



Exhibitor's Guide  
2019



(011) 435 9252

[www.theglenshopping.co.za](http://www.theglenshopping.co.za)



# About The Expo

## Everything Love Expo

Valentine's Day is a special holiday that so many love and celebrate! That is why we want to give all the love birds a chance to find everything they need to make this Valentine's Day one to remember!

At the same time you are able to capitalize on this annual holiday resulting in higher emotional spending and impulse buys not only for this year but hopefully for years to come.

You also gain exposure for your brand to come to mind on other special occasions such as mothers day, fathers day, anniversaries, birthdays and more. But you need the exposure first!

We offer you this platform at a very affordable rate starting at only R500 per day to reach thousands of potential customers.

Ready to share the love of your brand with us? Make your booking today!

Location: **The Glen Shopping Centre - Glenvista, JHB**

Date: **8-10 February 2019**

Exhibition Area: **Middle Level**

Average Foot count for a weekend at The Glen Shopping Centre: **50 000 - 60 000 Feet**

Rates: **R1 500 - R3 000**



# Marketing The Expo

## Social Media Advertising

Interest, engagement, reminders and a following are successfully achieved through social media and so we will be utilizing this to its full potential. Our main focus will be on Facebook & Instagram

*Facebook (Boost posts, Promote event engagement & responses, Promote Page, Boost Sponsor Posts, Share on groups & Pages, etc)*

*Instagram (Boost Posts, Boost Event, Boost Sponsor Posts, etc)*



## Online Advertising

Given the latest trends and effectiveness of online advertising this will be very focused on, especially since it allows us to target our desired market effectively. We will make use of the following:

*Adverts on relevant websites & searches (Google Ads)*

*Listing, Banner Ads & Info on relevant sites*

*Event Listings on relevant sites*

*Local Newspaper Sites*



## Large Public Adverts

A campaign focusing on reaching the public in busy/popular areas will be undertaken using the following:

