ATI Brand will be 'launched'. The venue branding will already have the new CI look and feel.
- Venue – Auditorium OR South Foyer – Durban ICC – to be confirmed.

#### We require:

- Creative concept development – Audio Visual Countdown & entertainment
- Staging and Podium – platform must accommodate a bell that is mounted for it to be rung. This can be amplified with traditional musical instruments or any other appropriate format/concept.
- Programme and Running Order development and management – to include the South Africa National Anthem and AU Anthem (not instrumental)
- Management and procurement of all technical requirements (screens, lighting, sound, autocue etc.)
- Sourcing of one interlude entertainment segment / entertainers and co-ordination of entire programme. Co-ordination of associated rehearsals and dry run ahead of opening. (Entertainment is budget dependent).
- Flighting of Africa's Travel Indaba Brand Manifesto, SA Tourism Brand AV, as part of the programme, at a point that is appropriate.
- Erection of relevant Branding and podium, bell, and SA Flag.
- Procurement and arranging of all logistics for artists and artist equipment - land transport and S & T, if applicable – the preference is to source local entertainment.
- Clearly designated areas for VVIP's, VIP's – to review feasibility of standing room vs seating areas.
- Clearly designated areas for media photographers and journalists – media pit with splitter
- Clearly designated areas for Wheelchair bound attendees / VIPs.

Tel + 27 11 476 5104  
admin@synergybe.co.za  
Directors: Tiisetso Tau,  
Martina Ledwaba

[www.synergybe.co.za](http://www.synergybe.co.za)

Private bag X7000, Parklands, 2121

## 2. LUNCH TIME ACTIVATIONS

### Objective

- Provide ambient entertainment during the lunch hour, to be located at different parts of the outdoor sections of the ICC and DEC.
- To create an authentic, immersive African experience that represents the Host Province, South Africa and the continent at large.

Lunch activations for Africa's Travel Indaba to include but not limited to:

- 2 – 3 entertainment items per day for each of the show days to include a variety of elements which can be interactive, engaging and authentic to South Africa and the rest of the continent. These may include some of the below, however the agency is not limited to the below. Other creative concepts may be proposed:
  - Drummers, dancers, and singers
  - Interactive experiences – henna, personalized gin making as thought starter.
  - Tastings
  - Themed lunch area set-up (e.g., jazz area, drumming area and live band area)
  - Locally sourced artists (in and around Durban)

## 3. FUN RUN

The Fun Run is a community building activity with the objective of promoting the Host City in an alternative format.

### The Annual Africa's Travel Indaba Fun Run

- Venue – Durban Beachfront – promenade area
- Creative concept development – Potentially have a theme and partner with organisers of existing brand such as the "Comrades Marathon" or "Park Run" to conduct a 5km run.
- Arrange all required permissions for utilising outdoor area for fun run to be executed.
- Have an exciting MC and some music to create an exciting and vibrant atmosphere.
- Programme and Running Order development and management.
- Management of registrations, t-shirts and procurement of all technical requirements (mic, sound, Water point, start and finish gantry and start ribbon etc.)
- Identify an appropriate stakeholder to cut the start ribbon.
- Branded t-shirts for all participants – between 150 – 200 participants
- Recommend a small token for all finishers (budget dependent)
- Erection of relevant Branding – outdoor telescopic, gazebo and A-frame
- Procurement and arranging of all logistics.
- Clearly designated signage and route-markers
- Provision of medics and security
- Provision for Wheelchair bound attendees.

Tel + 27 11 476 5104  
admin@synergybe.co.za  
Directors: Tiisetso Tau,  
Martina Ledwaba

[www.synergybe.co.za](http://www.synergybe.co.za)

Private bag X7000, Parklands, 2121

#### 4. EXHIBITION STAND & INSPIRATION AWARDS

This Awards Ceremony enables Africa's Travel Indaba to recognise their valued industry stakeholders for their participation at the show. The Categories include Stand and inspiration awards, where these sought after certificates give access to winners to be profiled by the media.

- Agency to propose the running order for the awards.
- Nominate and brief the Programme Director
- Manage the Certificate Hand-over to winners.
- Propose Certificate Awarders from SAT, Bid Parties & Industry
- Production of Winner certificates – design, printing, and calligraphy – ensure descriptions are correct.
- To be inserted into frames
- Procurement of frames.
- 5 x Certificates in frames – Inspiration Awards
- 9 x Stand Award Certificates

#### 5. CITY IMMERSIONS

The City immersion enables the profiling the host city, while offering an authentic experience of the city to all delegates. It is also a means of supporting local establishments when ATI delegates patron local eateries, restaurants, and bars.

- Provision of entertainment experiences along Florida road and in Umhlanga, to bring the spaces to life.
- Obtain buy-in from establishments and negotiate special offers for ATI delegates.
- To brand the locations as 'Africa's Travel Indaba'
- To decorate the space so that it is enticing and creates a positive and unique experience for attendees.
- To create an identity for participating establishments
- To enhance and amplify these areas with entertainment; encourage participating establishments to also provide local entertainment.
- Provide a listing of all participating establishments and offerings for amplification on the official Mobile APP and via social media.
- To take place on the evenings of 10 – 11 May 2023.
- Provide branding in advance of delegates arriving.
- Décor of the street – lighting, tree wraps.
- Provision and co-ordination of all street entertainment and activations for each day
- Street entertainment, in collaboration with Florida Road & Umhlanga Precincts – to include the activations that are already being supplied by the precinct (includes first Thursdays, Local Art Exhibition and entertainment provided by local businesses.
- Branding: Street-pole branding, Bunting and vinyl posters for participating establishments, branded tree - wraps
- Voucher booklets to include special offers from participating establishments.

Tel + 27 11 476 5104  
admin@synergybe.co.za  
Directors: Tiisetso Tau,  
Martina Ledwaba

[www.synergybe.co.za](http://www.synergybe.co.za)

Private bag X7000, Parklands, 2121

## 6. CLOSING ACTIVATION

This marks the Official 'closing' to Africa's Travel Indaba 2023, where a call to action to register for the next year's show can be positioned.

- Agency to provide vibrant, uplifting, authentic South African entertainment, as delegates are sent off.
- To be located at Main Entrance/exits at ICC and DEC.
- To take place on 11 May 2023 at 16h00 for 16h30 till 17h30
- Amplified with Goodbye message on Mobile App and Goodbye notification on Venue Screens (ICC)

### 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 2023. 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 2023 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 – 12:00, Friday, 14 April 2023**

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

Please email your proposal to Nkateko Manganyi at [nkateko@synergybe.co.za](mailto:nkateko@synergybe.co.za) and deliver to Synergy Business Events Offices: No.6 Susman Avenue, Blairgowrie, Randburg, Johannesburg, Gauteng. 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.