

# markex

world of events

---

Gauteng

Dear Principal/Lecturer

Markex World of Events takes place from 12 to 14 June 2012 at Sandton Convention Centre. The exhibition is a trade show targeting decision-makers in the advertising, marketing, promotions, PR and event management industries and, as such, is not accessible to students undertaking any field of study other than these. Senior students who are currently enrolled in training programmes within marketing-related fields will be granted access to Markex only on Thursday 14 June, under the conditions detailed below. We regret that we cannot allow access to students in any unrelated fields of study, or to any under 18's.

While we value and appreciate the fact that students will become future decision-makers, the exhibitors invest a great deal of money in product samples and promotional material, an investment which is aimed at targeting buyers with decision-making power. We trust that you will understand these constraints and hope that marketing and event management students will benefit from visiting the show, while adhering to the conditions below.

Conditions of admittance to Markex World of Events 2012:

1. Only students enrolled in marketing, advertising, PR, promotions or event management **tertiary** training schools will be permitted access.
2. Access is limited to the final day of the show, ie Thursday 14 June.
3. Students must refrain from taking product samples, brochures and bags from the organisers and exhibitors.
4. No under 18's allowed.
5. Students whose applications are approved will only be allowed access into the general access area and not into the co-located Markex Trade Show.

Should you wish to apply for admittance to Markex World of Events 2012 on Thursday 14 June, kindly complete the form below and fax to 086 591-7110 or email to [Vinolia@stratpr.co.za](mailto:Vinolia@stratpr.co.za). A response will be faxed back to you, indicating whether your application has been successful.

Applications for student group admittance close on 1 June 2012.

## FACSIMILE COVER

Attention: Vinolia Mokhutle  
Company: Markex World of Events (Specialised Exhibitions)  
Email or fax: 086 591-7110 or email to [Vinolia@stratpr.co.za](mailto:Vinolia@stratpr.co.za)  
No of pages: 1 (including cover)

Name of principal/ senior lecturer	
Name of training institution/technikon/ tertiary school	
Nature of study	
Average age of students	
Reason for visit	
Number of students who wish to visit	
Tel	
Fax	
Email	
Name and cell number of lecturer attending with the students	

<b>For office use only:</b>	
Approved:	Yes: <input type="checkbox"/> No: <input type="checkbox"/>
Date:	

### **In the case of approved attendances by tertiary bodies:**

Entrance is valid on Thursday 14 June only. The Lecturer must announce the group at registration. Students must not register individually as the lecturer or person in charge will be given 'visitor stickers' for the students. There will be no entrance fee for either the lecturer or students.