*Advertising on Digital Billboards (Alive Advertising)*

*In Centre Printed Posters*

*In Centre Digital Adverts*



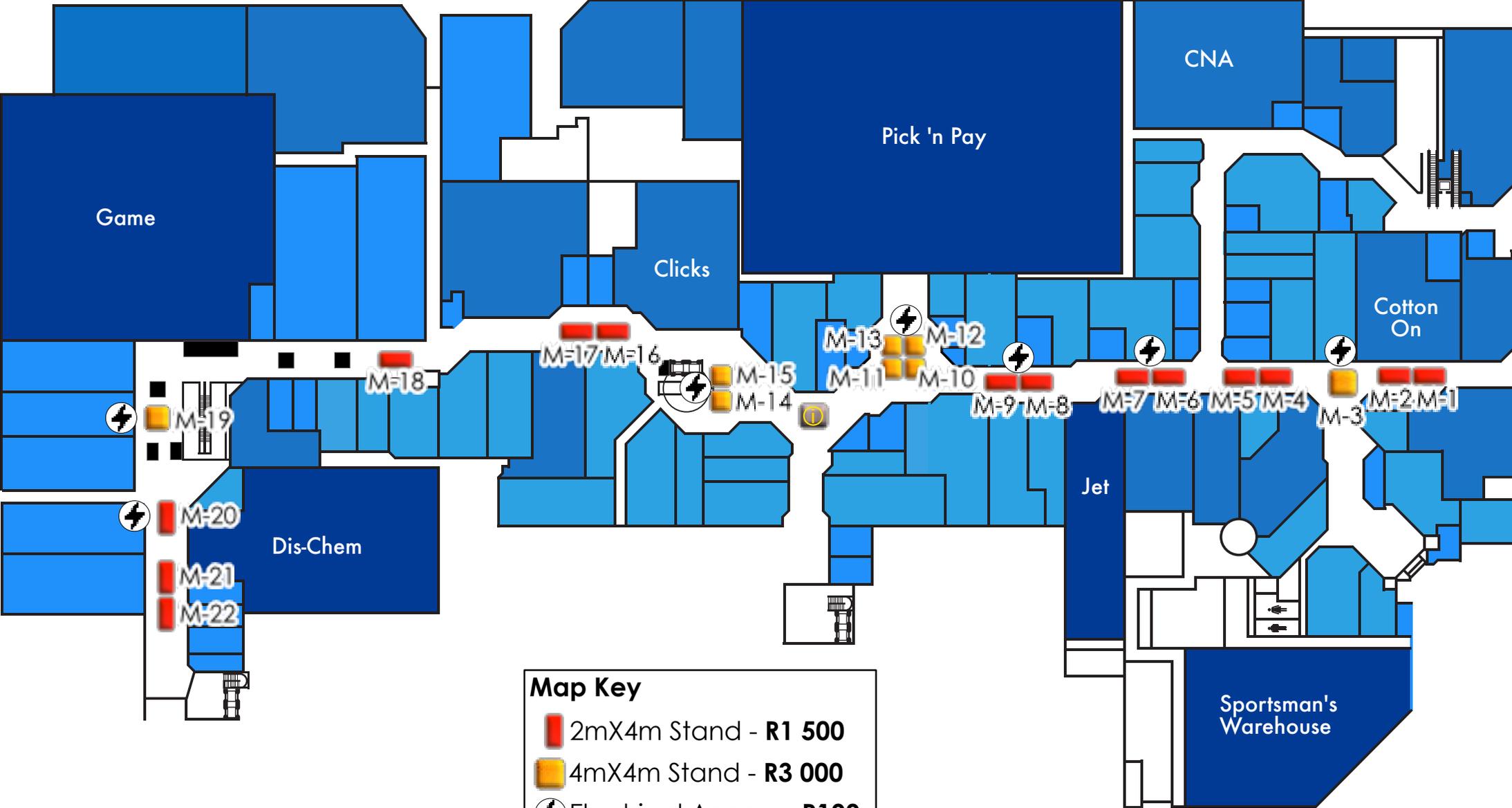
## Print Advertising

A large print advertising campaign will be undertaken focusing on the JHB South Area mostly but extending into other areas too. Making use of the following we will achieve this:

*Local Newspapers*

*Free Magazines*

# Map Layout



**Map Key**

- 2mX4m Stand - R1 500
- 4mX4m Stand - R3 000
- ⚡ Electrical Access - R100

Tables (R100) & Chairs (R40) can be hired from us, but you can bring in your own.

# Information

## **Times & Dates:**

### **Friday 8 February 2019 (Not Compulsory)**

Set-up: 07:00 - 08:45

Centre Opens: 09:00 - 21:00 (Exhibitors may leave 17:00)

