



BRANDING | PRODUCTS | TECHNOLOGY  
**MODERN  
MARKETING  
EXPO 2022**



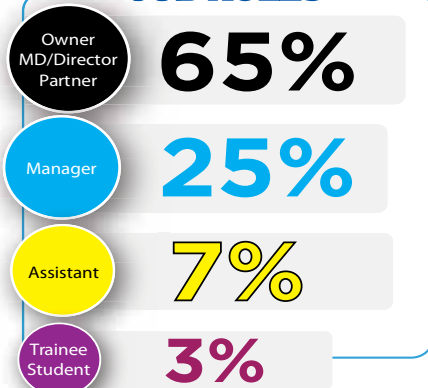
**13-15 SEPTEMBER 2023**

Gallagher Convention Centre

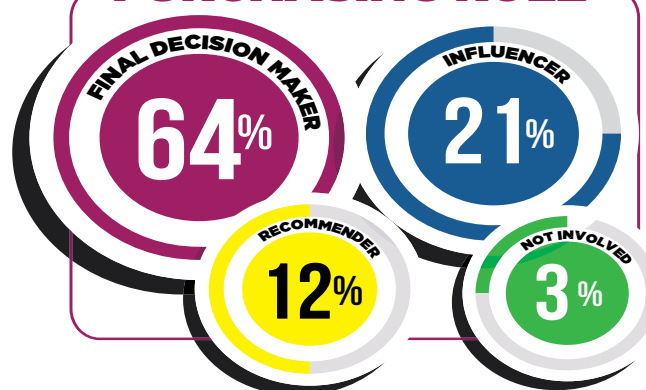
# MODERN MARKETING 2023 EXPO FACT SHEET & RATE CARD



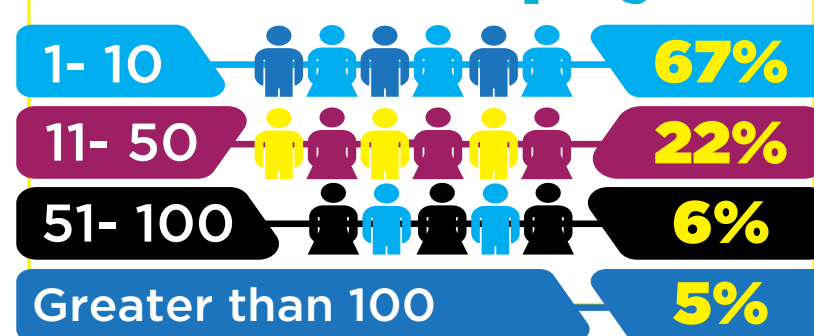
## JOB ROLES



## PURCHASING ROLE



## Number of Employees



**VISITOR PROFILE** based on previous expos

### STAND SALES

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# MODERN MARKETING EXPO 2023



**13-15 SEPTEMBER 2023**

Gallagher Convention Centre

## MODERN MARKETING 2023 EXPO FACT SHEET & RATE CARD

### VISITOR PROFILE

- Marketing professionals
- Sales managers
- Brand managers
- Business owners
- Buyers of media and branding
- Advertising professionals
- Design professionals
- Interior decorators
- Retail designers
- Marketing Agencies
- Retail
- Marketing Directors

### EXHIBITOR PROFILE

#### SUPPLIERS OF:

- |                                       |   |
|---------------------------------------|---|
| • Visual communication companies      | • clothing manufacturers                        |
| • Digital signage specialists         | • Conference venues                             |
| • Event & branding companies          | • Advertising & design agencies                 |
| • Point of sale display manufacturers | • Media owners                                  |
| • Promotional gift manufacturers      | • Marketing technology specialist               |
| • Corporate clothing and promotional  | • Software                                      |
|                                       | • In-store design, build and branding companies |

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

### EXHIBITOR QUOTES

*'It was good, and there were also a lot of good potential clients. We sold a printer on the first day, in the first few hours. There was a very good turnaround in terms of visitors, and we're very happy with that,' said Jordan Steinbach, UPrint.*

*'The show was very productive. We managed to interact with a lot of our old customers and also with new customers, so we're hoping for good business. Generally, it was a very good show for us,' said Tebogo Pholoholo, JG Electronics.*

