

## Information Pack

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**DATE:** 30 May – 02 June 2018

**VENUE:** WINDHOEK SHOW GROUNDS

**SHOW TIMES:** **TRADE DAY:** WEDNESDAY, 30 MAY 2018 - 15:00 to 22:00  
**PUBLIC DAYS:** THURSDAY, 31 MAY 2018 - 12:00 to 22:00  
FRIDAY, 01 JUNE 2018 - 12:00 to 22:00  
SATURDAY, 02 JUNE 2018 - 11:00 to 19:00

**GATES CLOSE @ 20:00 TWO HOURS PRIOR TO EXPO CLOSING TIME 22:00**

**DATES FOR OTHER TOURISM TRADE SHOWS FOR 2017**

ITB: 08-12 MARCH 2018: BERLIN

INDABA: 08-10 MAY 2018: DURBAN

**EXHIBITOR PARTICIPATION RATES:**

**INDOOR STANDS:** Calculated at various rates depending on halls from N\$1100.10 – N\$1500.00 per m<sup>2</sup> (VAT inclusive). A 7cm x 5cm size business card advertisement with your contact details in our Expo Guide and on the online booking system is included in the rate.

National tourism bodies, tourism central booking and marketing offices please note the *Sharing Policy*.

**OUTDOOR STANDS:** Rates vary due to location, size and condition of the site. (eg: paved, sand or stones)

**VISITORS ENTRANCE – Single entry**

Adults: N\$80.00

Children: 6 – 12 Years: N\$30.00

Children under 6 and Pensioners – Free of charge.

E-ticket sales available at Namibia Media Holdings at the standard rates @ 11B General Murtala Muhammed Avenue

## **ABOUT THE NAMIBIA TOURISM EXPO**

The 20<sup>th</sup> Annual Namibia Tourism Expo is organized by Namibia Media Holdings and is supported by all Namibian tourism organizations, including the Namibian Tourism Board (NTB). The Expo which will be held from **30 May - 02 June 2018** is proudly sponsored by Old Mutual and First National Bank.

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 interactive chefs' demonstrations, 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 show, complete with motoring accessories, hosted under the banner of the Namibia Tourism Expo & Motor Show. A separate information pack for the Motor Show is available on request.

## **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.

## **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.

### **TOKEN SYSTEM**

A tasting token system is applicable to all beverage exhibitors offering tastings. The token system will work as follows:

- Tokens are sold for N\$10 per e-token

### **VOTING OF STANDS**

Exhibitors are set to win N\$500 000 in prizes at the 2018 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 2019, editorial coverage in all publications of NMH, as well as two full page advertisements in the June 2018 edition of *Tourismus Namibia* and the March 2019 edition. Total value N\$100 000.

### **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 2019, as well as editorial coverage and a half page advertisement in the newspaper in June 2018. 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. Total value N\$150 000.

### **COMMUNITY NEWSPAPER AWARDS**

- The editors of *Ewi Lyanooli*, *Erongo* and *Windhoek Express* will choose tourism direct exhibitors at the Expo who are situated in the geographical areas of their respective readerships.

The winner from each of these three publications will receive an N\$5 000 discount on their stand in 2019, as well as editorial coverage and a half page advertisement in the respective newspapers in June 2018. These awards will be known as the **Community Newspaper Awards**. The total value of the Community Newspaper Awards is N\$50 000

### **PEOPLE'S CHOICE AWARDS**

- The **People's Choice Awards** will be decided by voting by SMS (cost N\$1 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 in each category will receive an N\$10 000 discount on their stand for 2019, as well as editorial coverage and a full page advertisement in the newspaper of their choice in June 2018. Total value of prizes for the People’s Choice Awards is N\$100 000.

- A panel of three judges will evaluate all stands and grade them as Platinum, Gold, Silver or Bronze. Judging will be done on the Thursday of the Expo. The judges will be selected by the sponsors, Old Mutual, First National Bank and NMH.

**Platinum winners** will receive a N\$5 000 discount on their 2019 stand, as well as editorial coverage and a half page advertisement in the *tourismus Namibia* in June or July 2018. Value N\$15 000.

**Gold Winners** will receive a N\$3 000 discount on their 2019 stand, as well as editorial coverage and one quarter page advertisement in *tourismus Namibia* between June and December 2018. Value N\$10 000.

Where the value of a prize exceeds the value of the stand, the difference can be converted to advertising space, provided the stand is not smaller than the 2018 stand.

## INFO ON OUR PUBLICATIONS

*Republikein* has a circulation of 28 000 covering the entire country.

*Namibian Sun* has a circulation of 28 000 covering the entire country.

