SPONSOR & EXHIBITOR BROCHURE

Partner with us in South Africa's most focused exhibition for property investors and first-time buyers



PROPERTY BUYER SHOW

WESTERN CAPE

FIRST-TIME BUYERS | PROPERTY INVESTORS

8 – 9 APRIL 2017

CTICC, CAPE TOWN

property buyer show www.propertybuyershow.com @propertyshowsa

INTRODUCTION

The Property Buyer Show 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 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. The visitor experience will include opportunities to discuss affordability and interact with the lenders, see new developments and agent listings, compare prices, understand rental returns and make decisions about their purchase.

The Western Cape housing market has outperformed the national average and shown double-digit growth, with demand driven by a large migration of homeowners from other provinces who are attracted to Cape Town's unique lifestyle offering and economic stability.

Our market testing with visitors has been comprehensive, and our event dates were chosen to take advantage of the influx of Highveld visitors that the Western Cape enjoys around Easter Weekend. We expect over 2,500 visitors for the launch event.

The exhibition is an excellent opportunity for lenders, agents and developers to access a focused audience of prospective buyers, showcase their stock or services, generate leads and get offers.

Please contact our team to discuss how your company would like to engage with this audience, and how we can support your objectives at the event.



Richard Stubbs
Event Director - Property Buyer Show
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WHAT CAN I EXPECT?

+2 500
QUALIFIED BUYERS

A focused and validated visitor profile

+30
SEMINARS

'How-to' guides for buyers, presented by industry thought leaders

+50
EXHIBITORS

Lenders, developers, agents to showcase their services and portfolios

SHOW OBJECTIVES

- Create a transactional **platform for property buyers to engage** with the residential property sector.
- **Educate and inform first-time buyers** about homeownership through a series of industry expert led seminars and workshops.
- **Showcase latest developments** within the Western Cape
- Educate and inform property investors about **building wealth through a property portfolio** through a series of led seminars and workshops presented by successful investors and financial advisors.
- **Promote the Western Cape property market** to a local, intra-provincial and international buyer audience.Providing a one stop shop, 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.

WHY SHOULD I BE THERE?

Despite all the advancements in technology, nothing beats **face-to-face interaction.**

You will meet **private property investors** and discuss or showcase your products.

You can help **aspirational first-time buyers**, and guide them through the home buying process.

You can position yourself, or your brand, as a **thought leader** in one of the educational seminars.

Pre-event PR and advertising, increasing your brand exposure.

You will be able to **network with other role players** throughout the real estate value chain.

BECAUSE IF YOU MAKE ONE SALE IT WILL BE WORTH IT!







AN EXHIBITION DESIGNED TO WALK BUYERS THROUGH THE PROPERTY BUYING PROCESS



First-Time Buyer Theatre

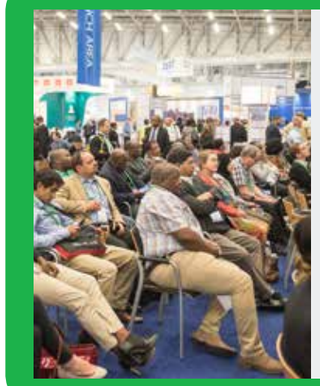
A packed programme of seminars designed to help first-time buyers through the buying process.

- Present a seminar and re-enforce your position as an industry thought leader.
- Take lead sponsorship and profile your brand values to a focused audience of first time buyers.



