

### 2018 MOTORSHOW INFORMATION PACK

**FOR ADDITIONAL INFORMATION, PLEASE CONTACT EXPO EVENTS MANAGER, MICHELLE LE ROUX ON +264 81 286 4311.**

#### INTRODUCTION

The Namibia Tourism Expo & Motorshow is proudly sponsored by Old Mutual and First National Bank will take place from **30<sup>th</sup> May – 2<sup>nd</sup> June 2018**.

Tour operators, car rental companies and self-drive travellers can view a fully fledged motor vehicle show, complete with motoring accessories, which is hosted under the banner of the Namibia Tourism Expo.

The annual Namibia Tourism Expo, now in its 20<sup>th</sup> year, has enjoyed a steady growth of quality visitors each year. The organisers embrace the challenges of 2018 and will stay ahead of the game by introducing fresh elements and including innovative ideas to attract an ever-changing market.

#### EXHIBITION TIMES

<b>DATE:</b>	30 May – 02 June 2018			
<b>VENUE:</b>	WINDHOEK SHOW GROUNDS			
<b>SHOW TIMES:</b>	<b>TRADE DAY:</b>	WEDNESDAY,	30 MAY 2018 - 15:00 to 22:00	
	<b>PUBLIC DAYS:</b>	THURSDAY,	31 MAY 2018 - 12:00 to 22:00	
		FRIDAY,	01 JUNE 2018 - 12:00 to 22:00	
		SATURDAY,	02 JUNE 2018 - 12:00 to 20:00	
	<b>GATES CLOSE @ 20:00 2 HOURS PRIOR TO EXPO CLOSING TIME 22:00</b>			
	<b>DATES FOR OTHER TOURISM TRADE SHOWS FOR 2018</b>			
ITB:	08-12 MARCH 2018: BERLIN			
INDABA :	08-10 MAY 2018: DURBAN			

#### JUDGING OF STANDS

Visitors to the Tourism Expo will vote for their favourite stand, by scanning QR codes at each Exhibitor's stand, sms one per phone, gate entry ticket stub and Editor's choice.

#### 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				

## **MOTOR SHOW PROFILE**

- The Motor Show will ONLY provide for Bona Fide New Vehicle Brand Dealers that conform with all the criteria points as numbered 1 to 5.
  1. New Vehicles ONLY
  2. No Trucks will be permitted unless it is safari type vehicles
  3. Must be able to maintain a factory warranty
  4. Must be able to service the vehicle
  5. Must be a FIRST NATIONAL BANK accredited dealer
  6. Pre-owned Dealers & “Grey Imports” will not be permitted
  7. Only vehicle types that are used by rental companies should be exhibited.
- Complimenting Accessories e.g. motor vehicle accessories, camping equipment, vehicle fitment
- Complimenting Outdoor Brands may be included for display e.g. motor bikes, quad bikes, boats, caravans, car hire companies
- Show enhancers

**VISITORS** to the Motor Show will have the benefit of a one-stop-shop, to view different brands simultaneously along with vehicle demonstrations in order to make comparative choices.

## **DEALERS’ RESPONSIBILITY**

- Additional lighting to enhance presentation
- Organisation of stand activities
- Any enhancements: e.g. rotating vehicle stand, pot plants etc
- Cleaning of own stand during the Motor Show
- New Vehicle Access Control
- Inform the organisers of any intended upgrades that are planned e.g. planting grass, trimming trees, painting of any areas, etc.
- Please see Terms & Conditions nr. 39. T&C’s can be viewed or downloaded on the following website <http://nte.nmh.com.na>

## **ORGANISERS WILL PROVIDE THE FOLLOWING:**

- Extensive coverage by the Namibia Media Holdings (NMH) Group. A Supplement will be published prior to the Expo with detailed information about the event
- Security will be provided. Security reserves the right to request Exhibitors’ identification and proof of ownership of any item at the Namibia Tourism Expo. Should an Exhibitor require additional security services, this must be arranged with the Organisers and will be at own cost. No other security company will be permitted
- Basic cleaning of the site prior to exhibitor set-up
- The outdoor sites will be open for inspection 2 weeks prior to the opening day of the exhibition
- A platform to showcase brands, launch new models and offer demonstrations to visitors

## **REGISTRATION & BUILD-UP**

### **EXHIBITORS SET UP / REGISTRATION PROGRAMME**

Exhibitor Announcement of Arrival / Enrolment Point: At the Tourism Expo office located in the President’s Hall on **Monday & Tuesday, 28 May & 29 May 2018** from **08:00 to 17:00**.

Late Registration: **Strictly by special arrangement ONLY.** The Expo office is located on the ground level of the Camelthorn Hall. Set-up must be completed no later than 10h00 on **Wednesday, 30 May 2018.**

**BREAKDOWN:**

**ONLY as from 08:00-17:00 on Sunday morning, 03 June 2018.**

**Everything must be removed from the Windhoek Show grounds by Monday, 04 June 2018. This includes all signage – Refundable deposits will be forfeited should you not evacuate completely.**

**NB: THERE WILL BE LIMITED SECURITY PROVIDED DURING BREAKDOWN.**

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

**GUIDELINES FOR PARTICIPATION**

- The general design and layout of the Expo differs significantly from that of the Windhoek Show
- First National Bank will position branding at dealer stands and no branding of other banks will be allowed
- Grouping the Motor Show exhibits together offers visitors a comparative selection
- See Criteria / Motor Show Profile
- Participation rates are available on request

**COMPLIMENTARY ACCESS TICKETS**

**10 x complimentary e-tickets to the Expo will be sms'ed to each stand for the trade day only, which is Wednesday, 30 May 2018.**

These access tickets are intended for invitation to exhibitors' clients or potential clients for the trade day ONLY.