

Information Pack

FOR MORE INFORMATION, PLEASE CONTACT THE NAMIBIA TOURISM EXPO OFFICE: Tel: +264 (0)61 297 2000 (Switchboard) Fax: +264 (0)61 220 120		
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DATE:	06 – 09 JUNE 2012
VENUE:	WINDHOEK SHOW GROUNDS
SHOW TIMES:	<p>TRADE DAY – WEDNESDAY, 06 JUNE 2012 - 15:00 to 22:00</p> <p>PUBLIC DAYS – THURSDAY, 07 JUNE 2012 - 12:00 to 21:00</p> <p>FRIDAY, 08 JUNE 2012 - 12:00 to 21:00</p> <p>SATURDAY, 09 JUNE 2012 - 10:00 to 17:00</p> <p>GATES CLOSE 1 HOUR PRIOR TO EXPO CLOSING TIMES.</p>

EXHIBITOR PARTICIPATION RATES:
<p>INDOOR STANDS: Calculated at N\$ 638.00 per square meter (VAT inclusive). National Tourism Bodies, Tourism Booking and Marketing offices please note <i>Sharing Policy</i></p> <p>OUTDOOR STANDS: On application. Rates vary due to location, size and condition of the site.</p>

<p>VISITORS ENTRANCE – Single entry</p> <p>Adults: N\$ 40.00 Children: 6 – 12 Years: N\$ 20.00</p> <p>Children under 6 and Pensioners – Free of charge</p> <p>Advance Ticket Sales for Exhibitors on or before 31st May 2012: N\$ 30.00. Afterwards tickets can be purchased at the normal rate.</p>
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ABOUT THE NAMIBIA TOURISM EXPO

The 14th Annual Namibia Tourism Expo is organized by Republikein and is supported by all Namibian Tourism Organizations, including the Namibian Tourism Board (NTB) and will be held from the 6th - 9th June 2012. Our aim is to provide a platform for Namibia's Hospitality Industry to promote and market their products and services to all involved in the Industry as well as the general public.

Since its inception in 1999, the Namibia Tourism Expo has consistently grown and has earned a superb reputation for offering the only centralized marketing platform for Namibia's Hospitality Industry. Apart from presenting a highly effective showcase for Exhibitors active in Tourism, the organizers have revitalized the exhibition year after year by expanding the showcase.

The Expo hosts exhibits by local, regional and international establishments and also features interactive Chef's Demonstrations; food, beer & wine tasting and a host of other fun activities to attract travel enthusiasts, foodies, friends of tourism and the general public alike.

A fully fledged motor vehicle show, complete with motoring accessories, is hosted under the banner of the Bank Windhoek – Republikein Motorshow.

EXHIBITOR PROFILE

The Expo is open to ALL IN TOURISM & ALL ORGANISATIONS FOR TOURISM, namely travel agencies, airlines, hotels, lodges, direct suppliers to the hospitality industry, government tourism offices and tourist related organizations and enterprises as well as representatives of food and beverage companies, who supply extensively to the tourism industry.

A company profile indicating the nature of business must accompany the booking form. Where a business is not obviously tourism related, the organizers may request an additional motivation for participation. This will be duly considered and the final decision for participation is at the discretion of the Namibia Tourism Expo Organisers.

SPACE LIMITATION

First-time exhibitors that are suppliers to the hospitality industry are not automatically guaranteed of participation. Preference will be given to Tourism direct exhibits.

The organisers reserve the right to limited exhibitors or decline participation should there be too many of a similar type of exhibition.

OBJECTIVES

The Namibia Tourism Expo aims to:

- Provide a forum for the tourism industry and its suppliers to market new and exciting products and services, directly to the consumer and to the travel trade, both locally and internationally.
- Create a public awareness of the importance of tourism and foster a sense of pride for our country amongst Namibians.
- Encourage stakeholders in the industry to network and communicate with each other for the benefit of the tourism trade at large.