Window Lounges

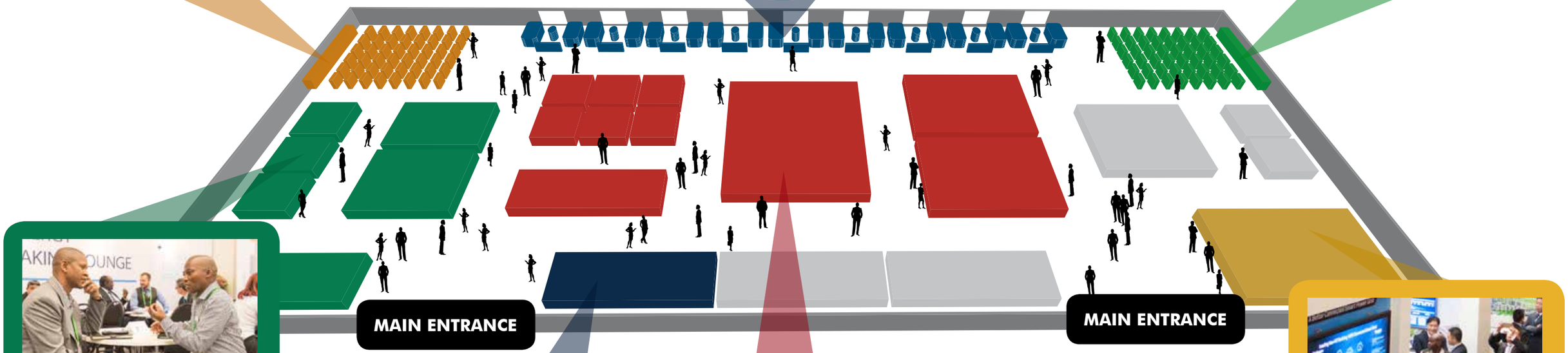
Showcase your property portfolio in comfort, style and with unmatched views of the Cape Town CBD.



Property Investor Theatre

A packed programme of seminars designed to help property investors build wealth and manage their own property portfolio.

- Present a seminar and re-enforce your position as an industry thought leader.
- Take lead sponsorship and profile your brand values to this successful and affluent demographic.



Finance Zone

An interactive zone where buyers can engage with lenders.

- Advise buyers about your financial services at a branded service desk.
- Take lead sponsorship of the zone and display your brand identity on zonal signage.

Selfie Zone

Watch your brand go viral in this fun feature zone where visitors upload selfies with exceptional 'sold' properties.



property buyer show

@propertyshowsa



Property Zone

Where buyers compare assets and shop for property

- Display models of your development.
- Show your property stock and meet prospective buyers.
- Bring your digital offering to life.



Home Technology Zone

Where buyers can interact with the latest home technology

- Take lead sponsorship of the zone and display your brand identity on zonal signage.

Contact us to book your exhibition space or customise a sponsorship package | www.propertybuyershow.com

WHO SHOULD PARTICIPATE?

FINANCIAL SERVICES

- Banks
- Specialist lenders
- Bond originators
- Wealth managers

Would you like your brand to be prominent in the event promotion and onsite branding? Can you set up a service desk at the show? Can you offer a bond pre-approval at the show? Can you present a master class seminar about access to finance or affordability?