### **Saturday 9 February 2019**

Set-Up: 07:00 - 08:45

Centre Open: 09:00 - 17:00

### **Sunday 10 February 2019**

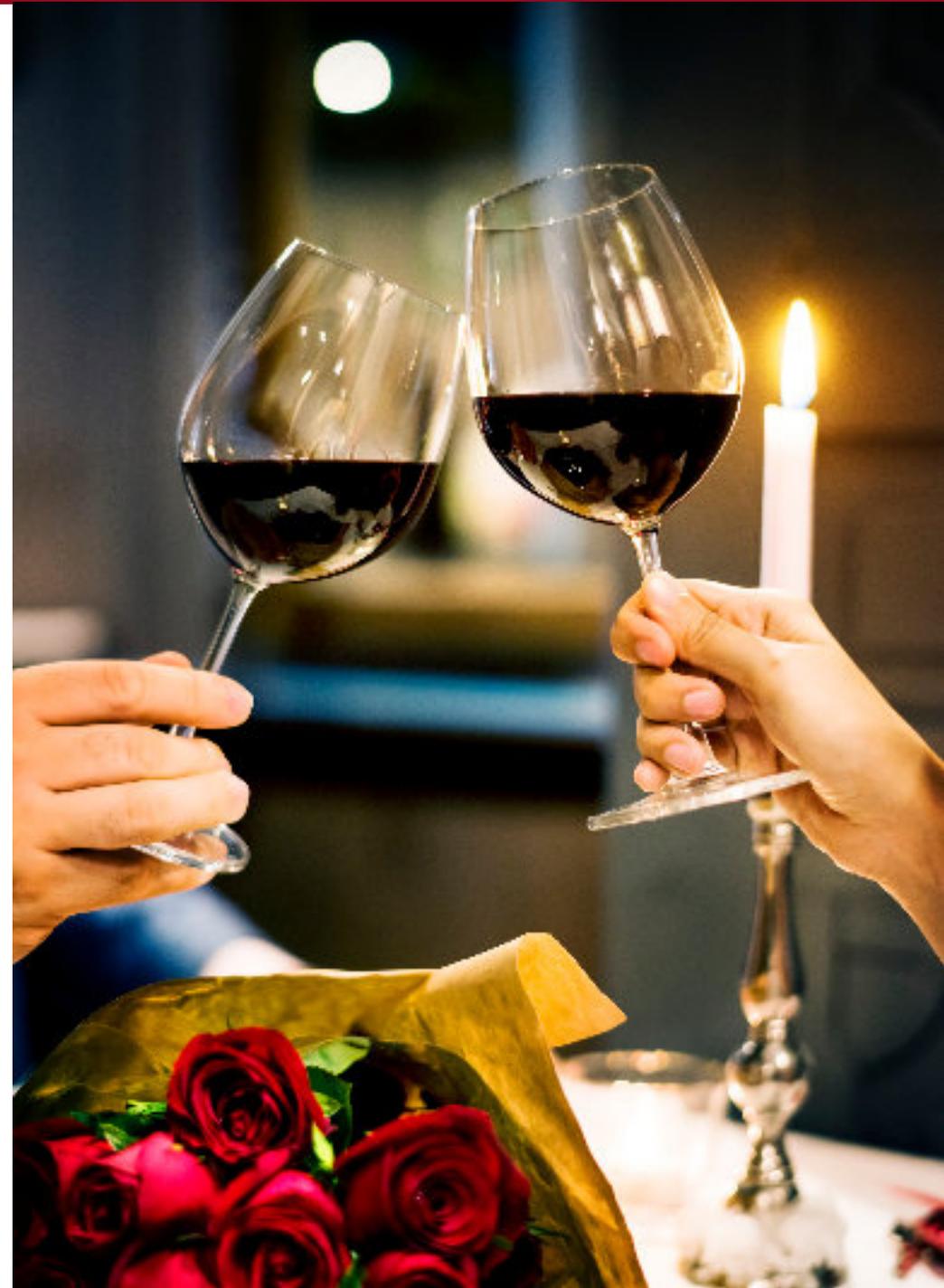
Exhibition Open Hours: 09:00 - 17:00

Break-down: 17:00 - 19:00

**Security:** There will be security 24/7 from the Friday Morning to the Monday Evening within the exhibition Space. Items should be safe but are left at your own risk

**Parking:** Free parking will be given to each exhibitor each day and you may park anywhere within the secure parking lots.

**Your stand:** You may set up your stand as you please. It is raw space which allows you to bring in any equipment you wish to make the space yours!



# Sponsorships

## Looking to Gain Even More from the Expo? Consider a Sponsorship!

We are looking for sponsorships for the following:

**1) Decor & Attractions:** Got something beautiful that couples can take pictures of or with? Then let us know so we can be sure to give you a free space in exchange for this attraction!

**2) Prize Giveaways:** Everyone loves a good competition and we really want to share the love for Valentine's Day! So consider sponsoring a prize to be given away by us to create excitement around your brand and the expo! No minimum or maximum value is required to sponsor a prize.

**3) Media Sponsor:** If you have a blog, website, magazine or directory which is targeting our target audience then we want to see what we can do together to create awareness around the expo!

There are only so many spaces available for sponsors so be sure to act fast as it is given on a first come first serve basis.



# About The Glen

## Targeted Demographics

Teens, couples, married couples and families will be targeted mostly to attend the event.

An LSM of 7-10 will be focused on intensely to attend.

We will focus on areas where this particular demographic can be found through our marketing of the exhibition.



## The Glen Shopping Centre

The Foremost Shopping Centre of JHB South services the affluent communities of Meyersdal, Bassonia, Glenvista, Mulbarton, Alberton & Surrounds! Conveniently located off the N12 and centrally situated.

GLA Retail (m<sup>2</sup>) : **74 000**

Average foot count : **1.2 million per month**

Number of shops : **200**

### Anchor tenants:

Pick 'n Pay, Edgars, Woolworths, Truworths, Foschini, Incredible Connection, Dischem, Hi-Fi Corporation, Mr Price, Sportsmans Warehouse, Game, Clicks

# Contact Us

*No Matter what it may be, Feel Free to Contact us! We would love to hear from you!*

## Everything X Expo - Event Organizers

 [www.everythingxexpo.com](http://www.everythingxexpo.com)

 @everythingxexpo

 [info@everythingxexpo.com](mailto:info@everythingxexpo.com)

 +27(0)82 558 0511

 +27(0)71 671 2539

## AA Squad - Event Coordinators

 [www.aa-squad.com](http://www.aa-squad.com)

 @almostanythingsquad

 [info@aa-squad.com](mailto:info@aa-squad.com)