The Namibia Tourism Expo attracts visitors who are actively seeking information about the various industry suppliers, new products and recent developments in tourism. The event presents an ideal opportunity to those who wish to network with the industry and make face to face contact to identify new business prospects.

FOOD, BEVERAGES & RESTAURANTS

Interactive food & beverage demonstrations are encouraged. A variety of well-known restaurants will operate for the duration of the Expo. Restaurants that form part of the hospitality industry will be given preference to operate at the Namibia Tourism Expo.

EXHIBITORS THEME

In the spirit to support Team Destination Namibia and to encourage the Namibia bid to host the 2013 Adventure Travel Summit, the theme for the 2012 Tourism Expo is **ADVENTURE**.

Adventure Travel is one of the fastest growing segments in the tourism industry and Namibia had the opportunity to showcase what exciting products the country has to offer at the Adventure Travel World Summit in Chiapas, Mexico held in October 2011.

The Adventure Travel Trade Association (ATTA) is a global membership organization and home to more than 700 businesses, destinations and media that focus on adventure travel. The industry represents \$89 billion in annual sales.

JUDGING

The judging format has changed. Visitors to the Tourism Expo will vote for their favourite stand.

PARTICIPATING & VISITOR STATISTICS

YEAR-ON-YEAR REVIEW:			
Year:	Total Visitors	Exhibitor Personnel	Total Attendees
2007	13 388		
2008	15 301		
2009	14 435		
2010	18 798	1 515	20 313
2011	18 985	1 953	20 938
TOTAL AMOUNT OF PARTICIPANTS FOR 2011:			473

DAILY VISITOR STATISTICS					
Year	Total Visitors	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
2010	18 798	3 202	4 937	6 429	4 230
2011	18 985	2 124	3 661	6 768	6 432

EXHIBITOR SURVEY RESULTS: PERCENTAGE STATS

TOTAL RESPONSES FROM EXHIBITORS					112
ORGANISATIONAL COMMENTS:	Excellent	Good	Average	Poor	
Overall impression of Namibia Tourism Expo	56	42	2	0	
Organisation of the Namibia Tourism Expo	52	46	3	0	
On Site: Expo staff – (including wine runners)	38	52	9	0	
Stand construction / fascia's etc	32	57	5	3	
Stand rates - Value for money	21	51	21	3	
Finger print access control	46	39	7	8	
Security Company at venue	32	54	13	3	
Cleanliness of Exhibition Halls	38	54	6	1	

Cleanliness of Outdoor areas	29	54	18	1
Cleanliness of Toilet facilities Gourmet Hall	33	33	33	0
Cleanliness of Toilet facilities - Other	13	48	30	15
General Signage at the venue	18	63	14	0
Bank Windhoek Children's Playground	16	50	5	1
Restaurants/coffee shops available on site, i.e. variety, quality etc.	27	56	14	1
We plan to do away with the judging of the stands. Do you agree?	YES	48	NO	50
Expo Dates: Do you feel the current Expo days are suitable? Please select your preference:				
Option 1: Wednesday, Thursday, Friday, Saturday	YES	87	NO	4
Option 2: Thursday, Friday, Saturday, Sunday	YES	14	NO	44
Do you feel the current opening and closing times were suitable?	YES	64	NO	35
BUSINESS CONDUCTED AT THE NAMIBIA TOURISM EXPO 2010: Please tick all that apply				
Conclude business deals - Trade				60
Conclude business deals - Public				54
Networking				85
Make new contacts				86
Meet industry leaders and policy makers				47
Source new markets				46
Collect market information				65
Other (Please specify)				4
PROMOTIONAL TOOLS USED TO REACH OBJECTIVES AT THE EXPO	Banners	Posters	Brochures	Other
	18	10	34	63
PLEASE RATE YOUR SUCCESS AT THE NAMIBIA TOURISM EXPO:	Excellent	Good	Average	Bad
Extent to which your objectives were met	23	53	20	1
Amount of anticipated future developments and business opportunities arising from the Expo	14	52	20	3
WOULD YOU LIKE TO PARTICIPATE AT THE 2012 NAMIBIA TOURISM EXPO?	YES	92	NO	4

