

REQUEST FOR PROPOSAL

Exhibition:	Africa's Travel Indaba 2023
Dates:	BONDay: 08 May 2023 Exhibition Days: 09 - 11 May 2023
Services:	ACTIVATIONS: Welcome Networking Event
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.

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Services required:

Welcome Networking Event

The welcome networking event is shaped to create an informal business networking session, open to all exhibitors, buyers, media, and stakeholders at an appropriate free-flow venue, within comfortable walking / travelling distance of the ICC. This platform will also be the official welcome function of Africa's Travel Indaba 2023.

The Appointed agency will provide and manage all logistical and technical requirement of the show as per the requirements below:

- To create a platform that promotes networking, but simultaneously balances the platform for SA Tourism and the National Department of Tourism to message our strategic objectives for the Leisure Tourism industry.
- To bring to life the Positioning – “Africa’s Excellence, Endless Possibilities”; The Theme - “Unlimited Africa”.

Operational Objectives:

- Creative an aesthetically appealing concept.
- Bring to life an authentic and unique Durban experience within the city of Durban.
 - Enable delegates to have an authentic yet safe experience.
 - Ensure that VIP guests are considered as part of the planning process (Minister, Deputy Minister, Board Members and EXCO) with designated areas allocated to the VIP’s, with food, beverages and service.
- Potential Concepts to explore:
 - A Night at the Races – activate a race-course in Durban, emulating the Durban July. Delegates should receive communication well in advance in order to prepare dress code accordingly. They should be able to bet on horses, but not using actual cash, this should be done purely for the experience and not to win actual money. Entertainment, catering and a potential fashion show can be included as part of this activation.
 - A Night Market – identify a pre-existing market that can be taken over for ATI delegates, with inclusion of entertainment & catering.
 - Signature Football Match – a soccer match at Moses Mabhida stadium that gives delegates an authentic experience, followed by entertainment, networking and catering.
 - Beach Party – a beach party that considers all event safety aspects. To include, catering and entertainment.
- Manage RSVP and logistics including logistics for transportation.
- Smooth operational running of programme and concept that is strategically sound.
- Experiential positivity.
- Seamless access control ensuring that delegates receive accreditation for attendance in advance and access is managed to ensure only invited guests are in attendance,

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- To maintain stipulated programme timing / duration of event.
- To ensure that media, exhibitors, buyers and stakeholders have been communicated to regarding the event, timing and location well in advance, and encouraged to RSVP and attend.

We require:

- Venue/s experiences that can be engaged in a seamless and meaningful way.
- Creative concept development with Key entertainment, at identified location – utilize local Durban entertainment as far as possible.
 - This can include a location in the city that enables an immersive experience.
 - RSVP and management to be proposed by agency.
 - Communication and logistics plan.
 - Directional signage and crowd management.
 - Event Safety and security.
 - Must include a rain plan.
- Transport logistics to and from venue using official ATI Shuttles.
- Technical rider to support entertainment requirements.
- Programme and Running Order development and management.
- Management and procurement of catering and beverages that will be part and parcel of the immersive experience.
 - Propose solutions for catering and management thereof.
- Management and procurement of all technical requirements against a technical rider.
- Sourcing of Entertainment / entertainers and co-ordination of entire programme.
- Co-ordination of associated rehearsals and dry run ahead of opening. (Entertainment is budget dependent).
- Erection of relevant Branding, staging and podium.
- Procurement and co-ordination of transport logistics where applicable.
- Procurement and arranging of all logistics for artists and artist equipment (Transport and S & T– the preference is to procure local artists).
- Clearly designated areas for VIP's.
- Identification of delegates that have RSVP'd – e.g. tags, bracelets etc. and process flow for managing deployment of tags, arrivals at venue and return to hotels.
- Establish a beverage budget in advance, obtain approval, and manage onsite budget thresholds and limit accordingly.
- Design and Development of electronic invitations for deployment by the Exhibition Management Company
- Onsite Registration and management of return of delegates to the ICC.

Target Market to attend the Welcome Networking Event:

- Exhibitors.
- Buyers.
- Media.
- Stakeholders.

Elements envisioned for this campaign:

i.e. TVC , Radio, Collateral etc.

- Potential flighting of Africa's Travel Indaba AV as part of the formal programme.

Learnings from the past:

- Ambient entertainment is more effective, as this allows more time for networking.
- Should there be an outdoor venue, there must be a rain plan in place.
- A proper distribution plan for accreditations needs to be in place and this must be communicated to delegates well in advance.
- The Shuttle logistics must be well coordinated to support the event and ensure a smooth operation of all elements.

Measures of success - Business objectives:

- Positivity of attendees and Media coverage.
- Maximum attendance by delegates with specific focus on exhibitors and buyers.
- Positive networking amongst attendees.
- Delivering on key brand message.

Operational objectives:

- Attendance – ALL Registered attendees – must manage seamless access control.
- Pax of 4 000 attendees
- Streamlined logistics – incident free.
- Ensure safety and security of all delegates.
- Encourage talkability of delegates.
- Social Media Coverage - tweets on twitter, profiling of exhibitors and buyers; Facebook and Instagram activity; promotion of #(Hashtag).
- Streamlined execution with specific focus on the management of the bar area and quota of drinks
- Management of number of delegates.

Activation Budget

- R 4000 000.00

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 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.

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