

## **REQUEST FOR PROPOSAL**

<b>Exhibition:</b>	Africa's Travel Indaba 2024
<b>Dates:</b>	BONDay: 13 May 2024 Exhibition Days: 14 - 16 May 2024
<b>Services:</b>	ACTIVATIONS: Trade Floor Opening Fun Run Exhibition Stand & Inspiration Awards Lunchtime Activation, City Immersions Closing Activation
<b>Venue:</b>	Inkosi Albert Luthuli Durban International Convention Centre

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We are pleased to extend this opportunity for provision of services for Africa's Travel Indaba 2024

Our Request for Proposal (RFP) requires you to submit a detailed breakdown of your proposal and costs by the specified closure date to be considered as a preferred supplier for the above services for Africa's Travel Indaba 2024.

**Synergy Business Events (Pty) Ltd** has been appointed as the official management company of **Africa's Travel Indaba** on behalf of **South African Tourism** for the period 2024 (three show editions). As part of this contract, the **Synergy Business Events (Pty) Ltd** team is responsible for the planning and implementation including all of the operations and logistics around the execution of one of the largest events on the African tourism calendar – **Africa's Travel Indaba**. This event is held annually in Durban during May.

**Africa's Travel Indaba – Inkosi Albert Luthuli International Convention Centre, (Durban, KwaZulu-Natal) 13<sup>th</sup> to 16<sup>th</sup> May 2024, 13<sup>th</sup> May 2024 BONDay (Business Opportunity Networking Day)**

**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 that attracts well over 8000 delegates from the travel tourism and related industries. The exhibition accommodates over 1000 exhibitors, almost 550 local and international media, and more than 1 500 local and international buyers.

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

## Services required:

### 1. TRADE FLOOR OPENING (14th May 2024 @ 09h00)

The trade floor opening marks the official start of the trade show, and is officiated by the Minister of Tourism, Provincial Principals, and the CEO of South African Tourism. The opening needs to be impactful, succinct and professional, with a short attention-grabbing introduction to the official opening.

The appointed agency will provide manage all logistical and technical requirements of the event. This includes the arranging of a scene-setter entertainment segment

- Smooth operational running of programme and concept that is strategically sound
- Experiential positivity
- To maintain stipulated timing / duration of event – start and finish on time
- To ensure that the audience remains engaged to reduce distraction and any surrounding noise.
- To ensure that media, exhibitors, buyers and stakeholders have been communicated to regarding the format, timing and location
- To ensure reserved seating has been co-ordinated in advance
- Technical rider to include a large screen mounted on a stage/ rise, splitter box for media in a designated media pit, as well as an autocue
- This platform will be the first official platform through which the new ATI Brand will be 'launched'. The venue branding will already have the existing CI look and feel
- Venue – Auditorium OR South Foyer – Durban ICC – to be confirmed

### WE REQUIRE:

- Creative concept development and Mock-up – Audio Visual Countdown & entertainment
- Staging and Podium – platform must accommodate a bell that is mounted for it to be rung.
- Programme and Running Order development and management – to include the South Africa National Anthem and AU Anthem (not instrumental)
- Management and procurement of all technical requirements (screens, lighting, sound, autocue etc.)
- Sourcing of one interlude entertainment segment / entertainers and co-ordination of entire programme. Co-ordination of associated rehearsals and dry run ahead of opening. (Entertainment is budget dependent).
- Flighting of Africa's Travel Indaba Brand Manifesto, SA Tourism Brand AV, as part of the programme, at a point that is appropriate.
- Erection of relevant Branding and podium, bell and SA Flag
- Procurement and arranging of all logistics for artists and artist equipment - land transport and S & T, if applicable – the preference is to source local entertainment

- Clearly designated areas for VVIP's, VIP's – to review feasibility of standing room vs seating areas.
- Clearly designated areas for media photographers and journalists – media pit with splitter
- Clearly designated areas for Wheelchair bound attendees / VIPs.