EXHIBITOR INFORMATION

EXHIBITOR SET-UP AS FROM FRIDAY, FRIDAY 1ST JUNE 2012	
ACCESS TO GROUNDS DURING SET-UP	Free access to the Windhoek Show Grounds for pedestrians and vehicles the week prior to the Expo, up to Tuesday 5 th June 2012. Thereafter only by means of the Fingerprint Access System & Vehicle ID
REGISTRATION	AT THE EXPO OFFICE SITUATED IN THE PRESIDENT'S HALL Monday 4 th June 2012 from 08:00 to 17:00 Tuesday 5 th June 2012 from 08:00 to 17:00 SET-UP MUST BE COMPLETED NO LATER THAN 11:00 ON WEDNESDAY, 6TH JUNE 2012 Exhibitors who do not set up in time, will be treated as "No Shows" and the stand will be cancelled. No refund will be made. Vehicle registration at the Bell Street Exhibitor Parking Gate.
EXHIBITION UNITS	A basic stand consists of the following: <ul style="list-style-type: none"> ▪ White shell scheme walling with aluminum frames. ▪ Fascia – Company name printed and fitted on stand. ▪ One plug point per 9m² - maximum wattage per stand: 900w / 3,9 Amps. ▪ Two energy saving lights per 9m². ▪ Carpeting in stands.
ADDITIONAL	CUSTOM STANDS – On prior approval by Organisers ONLY. <ul style="list-style-type: none"> ▪ MUST SUBMIT PLANS FOR STAND DESIGN BEFORE THE 31ST MAY 2012. ▪ 3 Phase Power on prior arrangement ONLY. ▪ Plumbing requirements must be communicated no later than the 31st May 2012.
PANEL DESCRIPTION	<ul style="list-style-type: none"> ▪ Make & Type of equipment: OCTONORM ▪ Panel Height – 2 480mm ▪ Panel Width – 990mm (950mm wide + 40mm aluminum frame). ▪ Panel Thickness – 3mm
DO'S & DON'TS	Accessories such as ring screws, header hangers, hooks for chains, ceiling hangers and panel retainers can be leased from the Windhoek Show Society office, tel: 061 224 748 <ul style="list-style-type: none"> ▪ Painting of panels is NOT permitted ▪ Glue, prestick/pritt, double sided tape, thumbtacks, nails or any item that may cause permanent damage to the panels is NOT permitted. ▪ Do not encroach on the aisle space as this is a safety hazard. ▪ Keep noise to a reasonable level as not to disturb your fellow exhibitors. ▪ Do not damage carpets.
BREAKDOWN	ONLY as from 08:00 on Sunday morning, 10th June 2012. Everything must be removed from the Windhoek Showgrounds by Tuesday, 12th June 2012. This includes all signage – Penalties will apply if you do not evacuate completely. NB: THERE WILL BE LIMITED SECURITY PROVIDED DURING BREAKDOWN. THE ORGANISERS DO NOT TAKE RESPONSIBILITY FOR STOLEN/DAMAGED ITEMS AT THIS TIME.

RATES, PAYMENT AND DEADLINES	
STAND RENTAL INFORMATION	The cost is calculated at N\$ 638.00 per m ² (incl. VAT). Rates are quoted in Namibian Dollars. N\$ 1.00 = ZAR 1.00
INCLUDED IN STAND RATE	<ul style="list-style-type: none"> ▪ <u>Complimentary Entrance Tickets</u> Stand sizes ranging from 4m² - 54m² will receive a maximum of 10 Complimentary Entrance Tickets valid for 1 single entry for Wednesday, 6th June 2012 ONLY. These tickets will be available from the Expo office 1 month prior to the Expo. ▪ <u>Free Exhibitor Access (Fingerprint Access)</u>