*Allgemeine Zeitung* has a circulation of 5 000 covering the entire country.

*Tourismus Namibia* has a circulation of 35 000 covering the entire country.

*Windhoek Express* has a circulation of 35 000 copies in the Windhoek, Gobabis, Okahandja and Rehoboth areas.

*Erongo* has a circulation of 15 000 copies in the Erongo Region.

*Ewi Lyanooli* has a circulation of 15 000 copies in northern Namibia, covering the country north of Okahandja.

*Suiderland* has a circulation of 5 000 copies in southern Namibia, covering the country south of Rehoboth, but 28 000 copies are circulated in the entire country.

## PARTICIPATING & VISITOR STATISTICS

TOTAL VISITOR BREAK DOWN – YEAR ON YEAR REVIEW:					
	TOTAL	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
2012:	19 518	3 896	4 178	7 859	3 585
2013:	20 742	4 461	4 012	6 281	3 795
2014:	24 326	4 285	5 352	7 688	4 831
2015:	22 033	3 752	4 449	7 229	4 642
2016:	22 773	5 231	5 332	7 813	4 397
2017:	21 000				

## EXHIBITOR INFORMATION

EXHIBITOR SET-UP AS FROM FRIDAY, 24 MAY 2018	
ACCESS TO GROUNDS DURING SET-UP, CHECK-IN & REGISTRATION (late registration by prior	Free access to the Windhoek Show Grounds for pedestrians and vehicles the week prior to the Expo until <b>Tuesday, 29 May 2018</b> . Thereafter only by means of an <b>E-Ticket &amp; Vehicle ID</b> . AT THE EXPO OFFICE IN THE CAMELTHORN HALL <b>Monday, 28 May 2018 from 08:00 to 17:00</b> <b>Tuesday, 29 May 2018 from 08:00 to 17:00</b> <b>SET-UP MUST BE COMPLETED NO LATER THAN 10:00 ON WEDNESDAY, 30 MAY</b>

arrangement only)	<p><b>2018.</b> Exhibitors who do not set up in time, will be regarded as “No Shows” and the stand will be cancelled. No refund will be made. <b>Vehicle registration at the Bell Street Exhibitor Parking Gate.</b></p>
EXHIBITION UNITS	<p><b>A basic stand consists of the following:</b></p> <ul style="list-style-type: none"> <li>▪ White shell scheme walling with aluminium frames.</li> <li>▪ Fascia – Company name printed and fitted on stand.</li> <li>▪ One plug point per 9m<sup>2</sup> - maximum wattage per stand: 900w / 3.9 Amps.</li> <li>▪ Two energy saving lights per 9m<sup>2</sup>.</li> <li>▪ Carpeting in stands. (No carpeting will be provided in food stands).</li> </ul>
ADDITIONAL	<p><b>CUSTOM STANDS – By prior approval of the organizers ONLY.</b></p> <ul style="list-style-type: none"> <li>▪ <b>MUST SUBMIT PLANS FOR STAND DESIGN BEFORE 16 MARCH 2018.</b></li> <li>▪ 3-Phase power ONLY by advanced arrangement before <b>16 March 2018.</b></li> <li>▪ Plumbing requirements must be communicated no later than <b>16 March 2018.</b></li> <li>▪ Should the venue/location of the stand not provide sufficient power/plumbing, additional costs for services will be at the exhibitor’s expense.</li> </ul>
PANEL DESCRIPTION	<ul style="list-style-type: none"> <li>▪ Make &amp; type of equipment: OCTONORM.</li> <li>▪ Panel Height – 2 480mm.</li> <li>▪ Panel Width – 990mm (950mm wide + 40mm aluminium frame).</li> <li>▪ Panel Thickness – 3mm.</li> </ul>
DO’S & DON’TS	<p>Accessories such as ring screws, header hangers, hooks for chains, ceiling hangers and panel retainers can be leased from the Windhoek Show Society office, Tel: 061 224 748</p> <ul style="list-style-type: none"> <li>▪ Painting of panels is NOT permitted.</li> <li>▪ Glue, Prestick/Pritt, double-sided tape, thumbtacks, nails or any items that may cause permanent damage to the panels are NOT permitted.</li> <li>▪ Do not encroach on the aisle space as this is a safety hazard.</li> <li>▪ Keep noise to a reasonable level as not to disturb your fellow exhibitors.</li> <li>▪ Do not damage carpets.</li> </ul>
BREAKDOWN	<p><b>ONLY as from 08:00-17:00 on Sunday, 03 June 2018.</b> <b>Everything, including all signage, must be removed from the Windhoek Show Grounds by Monday, 04 June 2018. Refundable deposits will be forfeited should you vacate before closing time or if you have not completely vacated on the Monday.</b> <b>NB: LIMITED SECURITY WILL BE PROVIDED DURING BREAKDOWN.</b> <b>THE ORGANIZERS DO NOT TAKE ANY RESPONSIBILITY FOR STOLEN/DAMAGED ITEMS AT THIS TIME.</b></p>
<b>RATES, PAYMENT AND DEADLINES</b>	
STAND RENTAL INFORMATION	<p>The cost is calculated differently in each hall from N\$1100.00 – N\$1500.00 per m<sup>2</sup> (incl. VAT). A REFUNDABLE DEPOSIT WILL BE CHARGED FOR DAMAGES/LOSSES for <b>indoor stands</b> ranging from <b>6m<sup>2</sup> - 27m<sup>2</sup> = N\$3000 .00</b> ( not VATABLE) <b>And from 27m<sup>2</sup> and more = N\$121.00</b> per square metre. ( not VATABLE) A REFUNDABLE DEPOSIT OF <b>10%</b> of the TOTAL STAND VALUE WILL BE CHARGED FOR DAMAGES/LOSSES for <b>outdoor stands.</b> Rates are quoted in Namibia Dollars. N\$1.00 = ZAR1.00</p>
INCLUDED IN STAND RATE	<ul style="list-style-type: none"> <li>▪ <b><u>Complimentary Entrance Tickets</u></b> <i>Stands ranging from 9m<sup>2</sup> - 54m<sup>2</sup> will receive a maximum of ten (10) complimentary e-tickets valid for one single entry on Wednesday, 30 May 2018 Trade Day ONLY.</i></li> </ul>

