

CONTACT PERSONS:

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PARTICIPATION RATES FOR 2024

10 complimentary Wednesday tickets will be provided 1 week prior event per stand booked and only on full payment of stand.

GRASS AREA:

N\$130.00 per sqm (vat exclusive)

HALL:

N\$1260.00 per sqm (vat exclusive)



DATE:

24 - 26 April 2024



VENUE:

Windhoek Country Club & Resort

EXPO TIMES:

24 April	Wednesday	16:00 - 22:00
25 April	Thursday	16:00 - 22:00
26 April	Friday	14:00 - 22:00

Gates close: 21:00

Halls close: 22:00

VISITORS ENTRANCE:

Adults:

N\$155 each

Children:

N\$55 each (6 - 12YRS)

Children under 6 and pensioners:

Free of charge

ABOUT THE TOURISM EXPO

The 24th Annual Tourism Expo is organised by Namibia Media Holdings. The Expo will be held from 24 - 26 April 2024.

Our aim is to provide a platform for Namibia's tourism industry to promote and market their products and services to all involved in the industry, as well as the public.

Since its inception in 1999, the Tourism Expo has grown consistently and has earned a superb reputation for offering the only centralised marketing platform for Namibia's tourism industry. Apart from presenting a highly effective showcase for

exhibitors active in tourism, the organizers have revitalized the exhibition year after year by expanding the showcase.

The Expo hosts exhibits by local, regional and international exhibitors and also features food, beer and wine tasting, as well as a host of fun activities to attract travel enthusiasts, foodies, friends of tourism and the public.

Tour operators, car rental companies and selfdrive travellers can view a fully-fledged motor vehicle exhibition including complete with motoring accessories.



VOTING OF STANDS

Exhibitors are set to win N\$200 000 in advert discounts at the 2025 Tourism Expo. Exhibitors stands will be judged and voted on as follows:

OVERALL WINNER

The editor of Tourismus Namibia will choose a tourism direct exhibitor who will be crowned stand overall winner of the Expo. The winner will receive discount of 50% on your 2025 stand at the Tourism Expo, the maximum value of discount is N\$10 000. In addition to that, you will also receive a discount of 50% in advertisement in the Tourismus Namibia, 2024 December Edition and Tourismus Edition of Expo 2025. The maximum value to this effect is N\$10 000.

EDITOR'S CHOICE AWARD

The editors of Republikein, Namibian Sun and Allgemeine Zeitung will each select their favourite stand (either tourism, tourism supplier or motor show exhibitor) at the Expo. The winner will receive a discount of 50% on your 2025 stand at the Tourism Expo, the maximum value of discount is N\$7 500. In addition to that, you will also receive a discount of 50% in advertisement in the editors choice newspaper. The maximum value to this effect is N\$7 500. These awards will be known as the Editor's Choice Award and you may state for the entire year that your stand won the respective award.

PEOPLE'S CHOICE AWARDS

The People's Choice Awards will be decided by voting by SMS (cost N\$5 each), scanning the QR code at stands or using the entry ticket stub. A visitor can only vote once for an individual stand by SMS, QR code or using his/her entry stub. The totals of these votes will be tallied to choose the People's Choice Awards for tourism direct, tourism supplier and Motor Show winner. The winning prize will be known as the People's Choice Awards. There will be prizes for each category to encourage people to vote. The winning exhibitor will receive an N\$10 000 discount on their stand for 2025 as well as editorial coverage and a full page advertisement in the newspaper of their choice by April 2025. A panel of three judges will evaluate all stands and grade them as Platinum, Gold, Silver or Bronze. Judging will be done on the Friday of the Expo.

EXHIBITOR PROFILE:

The Expo is open to ALL IN TOURISM & ALL TOURISM ORGANIZATIONS, namely travel agencies, airlines, hotels, lodges, direct suppliers to the tourism industry, government tourism offices and tourism-related organizations and enterprises, as well as representatives of food and beverage companies supplying the tourism industry.

A company profile indicating the nature of the business must accompany the booking form. Where a business is not obviously tourism related, the organizers may request an additional motivation for participation. This will be duly considered and the final decision on participation is at the discretion of the Namibia Tourism Expo organizers.

SPACE LIMITATION

First-time exhibitors that are suppliers to the hospitality industry are not automatically guaranteed participation. Preference will be given to tourism direct exhibitors and online bookings are not automatically confirmed on stands requested as the organisers have the discretion to allocate to suiting area.

FOOD, BEVERAGES & RESTAURANTS

Interactive food and beverage demonstrations are encouraged. A variety of well-known restaurants will operate for the duration of the Expo. Restaurants that form part of the tourism industry will be given preference to operate at the Tourism Expo.

OBJECTIVES

The Tourism Expo aims to:

- Provide a forum for the tourism industry and its suppliers to market new and exciting products and services, directly to the consumer and to the travel trade, both locally and internationally.
- Create public awareness of the importance of tourism and foster a sense of pride in our country amongst Namibians.
- Encourage stakeholders in the industry to network and communicate with each other for the benefit of the tourism trade.

The Tourism Expo attracts visitors who are actively seeking information about the various industry suppliers, new products and recent developments in tourism. The event presents an ideal opportunity to those who wish to network with the industry and make face-to-face contact to identify new business prospects.

Platinum winners

The winner will receive a discount of 50% on your 2025 stand at the Tourism Expo, the maximum value of discount is N\$7 500. In addition to that, you will also receive a discount of 50% in advertisement in the Tourismus Edition of December 2024 and Tourismus Edition of Expo 2025. The maximum value to this effect is N\$7 500.