	<p>Exhibitor Access will be provided depending on the size of the stand:</p> <p>4m² - 8m² : 2 people 9m² : 4 people 18m² : 6 people 27m² and more : 8 people</p> <p>PLEASE NOTE: NAME BADGES ARE NOW OBSOLETE – FINGERPRINT REGISTRATION WILL BE THE ONLY MEANS OF ACCESS FOR EXHIBITORS FOR THE 2012 TOURISM EXPO.</p> <ul style="list-style-type: none"> ▪ Complimentary Parking Exclusive Exhibitor Parking (limited) ▪ Vehicle Stickers Vehicle registration at the Bell Street Exhibitor Parking Gate. ▪ Exhibitor Listing Free exhibitor listing in the Expo Supplement and the Expo Hand-outs.
<p>NOT INCLUDED IN STAND RATE</p>	<ul style="list-style-type: none"> ▪ Furniture rental – See attached list of suppliers ▪ Corrections / Additions on fascia board after deadline ▪ Any customized alterations to the stand ▪ Liquor License ▪ Additional auxiliary services such as plumbing, water connections, additional electrical requirements <p>Additional Exhibitor Access over and above standard allocation. (@ N\$ 100.00 per person – CASH ONLY) Registration on or before Monday, 4th June at 12:00.</p> <ul style="list-style-type: none"> ▪ Additional Entrance Tickets over and above standard allocation (Advance Sales @ N\$ 30.00 per single entry – CASH ONLY) On or before the 31st May 2012. ▪ Work permits ▪ Custom made fascia with your company logo at an additional cost – must be before the 31st May 2012.
<p>PAYMENT DEADLINES</p>	<ul style="list-style-type: none"> ▪ A 50% non-refundable deposit is payable immediately on receipt of booking forms in order to secure your booking request. ▪ The balance is payable NO LATER THAN Friday, 23rd March 2012. ▪ Full payment only will confirm your booking. ▪ No refund will be given for cancelled stands. See <i>Terms & Conditions</i> of participation on the Booking form.

GENERAL	
<p>GENERAL PRINCIPALS</p>	<ul style="list-style-type: none"> ▪ Selling and displaying of conflicting, offensive or non-related products will not be permitted at stands. ▪ Exhibitors will not be permitted to carry out activities or advertise their business in a manner that may impose on, or disturb, fellow exhibitors. ▪ Brand Exclusivity – The Namibian Tourism Expo does not guarantee brand exclusivity to any of its Exhibitors, excluding areas where brand exclusivity has been guaranteed. Bank Windhoek will be the only bank afforded branding opportunities at the Motor Show. ▪ The organizers reserve the right to decline an exhibitor’s participation. ▪ Payment deadlines for stands are not negotiable and must be strictly observed. ▪ No refund will be issued in the event of cancellations.
<p>STAND SHARING</p>	<p>A maximum of 2 individual companies per 9m² will be permitted to share. (This is not relevant to Tourism Marketing Agencies / Head Offices / Groups / Central Booking Agents or National Tourism Bodies.)</p>
<p>SPONSORSHIP & ADVERTISING</p>	<p>Sponsorship Opportunities: Please contact the organizers to discuss detail.</p>

