

# markex

world of events 2012

— • Gauteng • —

12 - 14 June 2012, SANDTON CONVENTION CENTRE

MARKEKX –  
SA's Premier  
Marketing and  
Promotions Trade  
Exhibition

WORLD of EVENTS –  
SA's Showcase of  
Suppliers to the  
Special Events  
Industry



Event  
Planning

TRADE  
SECTION

Promotional  
Items

Exhibition  
Stand  
Designers

Corporate  
Gifts

Signage

THE DEFINITIVE MARKETING, PROMOTIONS AND  
SPECIAL EVENTS TRADE EXHIBITION



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## Exhibitor Profile:

Markex & World of Events 2012 consists of a general section for exhibits by resellers of marketing and promotional goods targeting the end user, and a 'Trade Only' section for wholesalers and distributors targeting trade buyers.

Now in its 26th year, Markex & World of Events boasts exhibitors across every sector of the marketing, promotions and special events industry, including corporate clothing; promotional gifts; conference and exhibition venues and solutions; design and décor; event planners and management; exhibition stand builders and designers; incentive travel; outdoor advertising and promotions; packaging and printing; point-of-sale advertising material; print and electronic media; reproduction and printing companies; retail and display; signage; stationery; training and education companies; entertainment companies; professional speakers; rental companies; technical services and products; stage, lighting and audio-visual companies; industry associations and many more.

## Visitor Profile:

Almost 10 500 people with various interests in the disciplines of marketing visited Markex & World of Events in 2011, including local and international key decision makers in advertising; brand managers; business owners and chief executives; copywriters; creative directors; direct marketing managers; financial services managers; FMCG managers; marketing directors and managers; secretaries; event planners and organisers; conference organisers; public relations practitioners; sales and marketing executives; buyers of promotional gifts and other items. In 2011, 49% of all visitors registered as trade visitors. This represents a growth in trade visitors of 7% from 2010, indicating the targeted nature of Markex as a trade exhibition.

## Historical Data:

Markex was launched 26 years ago and has grown exponentially in size, quality and visitor attendance, as well as in increased attractions which are strategically selected to add value to the Markex experience.

Number of visitors in 2011: 10 459

Number of exhibitors in 2011: 262



## 2012 Attractions:

- Loerie Awards Travelling Exhibition
- USB Speakers Pavilion
- Pendoring Awards



## Rates:

Space only – R1 700/m<sup>2</sup>

Service package – R500/m<sup>2</sup>

Service package comprises:

Shell scheme, carpets, fascia board with company name (not logo), 1x 15 amp power point (shared power), 1x double fluorescent, stand shield and stand cleaning for the duration of the exhibition.

Prices exclude VAT.

## Exhibition Areas:

Companies have the option of exhibiting in either of the following areas:

General access for all visitors – Hall 1 and Hall 2

'Trade Only' access – Hall 1

The highly successful 'Trade Only' section in Hall 1 is a personalised environment specially designed for importers and wholesale distributors wishing to exclusively target trade buyers and resellers. Visitors who wish to access the 'Trade Only' section in Hall 1 are required to pre-register and provide a unique pin code given to them by an exhibitor in this section, ensuring a more exclusive trading and networking area, or apply to the organisers for access by providing proof that they are a bona fide reseller of promotional goods.

## Student Day:

Student access is limited to the final day of the exhibition, Thursday 14 June 2012, and is by prior arrangement with the organisers.

[www.markex.co.za](http://www.markex.co.za)

## Contact:

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