



2018 SARF/IRF/PIARC

REGIONAL CONFERENCE FOR AFRICA



EXHIBITION OPPORTUNITIES



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Dear Colleagues

Re: SPONSORSHIP AND EXHIBITION OPPORTUNITIES FOR SARF 2018 REGIONAL CONFERENCE

The 2018 Organising Committee welcomes you to Durban, South Africa.

The South African Road Federation (SARF) in association with the International Road Federation, headquartered in Washington DC (IRF) and the PIARC(World Roads Association), is hosting the Regional Conference for Africa at the Durban International Convention Centre, South Africa, from 9 to 11 October 2018. The theme of the conference is: Roads to Social and Economic Growth.

This conference has become the flagship event for road infrastructure in Southern Africa and in 2018 it will be further enhanced by the participation of the IRF and PIARC.

Africa poses unique challenges for the provision and preservation of roads and road transport to serve an extensive range of needs in terms of economic development and social well-being. Demands range from providing national mobility, primarily for economic reasons, through to rural roads providing mobility and access to remote communities.

The conference will bring together road officials from all tiers of government, academia and professionals in the private sector, to assist in determining the road needs and formulating a way forward. This will include the development of a cogent road financing policy and the provisioning and maintenance of an efficient, safe and affordable road network to serve the needs of the growing region.

The 2018 SARF/IRF/PIARC Regional Conference for Africa is a conference not to be missed and we look forward to welcoming you from around the world.

Yours sincerely

Neil Tolmie
Chairperson: Organising Committee



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PROGRAMME OUTLINE:

MONDAY, 8 OCTOBER 2018

08:00 – 14:00	Stand build up
14:00 – 18:00	Exhibitors to dress their stands

TUESDAY, 9 OCTOBER 2018

08:30 – 17:00	Conference
18:00 – 22:30	Welcome Cocktail and Exhibition Opening

WEDNESDAY, 10 OCTOBER 2018

08:30 – 17:00	Conference
19:00 – 23:30	Gala Dinner

THURSDAY, 11 OCTOBER 2018

08:30 – 13:00	Conference
16:00 – 21:00	Breakdown of stands
14:00 – 17:00	Tours

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EXHIBITION

It is true that the better you know your customer – and the better your customer knows you – the more likely you are to make that first sale and the increasingly profitable sales that follow. Exhibitions are more about relationship-building than selling a product. They are the most explicit form of direct marketing.

When it comes to the total quantity of a marketing interaction, nothing holds a candle to exhibitions. Exhibitions have a number of advantages over other media. They are powerful tools for:

- Bringing your customers and most active prospects to you
- Meeting pre-qualified prospects
- Allowing you to meet your market face-to-face
- Allowing you to demonstrate products, answer questions and overcome objections
- Using all five senses to communicate a message
- Representing the marketplace in one place and time, bringing together suppliers, buyers, purchase influencers, consultants and media

Exhibitions also produce tangible results, making it easy to measure the medium's return on investment.

The SARF 2018 Regional Conference will provide companies in the following fields an opportunity to participate in their exclusive exhibition, focused on all facets of the water industry. These companies would be:

1. Companies who are concerned with, would like to influence, or actively practice in any aspect of, infrastructure, management, etc.
2. Companies who provide equipment or supplies to the infrastructure sector, etc.
3. Companies who provide bursaries to those who study in road and infrastructure fields.
4. Road and Infrastructure companies



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OPPORTUNITIES AVAILABLE

DESCRIPTION	SIZE	COST (incl. VAT)
Standard Exhibition Stand	3m x 3m	R20,000
Floor Space Only	3m x 3m	R14 ,500

INCLUDED IN EACH STANDARD STAND:

- Shell Scheme – 2,500 mm high
- Fascia Board with your company name printed on it in black Arial font
- 1 x Plug Point
- 2 x Spotlights
- 2 x Chairs
- 1 x Table
- Acknowledgement in list of exhibitors on SARF'18 and the Conference programme
- Acknowledgement as exhibitor during proceedings
- Acknowledgement as exhibitor during refreshment breaks
- 1 x Delegate pass



*image subject to change

ALLOCATION OF EXHIBITION SPACE:

Space Allocation will be made on a “first come, first served” basis. A completed Application Form should be faxed / emailed to ensure reservation of a desired location. Upon receipt of the Form, space will be confirmed and an invoice will be mailed. Please note that two alternative choices should be clearly indicated on the application form. Space allocations will be made in the order in which application forms with the deposit payment are received.

ALLOCATION OF EXHIBITION SPACE:

Additional exhibitor badges can be purchased for a total fee of R 4 800-00 per person and will include the following;

- Exhibitor badge, lanyard, conference bag, programme
- Invitation to all social events
- Exhibitor registrations allow access to the exhibition area only and shall be used by company staff only
- A maximum of 4 additional badges are allowed per exhibitor

PAYMENT TERMS:

Payment Terms will be as follows:
 25% deposit on signing of contract to secure your stand
 Further 25% payable on 9 April 2018
 Balance payable by 9 July 2018

FOR MORE INFORMATION, CONTACT:

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