



**GALLAGHER CONVENTION CENTRE**

**MIDRAND**

**11 12 & 13 FEB 2011**

**Established in response** to the demand for a representative, reasonable and sustainable National Exhibition - opposed to a regional adrenalin event - the "Holiday Industry's Service Suppliers, Resorts, Accessories and Holiday Wheel Manufacturers convened at the launch exhibition - The 2005 **Holidaymakers EXPO®**. This initiative involved more relevant media in a non-exclusive manner, on one exhibition floor, than ever before.

After the March 2005 launch, Exhibiting Partners indicated the need for a graded 5 star venue. In addition all Partners agreed that a February date allows for the annual launch of new products and services in advance and addressed not only the Easter Holidays, but the Winter Holiday Seasons and other Breaks as well. **"Breek Reg Weg"© & "Plan Your Break"©** became the Beeld Holiday Show's motto, because that is what serious Holiday Makers do, and will continue doing more of in the changing world we live in.

2010 celebrated the 6th annual Beeld Holiday Show and as usual it was another huge success. We are pleased to confirm that this Industry Exhibition, **From the Industry - for the Industry**, has yet again exceeded sales expectations of Exhibiting Partners.

**The Beeld Show**, as most visitors refer to it, is renowned for its credibility, the correct exhibitors, and the quality of visitors year on year. Exhibitors rated satisfaction with the show at 93%, the venue at 85% and all components considered at 86%.

Numerous Manufacturers and Exhibiting Partners plan the launch of new products and services to the Media and Visitors to coincide with the Beeld Show as the one annual show that allows everyone to **Plan the year ahead.**

The estimated exhibitor sales turnover over three days exceeded **130 000 000** in 2010.

**Beeld is renowned for its affiliation with successful projects** and as such Beeld has extended its relationship with the **Show up to 2014**, which makes the Beeld Show one of the most enduring and fruit full relationships in Show Business to date.

Beeld has a readership reach of 513 000 everyday in Gauteng, Mpumalanga, North West, Limpopo and Northern parts of Gauteng.

**19 045** visitors to the Show are generated from 86% of our readers in the LSM market segments 8-14. These readers are family people. They visit the Beeld Show to **BUY** at the show as they drive and fly from all over the country to spend a day at Gallagher Convention Centre.

Beeld readers are loyal with 68% indicating that they read no other daily newspaper. This implies that products & services marketed in Beeld reach **348 840** exclusive readers.

***Beeld's success stems from an in depth knowledge of a very influential and lucrative audience.***

## 2011 RATES

### All stands include

- Stand carpets – (Grey & Charcoal)
- Stand cleaning
- 20 Complimentary tickets
- 4 X Exhibitor badges per stand 9m<sup>2</sup> and 1X for every 9m<sup>2</sup> there after
- 2 X Parking passes
- 2 X Invitation to Awards Presentation

### Also included

- Porters (during build-up & breakdown hours)
- Air-conditioned halls
- Covered loading docks
- Gallagher Business centre
- Graded 5 star venue (Tourism Grading Council)
- Links to Show Web Site
- Venue security

### Space Only Stands

**9m<sup>2</sup> > @ R1188.00 /m<sup>2</sup>**

**36m<sup>2</sup> > @ R953.00 /m<sup>2</sup>**

**90m<sup>2</sup> > @ R879.00 /m<sup>2</sup>**

- Separating walls are excluded. Please order from Oasys if shell scheme is not utilized
- Electric supply to island stands requires an individual Distribution Box by law – These will be supplied and charged at the organizer's rate.

### Accessory & Gear Stands

**36m<sup>2</sup> > @ R440.00 /m<sup>2</sup>**

**72m<sup>2</sup> > @ R396.00 /m<sup>2</sup>**

**150m<sup>2</sup> > @ R290.00 /m<sup>2</sup>**

- Electric supply to island stands requires an individual Distribution Box by law – These will be supplied and charged at the organizer's rate.

### Shell Scheme Package

**(Add this rate to the space rate)**

**@ R250.00 /m<sup>2</sup>**

- Maple Shell Scheme walling panels and blank fascias.
- One maple fascia inclusive of, 24 fascia letters and stand number.
- 1 X 15-amp plug point (1 X extra 15 amp plug point every additional 9m<sup>2</sup>)
- 2 X 50 watt spotlights per 9m<sup>2</sup> (2 X extra spotlights every additional 9m<sup>2</sup>)

**Rates exclude 14% vat**



**Visit: [www.beeldshow.co.za](http://www.beeldshow.co.za)**