PROPERTY PROVIDERS

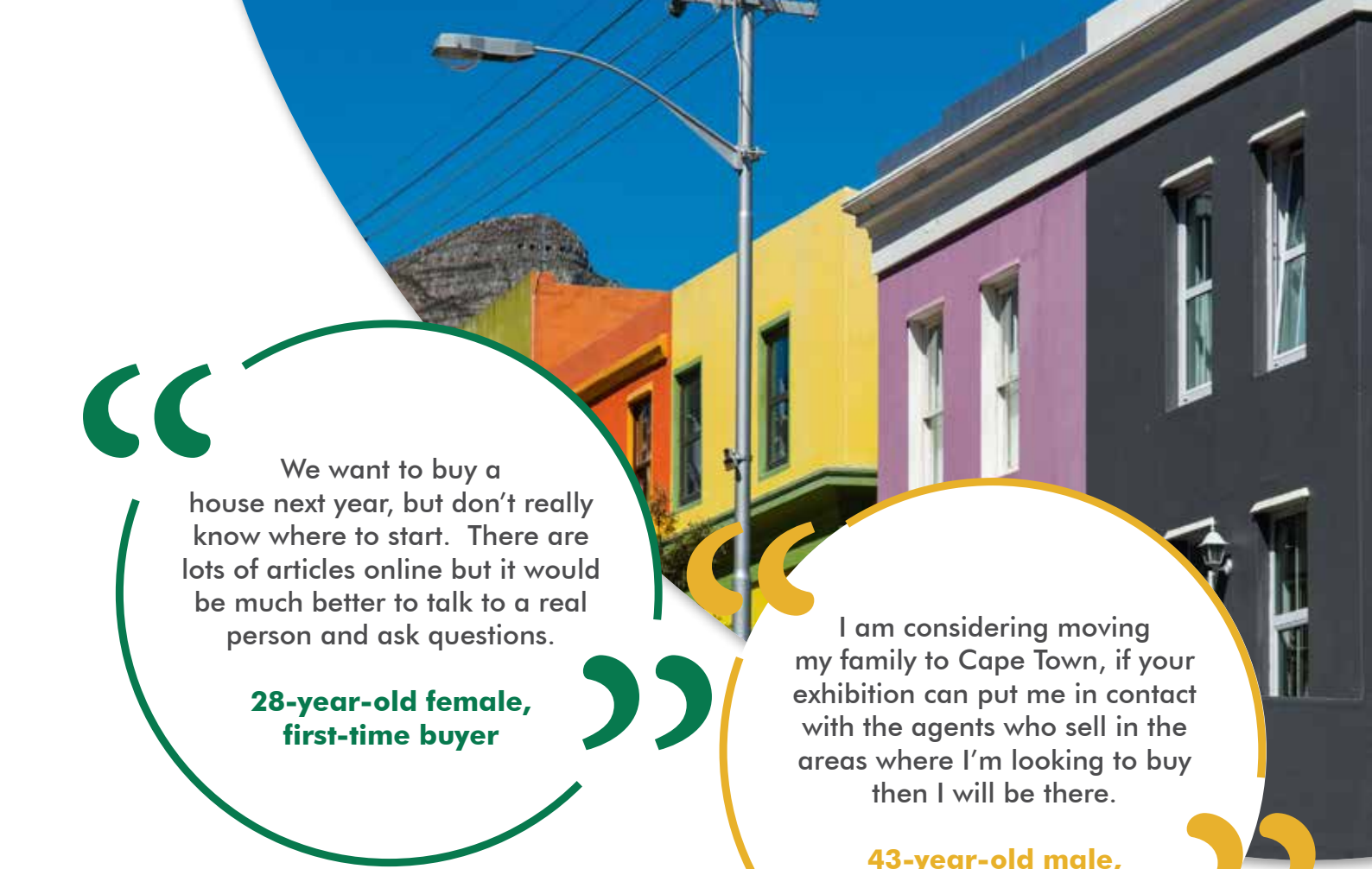
Can you offer show activation prices for your development? Can you present your stock in a visual, interactive and engaging format? Would you like to be part of our SMME agent zone? Can you advise first-time buyers or property investors about a particular subject or region?

- Estate agents
- Developers
- Portals

ADDITIONAL SERVICES

- Insurance
- Conveyance
- Inspection
- Vendors

How do you currently reach property buyers? Would you like your brand presented to a validated audience of property buyers? Do you have products that can be demonstrated or interacted within an exhibition environment?



We want to buy a house next year, but don't really know where to start. There are lots of articles online but it would be much better to talk to a real person and ask questions.

