

REQUEST FOR PROPOSAL

Exhibition:	Africa's Travel Indaba 2022
Dates:	BONDay: 02 May 2022 Exhibition Days: 03-05 May 2022
Services:	Production and delivery of the official Exhibition Trade Catalogue & Production and delivery of the Hidden Gems Trade Catalogue at Africa's Travel Indaba
Venue:	Inkosi Albert Luthuli International Convention Centre, (Durban, KwaZulu-Natal)

We are pleased to extend this opportunity for the provision of services for Africa's Travel Indaba 2022-2023.

Our Request for Proposal (RFP) requires you to submit a detailed proposal and breakdown of your proposed concept and costs by the specified closure date to be considered as a preferred supplier for the above services for Africa's Travel Indaba 2022-2023.

Synergy Business Events (Pty) Ltd has been appointed as the official management company of **Africa's Travel Indaba 2022** on behalf of **South African Tourism** for the period of 2022 to 2023. As part of this contract, **Synergy Business Events (Pty) Ltd** team is responsible for the planning and implementation including all the operations and logistics around the execution of one of the largest events on the African tourism calendar - **Africa's Travel Indaba 2022-2023**. This event is held annually in Durban during the month of May.

Africa's Travel Indaba 2022 – Inkosi Albert Luthuli International Convention Centre, (Durban, KwaZulu-Natal) 02nd to 05th May 2022.

SECTION 1

GENERAL INFORMATION

BACKGROUND

Africa's Travel Indaba, a trade exhibition, is one of the largest tourism marketing events on the African calendar and one of the top three 'must visit' events of its kind on the global calendar. **Africa's Travel Indaba** is a three-day trade event which attracts well over 8000 delegates from the travel tourism and related industries. The exhibition accommodates over 1000 exhibitors, over 600 local and international media, and over 1000 local and international buyers.

The focus for South African Tourism is to market South Africa as a destination to both domestic and international travelers. This is a trade show that provides a platform for the entire tourism industry to conduct business and network.

SECTION 2

SERVICES REQUIRED:

The official Exhibition Trade Catalogue must include a free entry per exhibitor with basic contact details and website, a 50-word profile as well as an alphabetical listing of all exhibitors, location demographics within Africa, a map indicating their area of operation, their Africa's Travel Indaba stand number and copy of the final floorplan.

Additional pages will need to be dedicated to sponsors and partners, alongside a programme of events and Welcome message from SAT CEO and the Organising team, as well as any additions that may arise.

Complete management of the Exhibition Trade Catalogue for their Africa's Travel Indaba, including but not limited to:

- 2000 copies (A5 size) to be printed and delivered to the organisers before the opening of the exhibition
- Gloss finish cover
- Note that preference will be given to environmentally friendly paper and printing, therefore please provide environmental specifications
- 1500 digital copies to be made available in a memory stick format
- E-copy to be available to upload onto Africa's Travel Indaba website and Mobile App
- Issue copy to be available to upload onto Africa's Travel Indaba website and Mobile App
- Only registered exhibitors at Africa's Travel Indaba 2022 will be allowed to have advertisements over and above their free listing

- Each exhibitor is allocated the following:
 - 1x Company Name Entry
 - 1x Contact Name & Surname
 - 1x E-mail address
 - 1x Contact number
 - 1x 50-word company profile
 - 1x Stand Number
- ±1000 exhibitor profiles (2019 numbers, 10% increase for 2022)
- Following pages to be made available and any other additional which may arise:
 - 2 x page South African Tourism Foreword
 - 2 x page Tourism Kwa-Zulu Natal advertising
 - 1x page Durban Tourism advertising
 - 1 x page Durban ICC advertising
 - 1 x page Sponsors and Partner
 - 4 x pages Official Show Events Calendar
 - 1 x page Supporting Associations
 - 1 x pages Exhibition Floorplan
 - 1 x page Mobile App information
 - 1 x page COVID-19 Fact Sheet
- Hidden Gems Catalogue

Catalogue must include a free entry per exhibitor with basic contact details and website, a 50-word profile as well as an alphabetical listing of all exhibitors, location demographics within South Africa, a map indicating their area of operation, their Africa's Travel Indaba stand number and copy of the final Hidden Gems Pavilion.

 - Dedicated catalogue for products occupying the Hidden Gems Pavilion
 - 2000 copies (A5 size) to be printed and delivered to the organisers before the opening of the exhibition
 - Gloss finish cover
 - Note that preference will be given to environmentally friendly paper and printing, therefore please provide environmental specifications
 - Include content in the 1500 memory sticks for trade catalogue
 - E-copy to be available to upload onto the Africa's Travel Indaba website and Mobile App
 - Issuu copy/link to be available to upload onto the Africa's Travel Indaba website and Mobile App
 - 1x Company Name Entry
 - 1x Contact Name & Surname

- 1x E-mail address
 - 1x Contact number
 - 1x 50-word company profile
 - 1x Stand Number
 - Categorisation by Province, then Alphabetically
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- All production, printing costs and delivery to be included
 - Sales of all advertising for the catalogue, logos and additional advertising images can be sold as value adds, however, South Africa National Convention Bureau (SANCB) and organisers will approve costs of all advertising sales
 - South African Tourism will supply the trade catalogue management company with a letter of support to enable the Exhibition Trade Catalogue Management Company to solicit advertising from exhibitors
 - Weekly progress status reports from appointments leading up to the exhibition
 - Post exhibition report back

Organisers will provide you with the look and feel of the cover based on a successful proposal.

Cost Structure of Proposal:

Please provide costs as a total project fee rather than a monthly retainer. All prices to be inclusive of VAT and all payment terms to be specified. No additional costs to be considered over and above the

Cost Structure of Proposal:

Please provide a clear breakdown of costs for the varying advertisement types, and clearly indicate any discounted rates, where applicable. All prices to be inclusive of VAT and all payment terms to be specified. No additional costs to be considered over and above the RFP submissions. Should you wish to sponsor these services, please advise what your requirements would be in order for us to make an informed decision.

Additional points will be awarded for any innovative suggestions, as well as submission of your company sustainability / environmental policy and how you aim to implement this at Africa's Travel Indaba 2022. Consideration should be given to using energy efficient appliances and recycling material should be put in place in conjunction with the organisers.

Event Greening:

In line with international best practices, Africa's Travel Indaba 2022 aims to be a reduced carbon event where event greening is considered in all the different workstreams and appointments of suppliers. You are required to indicate in your proposal how you intend to implement this. Please include all relevant costs into your proposal, bearing in mind that it needs to still be competitive and make financial sense. The emphasis should be on innovation around the current business practice to ensure a positive impact around social and environmental issues, while it is still financially viable.

SECTION 3

RFP SUBMISSION:

Should you wish to sponsor these services, please advise what your requirements would be for us to make an informed decision.

Submission date – 16:00, Monday, 28 March 2022

Please note that the following documentation must be submitted with the application:

- A valid tax clearance certificate
- Certified copies of your company registration
- Certified copy of a valid B-BBEE verification/rating certificate
- Industry Association Certificate
- Greening Questionnaire

Please email your proposal to Molebogeng Masote molebogeng@synergybe.co.za and deliver to Synergy Business Events Offices: 222 Rivonia Road, Block A, First Floor, Morningside Close, Morningside, Johannesburg, Gauteng.

Queries:

Should you have any questions relating to this RFP, please contact Molebogeng Masote on molebogeng@synergybe.co.za or +27 11 476 5104.

On successful appointment, a service level agreement (SLA) agreement will be provided for all parties. Your primary point of contact will be Synergy Business Events.