 +27(0)72 886 8246



# Terms & Conditions

1. Everything "X" Expo & The Glen Shopping Centre, its' directors, employees, partners, affiliates, members, suppliers, and sponsors will not be held liable for any loss, damage or injury to exhibits, merchandise, personnel/client or property howsoever caused. The exhibitor attends at their own risk as well as brings any property onto the premises at their own risk.
  2. The exhibitor/sponsor is responsible for their stand, its contents and all personnel working at their stand at all times.
  3. Although security measures by the organizers will be taken and enforced, the exhibitor is responsible for their own property. If this property is left unattended it is done so at the exhibitor's/sponsor's sole discretion.
  4. The organizers reserve the right to restrict or remove any overly loud music or noise causing a disturbance.
  5. No exhibitor/sponsor may take possession of their stand until full payment is made inclusive of any extras or sponsorships.
  6. Exhibitors/sponsors may hand out promotional material such as flyers to individuals attending the exhibition as long as it is done so in an orderly fashion within their allocated stand and not in front of any other stand other than the one allocated to them.
  7. Any activities, which the exhibitor/sponsor wish to undertake, which are not exhibiting related, must be cleared by the organizers and the exhibitor must obtain a written consent to perform the activities.
  8. Any competitions, giveaways, raffles or other promotional activities, which the exhibitor/sponsor wishes to undertake, must be approved by the organizers and the exhibitor/sponsor must receive written consent for it to take place. The organizers reserve the right to remove or suspend any promotional activities which have not received prior consent.
  9. The organizers reserve the right to restrict the number of, or cancel, presentations or demonstrations causing obstructions in aisles, and/or excessive disturbances to neighboring stands.
  10. Exhibitors/sponsors are solely responsible for any deliveries or receiving of goods relating to their stands and are not to have deliveries made during show hours.
  11. Exhibitors/sponsors may not display their exhibits on or cover neighboring stands. The exhibit may not exceed the boundaries of the allocated space.
  12. Any waste created by the exhibitor/sponsor must be removed before the opening of the show each day.
  13. The exhibition will have demarcated smoking areas and no smoking, including electronic smoking devices, will be permitted anywhere else other than in the demarcated smoking areas.
  14. If an exhibitor/sponsor should cause any damage to the property belonging to or relating to Everything "X" Expo &/or The Glen Shopping Centre, their partners, hosts or suppliers, will be charged for repairs to the damaged property and billed to the exhibitor/sponsor accordingly.
  15. Any illegal, pirated, or inappropriate material/products/goods will not be tolerated and the organizers reserve the right to remove the offending items and if necessary close the stand with no refund.
  16. No inappropriate, offending or disruptive behavior will be tolerated and the organizers reserve the right to remove any persons displaying or acting with this behavior within the exhibition venue.
  17. The organizers reserve the right to remove any items from an exhibitors stand should it be causing a disturbance or posing a threat to the other exhibitors or the public attending.
  18. The Rules and Regulations outlined in the Exhibitor's Manual apply.
  19. The organizers reserve the right to cancel the exhibition without any prior notice due to any unforeseen circumstances, natural disasters or events out of their control.
  20. The organizers cannot be held accountable for any unforeseen unpleasant weather circumstances resulting in fewer attendees than predicted.
  21. The organizers reserve the right to make any changes to the exhibition which they deem necessary. All such changes will be conveyed to the exhibitors affected.
  22. A sponsor shall receive what their sponsorship entails as outlined within the Sponsorship Guide. Any changes to this sponsorship must be done so in writing and approved by all parties involved.
  23. Any changes to the map layout due to regulations or laws involved will have to be undertaken. Any parties affected will be notified and appropriate compensation or relocation will be given.
  24. A non-refundable deposit is required to reserve a stand upon issue of an invoice. Should no deposit be received within 5 days of the date of issue for the invoice, the organizers reserve the right to allocate the stand or sponsorship to another party.
  25. Should an invoice for a free entertainment stand be given this is as a record that the exhibitor has agreed to provide free and only free entertainment. Any entertainment which takes place on a free stand that has a fee will be subject to a new invoice in which the exhibitor will be responsible for making full payment for the space used.
  26. All terms and conditions outlined in any invoice relating to Everything X Expo applies.
  27. All terms and conditions outlined in The Glen Shopping Centre's documents apply.
  28. Right of Admission to the exhibition & centre is reserved.
- By Signifying on the appropriate applications that you have read and agree to the terms and conditions you are signifying that you have read, understood and agreed to everything outlined within this document.