Gold Winners

The winner will receive a discount of 50% on your 2025 stand at the Tourism Expo, the maximum value of discount is N\$5 000. In addition to that, you will also receive a discount of 50% in advertisement in the Tourismus Edition of December 2024 and Tourismus Edition of Expo 2025. The maximum value to this effect is N\$5 000.

Silver winners

The winner will receive a discount of 50% in advertisement in the Tourismus Edition of December 2023 and Tourismus Edition of Expo 2024. The maximum value to this effect is N\$2 500.

EXHIBITOR INFORMATION

Client will be charged for any damages or losses incurred during the Tourism Expo setup and breakdown times. The replacement value will be invoiced.
Rates are quoted in Namibia Dollars. N\$1.00 = ZAR1.00

NOT INCLUDED IN RATE

Exhibitor Access

All exhibitors need to purchase access e-tickets @ N\$135 per person and book exhibitor e-tickets with stand booking.

Onsite exhibitors e-tickets then only available on Tuesday @ Expo office at Windhoek Country Club Resort in the Hall, boardroom

- Furniture rental.
- Corrections and/or additions on fascia boards after deadline.
- Any customized alterations to the stand.
- Liquor & food licences.
- Additional auxiliary services such as plumbing, water connections and/or additional electrical requirements.
- Work permits and visa's

PAYMENT DEADLINES

To secure booking payment of stand must be done 1 week after invoice has been issued to secure booking.

- **Only full payment of Stand will confirm your booking.**
- No trade day tickets or exhibitor tickets sent to nonpaying exhibitors.
- Exhibitors registered with the Namibia Tourism Board (NTB) will receive a 10% discount only on presentation of

fully paid up certificate.

- No refund will be given for cancelled stands as per the Terms; Conditions

ACCESS TO GROUNDS:

Access to Windhoek Country Club Resort for Expo setup will be from Tuesday, 14:00, 23 April 2024. Exhibitors who do not set up in time, will be penalised regarded as "No Shows" and the stand will be cancelled. No refund on stand or refundable deposit made.

EXHIBITION STANDS IN TOURISMUS HALL

A basic stand consists of the following:

- White shell scheme walling with aluminium frames (if required but cost per square remains)
Make & type of equipment: OCTONORM.
Panel Height - 2 480mm.
Panel Width - 990mm (950mm wide + 40mm aluminium frame).
Panel Thickness - 3mm.
- Fascia - Company name printed and fitted on stand.
- One plug point per 9m² - maximum wattage perstand: 900w / 3.9 Amps.
- Two energy saving lights per 9m².
CUSTOM STANDS - By prior approval of the organizers ONLY.
- **MUST SUBMIT PLANS FOR STAND DESIGN BEFORE 15 March 2024.**
- 3-Phase power ONLY by advanced arrangement before 15 March 2024.
Should the venue/location of the stand not provide sufficient power/plumbing, additional costs for services will be at the exhibitor's expense.

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DO'S AND DON'T'S

- Do not encroach on the aisle space as this is a safety hazard.
- Keep noise to a reasonable level as not to disturb your fellow exhibitors.
- Do not damage or paint floors.

BREAKDOWN

ONLY as from 08:00-17:00 on Saturday, 27 April 2024. Stand items, including all signage, must be removed from Windhoek Country Club on Saturday, 27 April 17:00.

Refundable deposits will be forfeited should you not have vacated completely and the organisers will not be held responsible for any lost.

NB: LIMITED SECURITY WILL BE PROVIDED DURING SATURDAY BREAKDOWN.

THE ORGANIZERS DO NOT TAKE ANY RESPONSIBILITY

STAND SHARING

- No stand sharing is permitted for 2 companies to be in one stand - this is not workable due to layout and also reference to promoting.

ADVERTISING

Tourismus Magazine: All paid up clients will automatically qualify for a 10% discount to advertise in the April Tourismus Expo Edition.

Please contact Rika de Almeida - email: rika@synergi.com.na

BRAND EXCLUSIVITY

The Tourism Expo does not guarantee brand exclusivity to any of its exhibitors, excluding areas where brand exclusivity has been guaranteed. As main Namibia Media Holdings is the organiser of the Expo they will have branding rights on all stalls and exhibition areas at the event.

TASTING AND SELLING OF FOOD

- Individual liquor licences will be obtained on behalf of exhibitors by the organizers at an additional fee of N\$1 300.00 (VAT inclusive) per licence. The liquor licences are obtained through an attorney by the organizers and will include the Municipal Certificate of Registration which is now also required.
- ONLY the organizers of the Expo will be permitted to sell wine tasting glasses which will be provided to the stands on consignment stock
- Liquor may be sold ONLY at restaurants or wine stands in possession of a liquor licence.
- Food may be sold ONLY at restaurants or food stands that are in possession of a valid food licence which will be charged at N\$105.00 (VAT inclusive) for the Municipal Certificate of Registration.
- Requests for food and liquor licences must be clearly indicated on the official booking form and deadline for applications is on 5 April 2024 to ensure that they are processed prior the Expo.
- Exhibitors with bar facilities and those serving liquor and/or food from their stands are urged to strictly adhere to the closing times of the Expo and ensure that visitors vacate the stand as soon as the Expo closes each day.
- Such exhibitors must agree to display a sign at the stand stipulating the Terms & Conditions, i.e. closing times.

TICKET ACCESS SYSTEM

Exhibitor Access to the Show Grounds is done by means of an E-Ticket ONLY.

From Wednesday, 24 April 2024, exhibitors that do not adhere to the above-mentioned regulations will need to purchase standard entry tickets via Namibia Media Holdings at the full price.