



7 - 9 June, 2005
Sandton Convention Centre

THE MOST IMPORTANT SPORTING EVENT OF THE YEAR

OVERVIEW

The new, action-packed Business of Sport exhibition will demonstrate the true value of sports-associated sponsorship and marketing activities by showcasing the local and international sporting teams, products, services and spaces that can now be used to promote, enhance and grow a business and brand.

As South African decision makers begin to recognise the value of using sport to create positive, real-life experiences of their brand amongst consumers, so a growing number of local companies are putting such activities at the core of their communications strategies - to maximise media exposure, raise brand awareness, gain mind share, create loyalty and, most importantly, quantifiably generate revenue, improve bottom line growth and increase shareholder wealth. Corporate social responsibility and upliftment programmes are also beginning to play an increasingly important role in business and sport presents a natural backdrop for these.

The market is waiting to be tapped. Business of Sport aims to enable the local and international sporting industry to do just this.

EXHIBITOR PROFILE

Business of Sport will showcase the full spectrum of South African, African and global sports-related companies and organisations, including:

- Sports unions & commissions
- Stadia: Cricket / rugby / football / motorsport / horseracing
- Sport sponsorship management companies
- Media: Electronic & print
- Research companies
- Individual sports teams
- Technical sponsors: Apparel / equipment/ merchandising
- Medical: High performance centers / specialists / fitness centres
- Nutrition: Drinks / foods / supplements
- Sports agents
- Legal firms
- Golfing estates
- Sport licensing companies
- Distributors
- Events

VISITOR PROFILE

Business of Sport will enable exhibiting companies and organisations to place their business and interests in front of decision makers, influencers and other key players in marketing and business. These include those involved in:

- Advertising
- Brand Management
- Business (Owners & C-suite)
- Conferencing
- Direct Marketing
- Event Planning & Organisation
- Financial Services
- FMCG
- Marketing
- Public Relations
- Promotion
- Sales

WHY EXHIBIT?

Finely focused on its industry sector, Business of Sport has been engineered to provide a highly cost-effective, interactive platform that will enable exhibitors to deeply penetrate the market. In fact, by exhibiting at Business of Sport, you can take advantage of one or all of the following:

- Meeting your market face-to-face
- Direct selling to serious buyers in active buying mode
- Generating high-quality sales leads
- Building relationships with existing customers
- Demonstrating products or services
- Educating the customer market
- Forging commercial partnerships
- Building brand awareness
- Launching new products
- Positioning your company as a market leader
- Boosting financial analyst/ investor perceptions
- Conducting market research
- Identifying and recruiting new distributors or partners
- Demonstrating your support, suitability, expertise and solutions to a wide variety of buyers

MARKETING

To guarantee the delivery of key business contacts, marketing for Business of Sport will leverage the existing 360° marketing strategy that is already firmly in place for the collocated exhibitions, Markex & World of Events. The intensive marketing and promotion campaign comprises extensive advertising and promotion in carefully selected trade and business publications, supported by highly targeted PR coverage, outdoor and radio advertising, online and email campaigns, and comprehensive direct mail initiatives in the months leading up to the event.

In addition, the Business of Sport website (www.businessofsport.co.za) will allow visitors to pre-register and to access company, product and service information for every exhibitor participating in the 2005 event. Distribution of a high-quality, comprehensive visitor guide will also ensure that all contacts have your details at their fingertips both during and after the show.

RATES

Space only: R970/ m²

Services package*: R295/ m²

(Prices exclude VAT)

*Services Package:

* Each services package includes: Shell scheme, carpets, fascia board with company name (not logo), 1 x 15 amp power point (shared power), 2 x spotlights, stand shield, and stand cleaning for the duration of the exhibition.

As an exhibitor at Business of Sport 2005, you will also benefit from:

- A platform at a leading event in a world-class venue
- A comfortable networking area
- A stake in the event promotional campaign
- Free PR services
- Presence on the Business of Sport website
- Free 50-word listing in the official visitor guide
- Free and secure parking for exhibitors and visitors

CONTACTS

For more information or to book your stand, please contact Sandile Mkhwanazi at Exhibitions for Africa:

T +27 11 886 3734

F +27 11 789 6562

C + 27 82 069 3151

E sandilem@exhibitafrica.co.za

www.businessofsport.co.za