

## Information Pack

### CONTACT PERSONS :

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**DATE: 3-5 November 2022**

**VENUE: SKW fields, Windhoek**

<b>EXPO TIMES: 3 November - Thursday</b>	<b>– 14:00 – 22:00</b>
<b>4 November - Friday</b>	<b>– 10:00 – 22:00</b>
<b>5 November - Saturday</b>	<b>– 10:00 – 22:00</b>

**GATES CLOSE: 21:00 AND HALLS CLOSE 22:00**

**VISITORS ENTERANCE:**

Adults: N\$150 each

Children: N\$50.00 each (6 – 12YRS)

Children under 6 and pensioners – free of charge

### PATICIPATION RATES for 2022

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

<b>TOURISMUS HALL:</b>		<b>N\$980.00 per sqm ( vat exclusive)</b>
<b>Tent:</b>	<b>Corner stands</b>	<b>N\$600 per sqm ( ex vat)</b>
	<b>Other stands</b>	<b>N\$750 per sqm ( ex vat)</b>
<b>Grass area by Tent:</b>	<b>Under tent on grass</b>	<b>N\$120 per sqm (ex vat)</b>

### ABOUT THE NAMIBIA TOURISM EXPO

The 24<sup>th</sup> Annual Namibia Tourism Expo is organized by Namibia Media Holdings.  
The Expo will be held as from **3- 5 November @ SKW Fields, Windhoek.**

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 Namibia Tourism Expo has grown consistently and has earned a superb reputation for offering the only centralized 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 self-drive travellers can view a fully-fledged motor vehicle exhibition including complete with motoring accessories.

#### **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.

#### **OBJECTIVES**

The Namibia 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 Namibia 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.

## 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 Namibia Tourism Expo.

## VOTING OF STANDS

Exhibitors are set to win N\$250 000 in advert discounts at the 2023 Namibia Tourism Expo. Exhibitors stand 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 overall winner of the Expo. The winner will receive a N\$10 000 discount on the exhibitor's stand for 2023, editorial coverage in all publications of NMH, as well as one full page advertisements in the May 2023 edition of *Tourismus Namibia*.

## EDITOR'S CHOICE AWARD

- The editors of *Republikein*, *Namibian Sun* and *Allgemeine Zeitung* will each select their favourite three stands (either tourism, tourism supplier or motor show exhibitor) at the Expo and these winners will receive N\$7 500 discount on their stand for 2023, as well as editorial coverage and a half page advertisement in the newspaper that nominated them by May 2023. 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 2023 as well as editorial coverage and a full page advertisement in the newspaper of their choice by May 2023.

- 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.

**Platinum winners** will receive a N\$5 000 discount on their 2022 stand, as well as editorial coverage and a half page advertisement in the *Tourismus Namibia* in May 2023.

**Gold Winners** will receive a N\$3 000 discount on their 2022 stand, as well as editorial coverage and one quarter page advertisement in *Tourismus Namibia* in May 2023.

### **EXHIBITOR INFORMATION**

A REFUNDABLE DEPOSIT WILL BE CHARGED FOR DAMAGES/LOSSES for **indoor stands** ranging from **6m<sup>2</sup> - 27m<sup>2</sup> = N\$3000 .00** ( not VATABLE)

**And from 27m<sup>2</sup> and more = N\$121.00** per square metre. ( not VATABLE)

A REFUNDABLE DEPOSIT OF **20%** of the TOTAL STAND VALUE WILL BE CHARGED FOR DAMAGES/LOSSES for **outdoor stands**.

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 Monday & Tuesday @ Expo office at the SKW fields

- 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 & refundable deposit must be done 1 week after invoice has been issued to secure booking.

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

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

### **ACCESS TO GROUNDS:**

Access to SKW fields for Expo will be from Tuesday, **1 November 2022**.

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 9m<sup>2</sup> - maximum wattage per stand: 900w / 3.9 Amps.
- Two energy saving lights per 9m<sup>2</sup>.

Carpeting in stands. (No carpeting will be provided in food stands)

### **EXHIBITION STANDS IN TENT**

**A basic stand consists of the following:**

- T-junction pallet divider
  - Fascia – Company name printed and fitted on stand.
  - One plug point per 9m<sup>2</sup> - maximum wattage per stand: 900w / 3.9 Amps.
  - Two energy saving lights per 9m<sup>2</sup>.
- No carpeting and flooring its on the grass

### **CUSTOM STANDS – By prior approval of the organizers ONLY.**

- **MUST SUBMIT PLANS FOR STAND DESIGN BEFORE 7 OCTOBER 2022.**
- 3-Phase power ONLY by advanced arrangement before **7 October 2022.**
- Plumbing requirements must be communicated no later than **7 October 2022.**

Should the venue/location of the stand not provide sufficient power/plumbing, additional costs for services will be at the exhibitor's expense.

### **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 Sunday, 6 November 2023.**

**Everything, including all signage, must be removed from SKW fields on Monday, 7 November by 13:00**

**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 SUNDAY BREAKDOWN.**

**THE ORGANIZERS DO NOT TAKE ANY RESPONSIBILITY FOR STOLEN/DAMAGED ITEMS AT THIS TIME.**

### **STAND SHARING**

- To secure previous year's, stand status booking and payment of stand & refundable deposit must be done by **NO LATER THAN Thursday, 29 April 2022**
- **Only full payment of Stand and refundable deposit will confirm your booking.**
- No exhibitor tickets will be sent to non-paying exhibitors.
- Exhibitors registered with the Namibia Tourism Board (NTB) will receive a 10% discount with document proof of registration.

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

## ADVERTISING

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

**Please contact Lindy Fischer 081 240 0566 or [lindy@nmh.com.na](mailto:lindy@nmh.com.na)**

## BRAND EXCLUSIVITY

The Namibia 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\$85.00** (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 **2 October 2022** 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 **Thursday , 3 November 2022**, 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.