*'It was excellent and it was a success. We had some great leads and great people coming out, and it was fun. We had a blast,' said Monique Botha, Transfin.*

*'It was fantastic. We had fun and had a lot of customers – we're probably going to get a lot of customers after the show as well,' said Richard Chilemba, T-Shirts South Africa/China Direct.*

*'It was very successful, one of our better shows in many, many years,' said Greg Eales, Red Hot Media.*

*'It was good. I think next year we are going to book a big stand,' said Leo Chen, Inkstyle Supplies.*

*'It was amazing, with the the foot traffic through the door and the quality of leads. We had a really good show – fantastic. We look forward to next year,' said Ron Van Breda, Sign-Tronic.*

*'It was a great three days for us. We had the opportunity to meet our cross-border customers. We also had an opportunity to showcase some of our new products, which was good, as well as meeting customers face-to-face,' said Thomas Smith, Falcon SA.*

*'There was a lot of interest. We launched our new machines and got to show it to South Africa,' said Gabriel Naidoo, Fujifilm Graphic Communication South Africa.*

*'Generally the quality of leads we had were quite good, and the numbers at times were very, very good. We were happy with the response,' said Kurt Tyack, Signarama.*

*'The show went really well. We got to see a lot of new customers, and we had a lot of new interest in our products. The calibre of the customers that came through to the show was really of top quality, there were some big customers that came around. People were very excited to be able to come visit the show again, so it went well and we were happy with the turnout,' said Illze Bester, Kolok.*

*'It was excellent, much better than we expected. There were a lot of new players in the market that haven't been here before, so for us it was great exposure and I think it's one of the best shows that we have attended in the last two years,' said Charmaine Poulter, Woodline Shade Solutions.*

#### STAND SALES

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JOHANNESBURG EXPO CO-LOCATED WITH:

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

2023 RATES	SPACE	
	9sqm	<input checked="" type="checkbox"/> R2395.00 per sqm
	18sqm	<input checked="" type="checkbox"/> R2270.00 per sqm
	36sqm	<input checked="" type="checkbox"/> R2155.00 per sqm
	54-99sqm	<input checked="" type="checkbox"/> R2045.00 per sqm
	100sqm +	<input checked="" type="checkbox"/> R1880.00 per sqm
	300sqm +	<input checked="" type="checkbox"/> R1765.00 per sqm
	Shell Scheme	<input checked="" type="checkbox"/> R465.00 per sqm Ex VAT

**LESS 10% ON EARLY BIRD  
BOOKINGS BEFORE END OF 2022.**

STAND STYLE (SIDES OPEN)	STAND OPTION
<input type="checkbox"/> Wall stand (1)	<input type="checkbox"/> Space Only
<input type="checkbox"/> Corner stand (2)	<input type="checkbox"/> Shell scheme*
<input type="checkbox"/> Front stand (3)	
<input type="checkbox"/> Island stand (4)	

\* Includes carpets, walling, fascia with name, 1 x Fluorescent light and 1 plug (5A) per 9sqm

REQUIRED STAND			
Minimum Sqm	<input type="text"/>	Maximum Sqm	<input type="text"/>

**EXHIBITOR SPONSORSHIP OPPORTUNITIES: we are interested in sponsorship at Modern Marketing 2023**☐ Please send me more info**PLEASE COMPLETE THIS FORM AND RETURN TO THE MODERN MARKETING TEAM BY EMAIL: DYELAN@PRACTICALMEDIA.CO.ZA**

COMPANY NAME

ADDRESS

CODE

COUNTRY

TEL

E-MAIL

CONTACT PERSON

POSITION

Upon receipt, your application will be processed and the most suitable option(s) for your stand at Modern Marketing 2023 Expo will be sent to you. Due to demand we may not be able to match your request exactly. Should you have any special stand requests, e.g neighbouring companies, please also send an attachment with this form.

Returning this form does not commit you to exhibiting at Modern Marketing 2023 Expo nor does it constitute as an offer of space. After confirmation of your stand and location, a final contract will be sent subject to agreement.

SIGNATURE

DATE:

STAND SALES

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