## 2. LUNCH TIME ACTIVATIONS

### Objective

- To create an informal networking platform / pause area which emulates a Biscuit Mill / Neighbour-goods Market experience with part Beer Garden. Catering tastings (artisan, food trucks and braai) to be provided in this space.
- Provide ambient entertainment during the lunch hour, to be located at different parts of the outdoor sections of the ICC and DEC.
- To create an authentic, immersive African experience that represents the Host Province, South Africa and the continent at large.

Lunch activations for Africa's Travel Indaba to include but not limited to:

- 2 – 3 entertainment items per day for each of the show days to include a variety of elements which can be interactive, engaging and authentic to South Africa and the rest of the continent. These may include some of the below, however the agency is not limited to the below. Other creative concepts may be proposed.
- Structure – covered structure that can manage inclement weather (please propose options)
- Décor for each area – theme to be advised by Agency.
- Furniture (Hired)
- Lighting – basic lighting within the space.
- Entertainment – Drummers and musicians to interact with the audience.
  - drummers, dancers, artists and singers (sourced in and around Durban).
  - Interactive experiences – henna, personalized gin making as thought starters
  - Tastings
  - Themed lunch area set-up (i.e. jazz area, drumming area and live band area)
  - Locally sourced artists (in and around Durban)

## 3. FUN RUN/ YOGA SESSIONS (16th May 2024 @ 06h00 – 08h00)

The Fun Run is a community building activity with the objective of promoting the Host City in an alternative format.

### Objective:

- Ensure that entries open well in advance for Fun Run or Yoga Session
- Smooth operational running of programme and concept that is strategically sound
- Experiential positivity
- To maintain stipulated timing / duration of event

- To ensure that the participant is safe yet having fun, while having a light competitive spirit to the event.
- To ensure that media, exhibitors, buyers, and stakeholders have been communicated to regarding the format, timing and location.
- Ensure generator added for Load Shedding for Gantry
- To ensure all logistics and permissions are obtained in advance.
- Ensure that high-level and appropriate partners and sponsors are secured.

### **The Annual Africa's Travel Indaba Fun Run/Yoga Sessions**

- Venue – Durban Beachfront – promenade area
- Creative concept development – Potentially have a theme and partner with organisers of existing brand such as the “Comrades Marathon” of “Park Run” for the Run and a Yoga Brand for the Yoga Session.
- Have an exciting MC and some music to create an exciting and vibrant atmosphere.
- Programme and Running Order development and management.
- Management of route measurement and marking, registrations, t-shirts and procurement of all technical requirements (mic, sound, Water point, start and finish gantry and start ribbon etc.)
- Procurement of branded T-shirts for all participants, token for all finishers 150 max, yoga mats for all participants that can be rolled up and packaged to take home and water bottles for all runners and yoga participants.
- Identify an appropriate stakeholder to cut the start ribbon.
- Recommend a small token for all finishers (budget dependent)
- Erection of relevant Branding – outdoor telescopic, gazebo and A-frames
- Procurement and arranging of all logistics.
- Clearly designated signage and route-markers
- Provision of medics and security
- Provision for Wheelchair bound attendees.

### **AFRICA'S TRAVEL INDABA INSPIRATION & STAND AWARDS**

This Awards Ceremony enables Africa's Travel Indaba to recognise their valued industry stakeholders for their participation at the show. The Categories include;

- The Inspiration Award – the industry individual or organisation that has, over the past one year inspired the Africa's Travel Indaba community by the way in which they have challenged the odds, demonstrating Africa's Excellence
- The Innovation Award – the industry individual or organisation that has, over the past one year by adapting themselves, their product or business, or has introduced something new and unique, showcasing endless possibilities.
- The Empowerment Award - the industry individual or organisation that has, over the past one year made inroads in empowering others in the industry through collaboration or sharing of knowledge

- The Transformation Award - – the industry individual or organisation that has, over the past one year made significant inroads in transforming their business to include youth and women.
- The Excellence Award - – the industry individual or organisation that has, over the past one year, in a humanitarian way, uplifted and motivated other partners in the industry in striving for Excellence, the African Way.