<p><b>NOT INCLUDED IN STAND RATE</b></p> <p><b>PAYMENT DEADLINES</b></p>	<p><i>These tickets will be forwarded via sms one week prior to the Expo.</i></p> <ul style="list-style-type: none"> <li>▪ <b><u>Free Exhibitor Access</u></b></li> </ul> <p>Exhibitor access will be provided depending on the size of the stand:</p> <p>9m<sup>2</sup> : 4 people.  18m<sup>2</sup> : 6 people.  27m<sup>2</sup> and more : 8 people.</p> <ul style="list-style-type: none"> <li>▪ <b><u>Complimentary Parking</u></b></li> </ul> <p>Exclusive exhibitor parking (limited).</p> <ul style="list-style-type: none"> <li>▪ <b><u>Vehicle Stickers</u></b></li> </ul> <p>Vehicle registration at the Bell Street Exhibitor Parking Gate.</p> <ul style="list-style-type: none"> <li>▪ <b><u>Exhibitor Listing</u></b></li> </ul> <p>Free exhibitor listing in the Expo Guide which includes a 7cm x 5cm size business card advertisement with logo and contract detail.</p>
	<ul style="list-style-type: none"> <li>▪ Furniture rental.</li> <li>▪ Corrections and/or additions on fascia boards after deadline.</li> <li>▪ Any customized alterations to the stand.</li> <li>▪ Liquor &amp; food licences.</li> <li>▪ Additional auxiliary services such as plumbing, water connections and/or additional electrical requirements.</li> <li>▪ <b>Additional Exhibitor e-tickets</b> over and above standard allocation @ <b>N\$135.00 per person. Invoice will be provided accordingly.</b></li> <li>▪ <b>Additional Entrance Tickets</b> over and above standard allocation available at standard rates via Namibia Media Holdings.</li> <li>▪ Work permits.</li> <li>▪ Custom-made fascia with your company logo at an additional cost – must be before <b>16 March 2018.</b></li> </ul> <ul style="list-style-type: none"> <li>▪ To secure previous year's, stand status booking and payment must be done by <b>NO LATER THAN Friday, 16 February 2018.</b></li> <li>▪ <b>Only full payment by 29 March 2018 of Stand and refundable deposit will confirm your booking and receipt of entrance E-Tickets.</b></li> <li>▪ Exhibitors registered with the Namibia Tourism Board (NTB) will receive a 10% discount.</li> <li>▪ No refund will be given for cancelled stands as per the Terms &amp; Conditions.</li> </ul>
<p><b>GENERAL</b></p>	
<p><b>STAND SHARING</b></p> <p><b>ADVERTISING OPPORTUNITIES</b></p> <p><b>BRAND EXCLUSIVITY</b></p>	<p>A maximum of two (2) individual companies per 9m<sup>2</sup> will be permitted to share. This is not applicable to tourism marketing agencies, head offices, groups, central booking agents or national tourism bodies.</p> <p>Tourismus is a publication which comes out on the day prior expo - special rates for paid up exhibitors will be offered.</p> <ul style="list-style-type: none"> <li>▪ <b>Brand Exclusivity</b> – The Namibia Tourism Expo does not guarantee brand exclusivity to any of its exhibitors, excluding areas where brand exclusivity has been guaranteed. The Expo is proudly sponsored by Old Mutual and First National Bank and they are afforded brand exclusivity, including the Motor Show. As main sponsors of the Expo they will have branding rights on all public areas at the event.</li> </ul>
<p><b>TASTING AND SELLING OF FOOD/ BEVERAGES</b></p>	<ul style="list-style-type: none"> <li>▪ Individual liquor licences will be obtained on behalf of exhibitors by the organizers at an additional fee of <b>N\$ 1000.00</b> (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</li> </ul>

