

REQUEST FOR PROPOSAL

Exhibition:	Africa's Travel Indaba 2023
Dates:	BONDay: 08 May 2023 Exhibition Days: 09 - 11 May 2023
Services:	BONDay & BOMA (Business Opportunity Meetings Aspirations) Talks Activation Elements
Venue:	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) 09th to 11th May 2023, 8th 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:

BONDay & BOMA (Business Opportunity Meetings Aspirations) Talks Activation Elements

The two Activations elements provide education sessions. The content will be inspiring and relevant to the current environment which takes into consideration the revived focus that Africa has, post-pandemic by positioning: Africa's Excellence, with Endless Possibilities

The Appointed agency will be responsible for the creative of an aesthetically appealing concept, provide and manage all logistical look & feel and technical requirement of the two activations as per the requirements below:

Business Objective:

Appointed PCO Agency will be responsible for the following:

- Professional Conference Organiser for BONDay and BOMA Talks
- Programme Development Services for BONDay and BOMA Talks
- To develop a content platform that is interactive, engaging and meaningful that is outcomes driven.
- This is to be an 'africanised' discussion platform for meaningful and interactive conversations to take place.

Operational Objective:

BONDay:

The Africa's Travel Indaba Business Opportunity Networking Day is a carefully curated selection of educational sessions, informative current trends and topical issues being discussed with the business events industry in a meaningful way. The aim is to empower businesses with the latest in global business events developments and encourage robust conversations towards innovative solutions.

- Develop creative concept for the aesthetic and look and feel for BONDay – Plenary to take place in Auditorium – Hall 6 and South Foyer. This should include furnishings, overall ambience and staging.
- Technical rider to be developed with full specifications to be shared with the logistics team.
- Develop the seating architecture for the plenary and breakaways based on the programme, to be shared by the Programme Development team – Breakaways to extend to South Foyer. There is an option to utilize Room 21 as a BONDay Plenary venue as well.
- The infrastructure build, on time and in accordance with the creative concept.
- Provide technical equipment where relevant.
- A reward concept for delegates who attend the various BONDay sessions.
- Experiential positivity.
- To ensure that the audience remains engaged to reduce distraction and any surrounding noise especially when using the South Foyer – consider "silent disco" headphones for reducing noise.

BOMA Talks:

Business Opportunity Meetings Aspirations - intimate conversations between delegates about pertinent topics and issues that are relevant to the industry.

- Identify appropriate location of the two BOMA's to run one session per day, per BOMA. Must seat up to 30 people in an informal but inviting format.
- To develop an African aesthetic to encompass the two themes:
 - Shaping Sustainability.
 - Future Forward.
- Identify and procure 2 x facilitators who will man each BOMA for the duration of the show i.e. each facilitator will conduct 3 sessions over the 3 days.
- Develop creative concept for the aesthetic and look and feel for BOMA's – can consider an outdoor venue to accommodate participants from the DEC/ICC for the Sustainability BOMA – to consult with the logistics team on location of each BOMA.
- The BOMA's must be enticing to attract audiences and be located in an area that does not interfere with meetings but is close enough to the exhibition to attract participants. Identify and propose ideal location for the BOMA that is not part of sellable space.
- The infrastructure build, on time and in accordance with the creative concept.
- Provide technical equipment where relevant.
- A reward concept for delegates who attend the various BONDday sessions.
- Managing onsite-turn-around in collaboration with PCO, as per BOMA Talks programme.
- Experiential positivity.
- To ensure that the audience remains engaged to reduce distraction and any surrounding noise.

We Require:

- Appropriate location of the activation.
- Programme and Running Order development and management by PCO.
- Technical Rider (if applicable in line with concept).
- Erection of relevant Branding & Signage – branding team.
- Clear and easy to follow directional signage to venue / location of opening. – branding team.

Our Target Market:

- Stakeholders,
- Exhibitors,
- Buyers,
- Media,
- International & African Associations,
- Captains of Industry – All Delegates.

Learnings from the past:

- BONDday does not always attract top level attendees.
- Directional signage to BONDday breakaways must be clearly identified and erected in advance. – Branding to provide signage, Activations company to place accordingly.
- Location is key in ensuring no disruption to meetings and to keep noise levels low.

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, Monday, 17 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 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.