#### Agency to

- Criteria for nomination and submission of nominees through an appropriate platform
- Open nominations for the awards pre-show to ensure sufficient time for voting
- Electronic Voting by all delegates – APP and / or website
- Appropriate certificate for each category
- Calligrapher for writing of winner names on certificates
- Propose the running order for the awards
- Nominate and brief the Programme Director
- Manage the Certificate Hand-over to winners
- Propose Certificate Awarders from SAT, Bid Parties & Industry
- Production of Winner certificates – design, printing, and calligraphy – ensure descriptions are correct
- To be inserted into frames
- Procurement of frames
- 5 x Certificates in frames – Inspiration Awards
- 9 x Stand Award Certificates – 3 per category
- Photographs of winners
- 1 x insert into Africa’s Travel Indaba Daily
- 5 x tweets
- 1 x Press Release

#### **4. CITY IMMERSIONS (15 & 16 May 2024)**

The City immersion enables the profiling the host city, while offering an authentic experience of the city to all delegates. It is also a means of supporting local establishments when ATI delegates patron local eateries, restaurants, and bars.

- Communication plan – promoting this exciting new initiative as part of Africa’s Travel Indaba; encouraging participation from delegates, promoting the local experiences of the host city / host province.
- Provision of entertainment experiences along Florida road and in Umhlanga, to bring the spaces to life.
- Obtain buy-in from establishments and negotiate special offers for ATI delegates.
- To brand the locations as ‘Africa’s Travel Indaba’
- To decorate the space so that it is enticing and creates a positive and unique experience for attendees.
- To create an identity for participating establishments

- To enhance and amplify these areas with entertainment; encourage participating establishments to also provide local entertainment
- Provide a listing of all participating establishments and offerings for amplification on the official Mobile APP and via social media
- To recruit participating establishments well in advance and confirm their deals for promotion and communication purposes
- To take place on the evenings of 15 – 16 May 2024
- Provide branding in advance of delegates arriving
- Décor of the street – lighting, tree wraps
- Provision and co-ordination of all street entertainment and activations for each day
- Street entertainment, in collaboration with Florida Road & Umhlanga Precincts – to include the activations that are already being supplied by the precinct (includes first Thursdays, Local Art Exhibition and entertainment provided by local businesses)
- Branding: Street-pole branding, Bunting and vinyl posters for participating establishments, branded tree - wraps
- Voucher booklets to include special offers from participating establishments

#### **5. CLOSING ACTIVATION (16 May 2024 @ 16h00 – 17h30)**

This marks the Official 'closing' to Africa's Travel Indaba 2024; SA Tourism want to express their appreciation to all delegates for participating. A call-to-action message for delegates to register to participate again the next year. Needs to be fun and authentic Agency to provide vibrant, uplifting, authentic South African entertainment, as delegates are sent off.

- To be located at Main Entrance/exits at ICC and DEC
- To take place on 16 May 2024 at 16h00 for 16h30 till 17h30
- Amplified with Goodbye message on Mobile App and Goodbye notification on Venue Screens (ICC)
- Vibrant, uplifting, authentic South African entertainment, as delegates are sent off

#### **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 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 2024. 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 practice Africa's Travel Indaba 2024 aims to be a reduced carbon event where event greening is considered in all the different work streams and appointment 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 current business practice to ensure positive impact around social and environmental issues, while it is still financially viable.

**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.

**Submission date – 12:00, Monday, 11 March 2024**

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
- Association Certificate
- Greening Questionnaire
- Soft copies and hard copies of previous work.

Please email your proposal to Molebogeng Masote at [molebogeng@synergybe.co.za](mailto:molebogeng@synergybe.co.za) and deliver to Synergy Business Events Offices: No.6 Susman Avenue, Blairgowrie, Randburg, Johannesburg, Gauteng. Should you have any questions relating to this RFP, please contact us on 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.