OPPORTUNITIES	<p>Venue Advertising Opportunities: Please contact the organizers to discuss detail.</p> <p>Tourism Expo Supplement: Extensive coverage will be given to the Expo by Democratic Media Holdings Group (DMH), the holding company of Republikein, Allgemeine Zeitung & The Namibian Sun. A supplement will be published prior to the Expo with detailed information about the event.</p>
TASTING AND SELLING OF FOOD / BEVERAGES	<ul style="list-style-type: none"> ▪ Individual liquor licenses will be obtained on behalf of exhibitors by the Organisers at an additional charge of N\$ 750.00. The liquor license is obtained via an attorney by the organizers. ▪ ONLY the organizers of the Expo will be permitted to sell wine tasting glasses. ▪ Prior approval is required for any other selling of any tasting glasses. ▪ Liquor may be sold ONLY at relevant restaurants or wine stands in possession of a liquor license. ▪ Food may be sold ONLY at relevant restaurants or food stands that are in possession of a valid food license. ▪ Both food & liquor license request must be clear on the official booking form. ▪ Exhibitors with bar facilities and those serving liquor / food from their stands are urged to strictly adhere to the closing times of the Expo and ensure that visitors vacate the stand as soon as the Expo closes each day. ▪ Such exhibitors must agree to displaying a sign at the stand stipulating the Terms & Conditions, i.e. closing times. ▪ Ice is provided at no additional charge to exhibitors who are selling or providing tastings for beverages. Please note the ‘wine runners’ are employed by the Expo Organisers – no additional fee is required for this service. ▪ No carpets will be provided in cooking areas. ▪ Limited Porter services will be available.
SECURITY	<ul style="list-style-type: none"> ▪ Security will be provided. Security reserves the right to request Exhibitors’ identification and proof of ownership of any item at the Namibia Tourism Expo. Should an Exhibitor require additional security services, this must be arranged with the Organisers and will be at own cost. No other security company will be permitted. ▪ There will be limited security presence at the Show Grounds on Sunday 10th June 2012 when break-down of stands commences. The organizers accept no responsibility for stolen or damaged items during this time as it is impossible to control every item removed from the Show Grounds.
FINGERPRINT ACCESS SYSTEM	<ul style="list-style-type: none"> ▪ Exhibitor Access to the Show Grounds are done by means of a Fingerprint Access System ONLY. ▪ If you registered for the 2011 Expo, you will not be required to register again. HOWEVER, your fingerprints will need to be REACTIVATED for 2012 – otherwise you will not have access. Please provide the organizers with a name list of staff that will be working at the Expo for reactivation of fingerprints. ▪ If you have not registered before, please contact the Expo office to make arrangements for your fingerprint registration prior to the Expo. ▪ No fingerprints will be registered after 12:00 on Monday 4th June 2012, unless by prior arrangement with the Organisers. From Wednesday, 6th June 2012 Exhibitors that do not adhere to the abovementioned regulations will need to purchase standard entry tickets at the gate at full price.
AIR TRAVEL & ACCOMMODATION PACKAGES	<p>For air travel and accommodation packages, please contact: XL THE TRAVEL PROFESSIONALS Tel: +264 (0)61 253 528 Fax: +264 (0)61 253 117 Email: adminwdh@xlthetravelprofessionals.com Web: www.xlthetravelpro.co.za</p>

