



motorcycle mania

REASONS TO EXHIBIT AT MOTORCYCLE MANIA

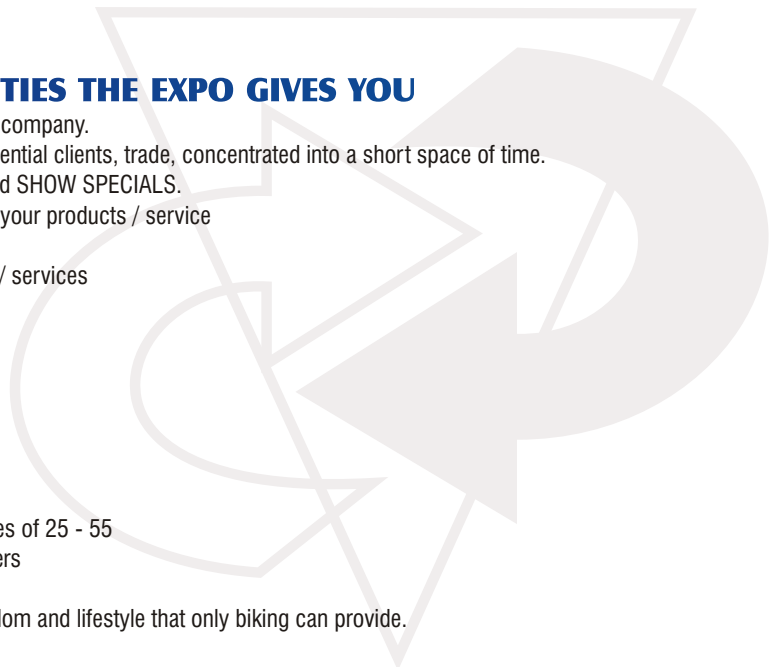
- A captive audience of biking people, essentially a biking expo for bikers by bikers.
- The pairing of the show with the Outdoor Adventure Travel Expo, means not only huge media coverage and a large amount of visitors to the show, but also the opportunity to meet with potential new customers who never before thought of joining the biking world but are interested in adventure and leisure travel.
- A chance to meet, market and sell your products to your target market, in a relaxed environment.
- A large media campaign promoting the expo with leading publications like Bike SA running adverts, with leading radio stations such as Highveld and Jacaranda promoting the show.
- A chance to interact with your peers in the industry, in a relaxed environment where you can renew old friendships and make new ones.
- Exhibitions: your natural and nearly perfect platform for the delivery of solutions
- Activate your participation through added value events and demonstrations : contact Robert: 0825500162 to discuss your needs
- Customers want to buy solutions, products and services
- In-person events are considered the preferred media to effectively build brand image and to attracting qualified leads
- Exhibitions: bringing your customers and active prospects to you
- Exhibitions: Meeting pre-qualified Prospects
- Exhibitions: Meet your market face to face
- Exhibitions: Demonstrate products, answer questions and overcome objections
- Exhibitions: Use all five senses to communicate your message
- Exhibitions: Produce tangible results, making it easy to measure your ROI
- The Outdoor Adventure Travel expo is well established.
- It attracts the right target market - YOUR TARGET MARKET
- KEY MEDIA SPONSORS to enhance overall Advertising campaign.
- IDEAL VENUES - Well known, strategically positioned, secure, popular.
- Exciting adventure EVENT LINE UP - Not just static Expos, the visitor gets to "EXPERIENCE THE LIFESTYLE"
- Ability to TAILOR-MAKE STAND packages to suit your needs.
- Ensuring the PRODUCT PROFILE is maintained and in line with the Expo.
- Well-constructed ADVERTISING & PROMOTIONAL CAMPAIGN.
- RIGHT TIMING - Away from proliferation of shows and events
- PROFESSIONAL EXHIBITION TEAM. Members of EXSA and SATSA
- Conscious effort towards ENVIRONMENT, CONSERVATION AND COMMUNITY
- The Expo is NOT just the 3 days when the gates open.
- THE EXPO STARTS WITH:- Pre Show Promotions & Training
- The Show - Dazzle The Visitor
- Post Show - Follow Up On Leads

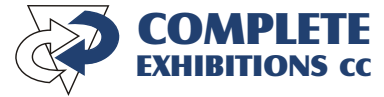
SOME OF THE OPPORTUNITIES THE EXPO GIVES YOU

- A MARKETING PLATFORM to profile your company.
- Opportunity to INTERACT with clients, potential clients, trade, concentrated into a short space of time.
- Ideal for product launches, promotions and SHOW SPECIALS.
- Highlight WHAT'S NEW and special about your products / service
- Learn about your COMPETITION
- Obtain IMMEDIATE feedback on products / services
- EDUCATE consumer and trade

WHO VISITS

- An ACTIVE, captive audience
- A/B income group (LSM 8 - 10)
- Your KEY customers
- FAMILIES
- MEN and WOMEN mainly between the ages of 25 - 55
- OUTDOOR people and ADVENTURE Seekers
- Corporate DECISION MAKERS
- Customers looking to experience the freedom and lifestyle that only biking can provide.





Kyalami Exhibition And Conference Centre, Kyalami Race Track

Friday 28th May - Sunday 30th May 2010

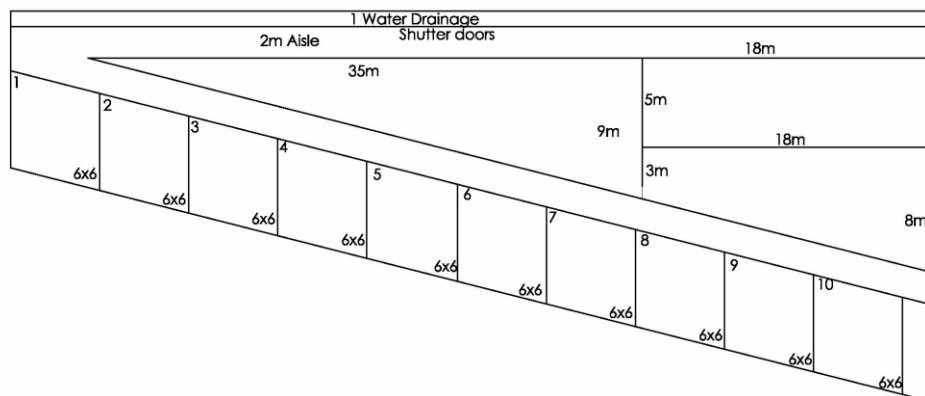
INDOOR STANDS									
	Size	Rate per m ²	Shell System	Facia	15 Amp Plug	Double fluorescent Light	Furniture Package	Carpeting	Extra DB Board required
Motorcycle Mania Full Package									
Space only	9m ²	R 500	No	No	No	No	No	No	Included
Exhibition package	9m ²	R 1,600	Yes	Yes	1	1	Yes	Yes	No



Shutter doors

OUTDOOR AREA

Space only: R 345 per m² (36m² - 160m²)



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