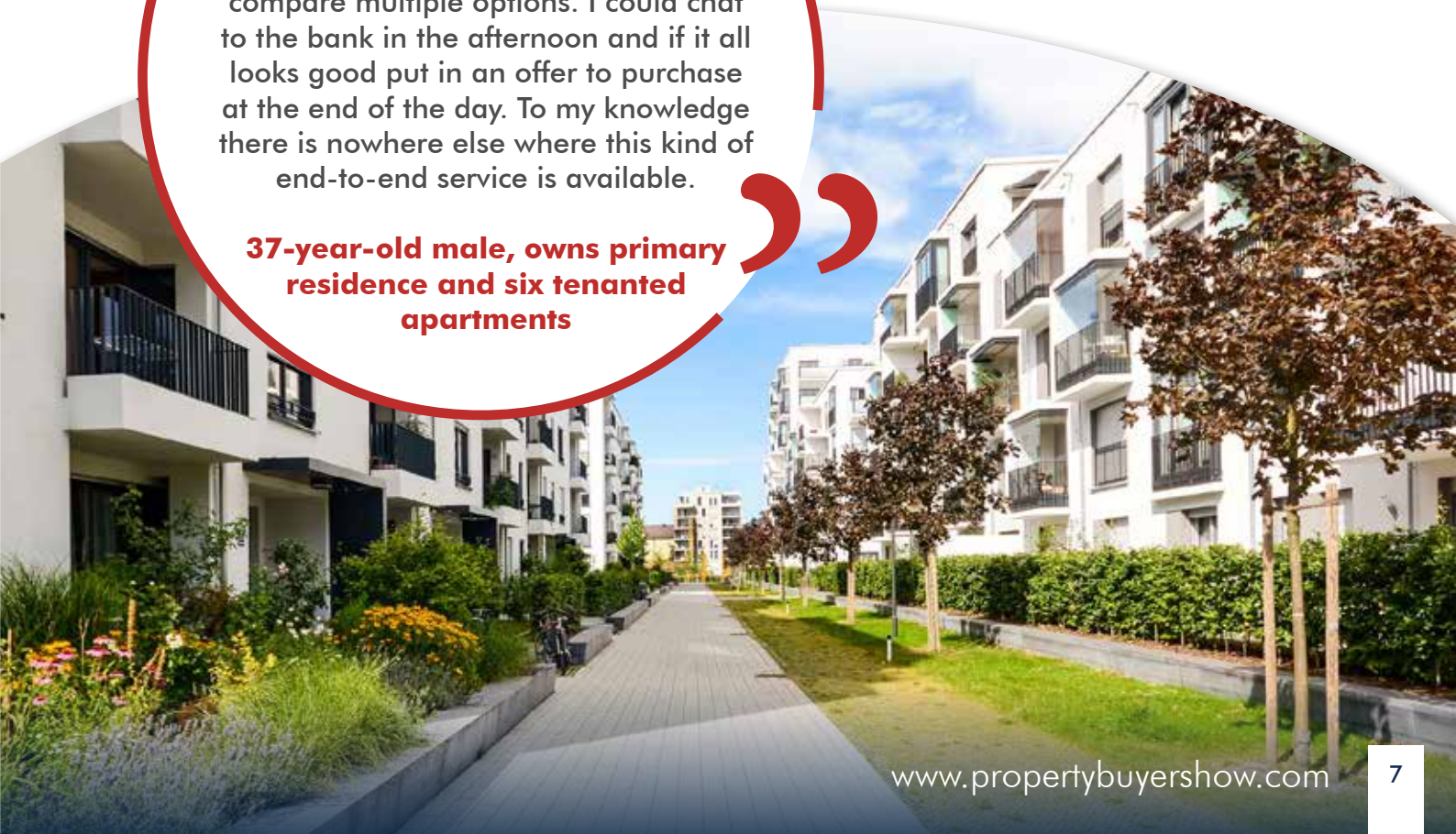
28-year-old female, first-time buyer

I am considering moving my family to Cape Town, if your exhibition can put me in contact with the agents who sell in the areas where I'm looking to buy then I will be there.

43-year-old male, property owner in Gauteng

I would attend an event like this. I would look at the different developments in the morning and compare multiple options. I could chat to the bank in the afternoon and if it all looks good put in an offer to purchase at the end of the day. To my knowledge there is nowhere else where this kind of end-to-end service is available.

37-year-old male, owns primary residence and six tenanted apartments



HOW WOULD YOU LIKE YOUR CUSTOMERS TO ENGAGE WITH YOUR BRAND?

Contact one of our exhibition consultants to see how we can help you with return on investment AND return on objectives.







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