also required.

- ONLY the organizers of the Expo will be permitted to sell wine tasting glasses & tasting tokens.
- 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\$60.00** (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 **13 April 2018** 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.
- Ice is provided at no additional charge to exhibitors who are **providing tastings** for beverages. Please note the 'wine runners' are employed by the Expo organizers – no additional fee is required for this service.
- **No carpets will be provided in food preparation areas.**

#### TICKET ACCESS SYSTEM

- Exhibitor Access to the Show Grounds is done by means of an **E-Ticket ONLY**.
- From **Wednesday, 30 May 2017**, exhibitors that do not adhere to the above-mentioned regulations will need to purchase standard entry e-tickets via Namibia Media Holdings at the standard rate.

#### TOURISM EXHIBITORS

##### NATIONAL TOURISM BOARDS, CENTRAL BOOKING OFFICES, MARKETING AGENCIES & HEAD OFFICES

#### Tourism Boards/ National Tourism Bodies

- ONLY the main exhibitor/national tourism body's name will appear on the fascia.
- The square meter rate will apply and an additional fee of **N\$3 567.30** (including VAT) for each sharing exhibitor will be charged to the main exhibitor.
- The number of participants sharing is at the discretion of the main stand holder as size and design of stands vary.
- The main exhibitor must provide a list of participants sharing the stand to the organizers and is responsible for full payment.
- No individual invoice will be made out to participants.

#### Head Offices/Groups

- ONLY the group's name, i.e. "the brand," will appear on the fascia, e.g.

**Group Facilitators  
(Marketing Agencies  
& Central Booking  
Offices)**

NWR, Finesse Hospitality Support Services, etc.

- Names of individual properties will be listed in alphabetical order in the Exhibitor Guide under the name of the Group on the May layout and the business card will be under “the brand” name.
- There is no size limit of stands for head offices/groups which is available at the rate depending on the hall from **N\$1100.00 per m<sup>2</sup>- N\$1500.00** (VAT inclusive) – *subject to space availability*.

- **ONLY** the facilitator’s name will appear on the fascia (name board) e.g. Finesse Hospitality Services, Reservation Destination, etc.
- The participation fee must be settled by the central office – **NO INDIVIDUAL INVOICES WILL BE ISSUED FOR INDIVIDUAL PARTICIPANTS.**
- Names of individual properties will be listed in alphabetical order in the Exhibitor Guide under the name of the Group on the May layout and the business card will be under “the brand” name.
- Individual participants represented by a facilitator must be clearly displayed and this must be visible from the aisle.
- The display should reflect who the clients are and what the facilitator represents.
- The cost formula for stand sharing is based on: **3 properties per 9m<sup>2</sup> stand, e.g. N\$10 701.90 ÷ 3 = N\$3 597.30.00**
- Less than three (3) properties represented per 9m<sup>2</sup> will pay the standard m<sup>2</sup> rate calculated at **N\$1 189.10 per m<sup>2</sup>**.
- For each additional property above three (3) properties per 9m<sup>2</sup>, a rate of **N\$3 597.30** will be charged for each additional property that shares the space, e.g:

**1 property per 9m<sup>2</sup> = N\$10 701.90**

**2 properties per 9m<sup>2</sup> = N\$10 701.90**

**3 properties per 9m<sup>2</sup> = N\$10 701.90**

**4 properties per 9m<sup>2</sup> = N\$10 701.90**

**(N\$1 189.10 x 9m<sup>2</sup> = N\$10 701.90 ) + N\$3 579.30)**

**5 properties per 9m<sup>2</sup> = N\$16 215.00**

**(N\$1081.00 x 9m<sup>2</sup> = N\$9 729.00 ) + N\$3 243.00 + N\$3 243.00)**