TOURISM EXHIBITORS

NATIONAL TOURISM BOARDS, CENTRAL BOOKING OFFICES, MARKETING AGENCIES & HEAD OFFICES

Tourism Boards / National Tourism Bodies	<ul style="list-style-type: none"> ▪ ONLY the main exhibitor / National Tourism Bodies name will appear on the fascia. ▪ The square meter rate will apply, however each sharing exhibitor added will be at an additional cost of N\$500,00 (including VAT) to the main exhibitor ▪ The amount of participants sharing is at the discretion of the main stand holder as size and design of stands vary. ▪ The main exhibitor carries the responsibility to provide a list of participants sharing the stand and the main stand holder is responsible for payment. ▪ No individual invoice will be made out to participants.
Head Offices / Groups	<ul style="list-style-type: none"> ▪ ONLY the Group's name, i.e. "the brand" will appear on the fascia, e.g. NWR, Kempinski Hotels, Leading Lodges, Namibia Country Lodges ▪ Names of the individual properties, in alphabetical order, will be listed on the Exhibitor List under the name of the Group. ▪ There is no size limit for stands for Head Offices / Groups available at the normal rate of N\$ 638.00 p/m² (subject to space availability).
Group Facilitators (Marketing Agencies & Central Booking Offices)	<ul style="list-style-type: none"> ▪ ONLY the Facilitator name will appear on the fascia (name board) e.g. Finesse Hospitality Services, Levani Marketing, Reservation Destination, etc. ▪ The participation fee must be settled by the Central Office – NO INDIVIDUAL INVOICES WILL BE ISSUED FOR INDIVIDUAL PARTICIPANTS. ▪ Names of the individual participants, in alphabetical order will be listed on the Exhibitor List under the name of the Facilitator. ▪ The individual participants represented by the Facilitator must be clearly displayed and this must be visible from the aisle. ▪ The display should reflect who the clients are and what the facilitator represents. ▪ The cost formula for stand sharing is based on: 3 properties per 9m² stand, e.g. N\$ 5 742,00 ÷ 3 = N\$ 1 914.00 ▪ Less than 3 properties represented per 9m² will pay the standard m² rate calculated at N\$ 638.00 p/m². ▪ For each additional property above 3 properties per 9m², a rate of N\$ 1 914.00 will be charged for each additional property that shares the space, e.g: 1 property per 9m² = N\$ 5 742.00 2 properties per 9m² = N\$ 5 742.00 3 properties per 9m² = N\$ 5 742.00 4 properties per 9m² = N\$ 7 656.00 ➢ (N\$ 638.00 x 9m² = N\$ 5 742.00 + N\$ 1 914.00) 5 properties per 9m² = N\$ 8 700.00 ➢ (N\$ 638.00 x 9m² = N\$ 5 742.00 + N\$ 1 914.00 + N\$ 1 914.00)

PREFERRED SUPPLIERS: STAND DESIGN, FURNITURE & PLANT RENTAL

TENT RENTALS, LIGHTS, FURNITURE, GARDEN RENTALS AND MUCH MORE....	<p>Company Name: Innovations Tents cc Contact Person: Horst Schnelle / Kelly Thompson Telephone Number: +264 61 249 833 Cell Number: +264 81 127 0100 Email Address: info@kickstartnam.com Website: www.kickstartnam.com</p>
FURNITURE RENTAL	<p>Company Name: Frontline Event Hire Contact Person: Cari Blaauw Telephone Number: +264 61 228768 Cell Number: +264 81 216 4998 Email Address: frontlinehire@iway.na / frontlineaccounts@iway.na Website: www.frontlinehire.com</p>
PLANT RENTAL / LANDSCAPING	<p>Company Name: Greenleaf Garden Rentals Contact Person: Elsa Visser Telephone Number: +264 61 236 594 Cell Number: +264 81 128 0134 Email Address: greenleafdesign@iway.na</p> <p>Company Name: Green Earth Contact Person: Theo Ickua or Odette Ickua Telephone Number: +264 61 222450 Cell Number: +264 811224986 / +264 812923744 Email Address: theo@greeneearthnam.com, greeneearth@mtcmobile.com.na</p> <p>Company Name: Rent a Garden Contact Person: Ingo Steidler, Martin Liebenberg & Konrad Jetscko Cell Numbers: +264 81 122 7772, +264 81 129 5258, +264 81 646 9343 Email Address: ingorentagarden@gmail.com</p>
STAND DESIGNERS	<p>Company Name: Pambili Young Designers Contact Person: Attila Giersch Telephone Number: +264 61 307 424 Cell Number: +264 18 261 4695 Email Address: pambiliyoungdesigners@mweb.com.na Website: www.pambiliyoungdesigners.com</p> <p>Company Name: Big Tree Events & Catering Contact Person: Toy Telephone Number: +264 61 400 557 Cell Number: +264 81 236 0371 Email Address: info@bigtree.com.na Website: http://www.bigtree.com.na</p> <p>Company Name: Tamonika Events Contact Person: Frans van Wyk Telephone Number: +264 61 250 351 Cell Number: +264 81 127 3661 Email Address: frans@tamonika.com Website: www.tamonika.com</p>
TENT RENTALS	<p>Company Name: Octopus Tents Contact Person: Warren du Pont Cell Number: +264 85 567 4664 Email Address: warren@octopustents.com</p>