



EXHIBITOR PROPOSAL

27 – 29 SEPTEMBER 2024

CTICC



IN PARTNERSHIP WITH



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD



we are a green conscious convention centre

Cape Town International Convention Centre

CTICC ALLSPORT EXPO SYNOPSIS

Cape Town plays host to various sporting events annually, many of which incorporate a linked consumer exhibition component. Due to Cape Town being a hub for sport and wellness, industry research has demonstrated that an opportunity exists in the market for an all-encompassing sport and wellness event which seeks to engage the greater community to become more active, to increase their health and wellbeing and to educate them around everything sports and nutrition related.

The CTICC AllSport Expo, in partnership with SABC Sport and Independent Media, will be the only consumer exhibition featuring the City's most prominent sports in an interactive, educational and engaging way by showcasing the latest trends in sporting equipment, technology, accessories, apparel and peripherals, such as nutrition.

SHOW OBJECTIVES

Educate, inform and encourage non-active individuals in the community to become more active through product demos and a series of industry expert led workshops and education around fitness, wellness, nutrition and various sports.

To create a buyers' and sellers' market where exhibitors and sponsors can gain exposure for their products to completely different groups with different sport interests at the same time, and all under one roof.

To impart knowledge to athletes of various sporting codes on how to increase and improve their performance and wellbeing, as well as introduce them to new sporting activities, apparel and nutritional information.

Promote the Western Cape sporting and wellness industry to a local, intra-provincial audience.

Provide a one-stop shop, where the general public can save time, compare multiple sports and wellness options and brands, and educate themselves to make informed choices when it comes to sports and nutrition.

To promote a whole family experience where children are welcome to try out new sports in a safe environment with the accompaniment of adult supervision.

BENEFITS OF PARTICIPATION

Opportunity to experience enhanced customer engagement through meaningful activations on the show floor, which create an interactive and educational brand experience.

The opportunity to penetrate into new consumer markets and promote your brand to a new and exciting audience of those wishing to become more healthy and fit.

Assist those aspirational members of the public wishing to become healthier with information and advice, positioning you and your brand as a trusted partner in one of the educational theatres.

Real face-to-face engagement with a focused audience of over 15 000 sports enthusiasts and aspirational sports and nutrition groups over three dedicated days of brand exposure.

Reinforce your brand's position in a competitive market and enjoy PR and brand exposure throughout our visitor advertising campaign, as well as engage with other sports and wellness companies to enhance your industry relationships.

EXHIBITION PACKAGE OPTIONS

COSTS

Standard Package	Price p/m ²	R1 650.00
Space Only	Price p/m ²	R1 250.00

OPTIONS

STANDARD PACKAGE

- 4sqm (2mx2m) – R6 600.00
- 9sqm (3m x 3m) – R14 850.00
- 18sqm (6m x 3m) – R29 700.00
- 36sqm (6m x 6m) – R59 400.00
- 54sqm (9m x 6m) – R89 100.00

Included in Standard Package:

- Fully constructed exhibition stand – 2.5m high
- Fabric shell scheme panels
- Company name digitally printed on fascia board
- One power socket (plug point)
- One LED light fitting
- Charcoal carpeting

SPACE ONLY

- 4sqm (2mx2m) – R5 000.00
- 9sqm (3m x 3m) – R11 250.00
- 18sqm (6mx 3m) – R22 500.00
- 36sqm (6m x 6m) – R45 000.00
- 54sqm (9m x 6m) – R67 500.00

Standard Package & Space Only Excludes:

- Furniture
- Company branding

***Please note that prices are all excl. VAT**

CONTACT

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