

Property Buyer Show 2017

PRICE LIST &
SPECIAL OFFER FOR IEASA MEMBERS

IEASA
TOGETHER WE MOVE FORWARD >>

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Date:	**27/01/2017**

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Property Buyer Show
8 – 9 April 2017
Cape Town International Convention Centre
Cape Town, South Africa
www.propertybuyershow.com
www.spintelligent.com

27 January 2017

Dear IEASA member,

The Property Buyer Show Western Cape is a first of its kind exhibition aimed at residential property buyers who either want to buy their first home, or build wealth through their own property investment portfolio. The event will take place at the Cape Town International Convention Centre (CTICC) on the 8th and 9th of April 2017.

Organised by Spintelligent, one of the leading exhibition and conference organisers in Africa, the innovative exhibition layout is designed to walk buyers through the property buying process – and includes the finance zone, property zone, a first-time buyer seminar theatre and a property investor theatre. We will create an environment where prospective homeowners can interact with the brands that can help throughout the entire process, from finance to property, insurance and wealth management.

We are marketing the event to first-time buyers and private property investors. Our market testing with visitors has been excellent, and we expect over 2,500 visitors per day for the launch event.

The document includes our standard pricing and special offers for IEASA members.

Please contact me or a member of my team if you would like to take part in the Property Buyer Show.

I look forward to hearing from you,

Richard Stubbs
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1. Show Objectives

- Create a transactional platform for property buyers to engage with the residential property sector.
- Educate and inform first-time buyers about home-ownership through a series of industry expert led seminars and workshops.
- Educate and inform property investors about building wealth through a property portfolio through a series of industry expert led seminars and workshops.
- Promote the Western Cape property market to a local, intra-provincial and international buyer audience. Providing a one-stop, where property buyers can save time, compare multiple assets and make informed choices.
- Enhance the visitor experience by creating fun, interactive and entertaining brand interactions.

2. What to expect



+2 500
VISITORS
A focused and validated visitor profile



+50
EXHIBITORS
Lenders, developers, agents to showcase their services and portfolios



+30
SEMINARS
'How-to' guides for visitors, presented by industry thought leaders

3. Benefits of participation

- Real face-to-face engagement with a focused audience of over 2,500 qualified property buyers per day.
- Provide opportunities for consumers to engage with your brand in a live, interactive environment.
- Assist first-time buyers and property investors with information and advice, positioning you and your brand as a trusted partner in one of the educational seminar theatres.
- Enjoy PR and brand exposure throughout our visitor advertising campaign.
- Engage with other real estate service companies, such as Developers and Estate Agents and enhance your B2B trade relationships.
- Generate new leads, and reaffirm your brand values to existing customers.

Special Offer for IEASA Members

IEASA Pavilion R9,995 for 4 sqm exhibition booth

The IEASA Pavilion is a place where smaller agencies and single franchises can have access to promotional opportunities at a competitive price. Present your brand, meet prospective first-time buyers, property investors and future customers and showcase your available stock.

Includes:

- Carpet, 2mx2m aluminium stand structure with 2 unbranded corex panels, 2 chairs/ottomans, 1 x 15 AMP plug point, company name printed on fascia board, fluorescent light.
- Your company logo and contact details listed on the event website.
- Minimum 50 word description in the Buyer's Guide which is given to all visitors.

Excludes:

- Your own branded materials
- Additional furniture such as brochure racks, tables and AV

IEASA upgrade on standard exhibition options

All IEASA members will receive an approx. 33% upgrade on raw space and shell scheme exhibition stands (listed below) which are booked before end February 2017.
e.g. Book 9 (3mx 3m) sqm shell scheme (R28,800) and receive 12 sqm (4m x 3m) shell scheme, OR Book 18 sqm (6m x 3m) raw space (R46,800) and receive 24 sqm (8m x 3m) raw space.

N.B. All costs exclude 5% registration fee and VAT.

Standard Exhibition Options

Even in a digital world, nothing beats face to face interaction. Exhibition stands offer an opportunity to rapidly expand your database of qualified leads, develop business with new customers, strengthen your brand with your current customers and introduce new products into the market.

Exhibition options at the Property Buyer Show are designed to suit all budgets and company profiles, please chose from the list below or contact us with your own ideas. Please also chat to us about the value we can provide your brand in the pre-event publicity if you join us early in the event marketing campaign.

Raw Space

From R2,800 (per sqm up to 12 sqm)
From R2,600 (per sqm over 12 sqm)
Includes:
Carpet

Standard Shell Scheme

From R3,200 (per sqm up to 12 sqm)
From R3,000 (per sqm over 12 sqm)
Includes:
Carpet, aluminium stand structure with unbranded panels, 1 table and 4 chairs, 1 x 15 AMP plug point, company name on fascia board, fluorescent light.

Branded stand (walk on package)	R38,030 for 6 sqm R52,920 for 9 sqm R85,740 for 18 sqm Includes: Carpet, aluminium stand structure, 1 table and 4 chairs, 1 x 15 AMP plug point, company name on fascia board, fluorescent light, all walls wrapped with 2500H Full Colour Fabric Printed Graphic*

N.B. All costs exclude 5% registration fee and VAT.

All standard exhibition stands include:
Your company logo and contact details listed on the event website.
Minimum 50 word description in the Buyer's Guide which is given to all visitors.
Premium stand placement is reserved for fabric, custom and raw space stands.
**Client to keep fabric printed graphics / banners*
*** Pull up banners own provided*

Sponsorship items, and enhanced branding packages are available. Please contact us to discuss your requirements.

Acceptance & next steps

1. Choose from the options above, or…
2. Chat to us about a custom exhibition stand or sponsorship package.
3. We will prepare a contract, with the full details of the sponsorship or exhibition package and our terms & conditions; this will be signed by both parties.
4. We immediately include you on event promotional material and start marketing your involvement at the event.

I look forward to hearing from you,

Richard Stubbs
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