

Property Buyer Show 2018
Exhibition Proposal

PRICE LIST &
SPECIAL OFFER FOR IEASA MEMBERS

IEASA EST. 1937
Institute of Estate Agents of South Africa

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Property Buyer Show South Africa
www.propertybuyershow.com
25 January 2018

Dear IEASA member,

IEASA is pleased to be partnering again with the Property Buyer Show 2018 series which will take place in Cape Town, Durban and Joburg.

The Property Buyer Show is aimed at residential property buyers who either want to buy their first home or build wealth through their own property investment portfolio.

The Property Buyer Show follows the successful launch in 2017 which saw over +6000 visitors engage with leading real estate brands in Cape Town and Johannesburg.

The innovative exhibition layout is designed to walk buyers through the property buying process – and includes a finance zone, property zone, a first-time buyer theatre and a property investor theatre. The show creates a one-stop shop where prospective homeowners and sellers can interact with the brands that can help throughout the entire process.

Our launch shows in 2017 met and exceeded visitor and exhibitor expectations, and we were pleased to see property being purchased, brand exposure and lead generation for our exhibitors. We are very excited about delivering three innovative events in 2018.

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,

Kind regards

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SHOW OBJECTIVES

- Create an interactive and transactional platform for property buyers to engage with the financial services and residential property sector in South Africa's major cities.
- Educate and inform first-time buyers about home-ownership through a series of industry expert led seminars and workshops at the Property Buyer Show.
- Promote South Africa's major cities property market to a local, intra-provincial and international buyer and investor audience.
- Provide a one-stop, where property buyers can save time, compare multiple assets and make informed choices.
- Educate and inform property investors about building wealth through a property portfolio through a series of industry expert led seminars and workshops.
- Enhance the visitor experience by creating fun, interactive and entertaining brand interactions.

WHAT TO EXPECT FOR ALL 3 REGIONAL SHOWS

+10 000
QUALIFIED BUYERS
A focused and validated visitor profile

+100
SEMINARS
'How-to' guides for buyers, presented by industry thought leaders

+190
EXHIBITORS
Lenders, developers, agents to showcase their services and portfolios






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2 EDUCATIONAL AND INSPIRATIONAL THEATRES

FIRST-TIME BUYER THEATRE	PROPERTY INVESTOR THEATRE
The Finance Linked Individual Subsidy Programme (FLISP)	Location, location, location – The region's best-performing investment hot-spots
Top tips for getting on (and moving up) the property ladder	Property finance – how does the bank assess your application and can you utilize your property to increase your wealth?
Check-list for house viewings	What should you consider when investing in property?
Financial considerations when buying your first home	How tax can affect your property investment
The ABC Guide to buying a home	How to become a property investor – the do's and don'ts
The price is right..? A guide to negotiating and making an offer	A Landlord's guide for dealing with leases and problem tenants
Understanding a contract of sale	International investment options

BENEFITS OF PARTICIPATION

- Real face-to-face engagement with a focused audience of over 10 000 qualified property buyers and investors over three regional events, generate new quality leads in the South African market.
- Provide opportunities for consumers to engage with your brand in a live, interactive environment. Penetrate into a new market and promote your brand to a new and exciting market of South Africa Home Buyers and Investors.
- 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 theatres.
- Reinforce your brand's position in a competitive market and 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.

YOUR OBJECTIVES

- Promote your brand to a first-time buyer and property investor audience.
- Generate leads at the Property Buyer Show for your company for current and future products and services.
- Be seen as the "go to" brand for both buying and selling property.
- Position your brand as a pro-active marketing agency for buyers and sellers
- Establish key industry relationships with Developers, Conveyance lawyers and financial service providers.
- Sell property

WHAT WE CAN OFFER

Special Offer for IEASA Members

IEASA Members	(2m x 2m) ~~R12 000~~	R9,995 for 4 sqm exhibition booth
	(3m x 2m) ~~R17 400~~	R15,000 for a 6sqm exhibition booth
	(3m x 3m) ~~R26 100~~	R22, 500 for a 9sqm exhibition booth

IEASA Members, big or small, 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
- Furniture such as brochure racks, tables and AV

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 R2,770 (per sqm over 12 sqm) Includes: Carpet Raw space excludes: • Furniture, exhibition stand structure, electrical supply (Distribution board and plug point to be ordered from our electrical contractor.)
Deluxe Shell Scheme	From R3,200 (per sqm) Includes: • Premium placement, carpet, aluminium stand structure with unbranded panels, 1 table and 2 chairs, 1 x 15 AMP plug point, company name on fascia board, fluorescent light.

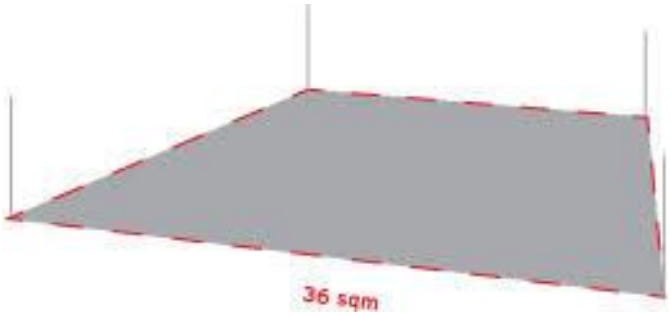
N.B. All costs exclude 5% registration fee and VAT.
All standard exhibition stands include:
Your company logo and contact details listed on the event website.
Minimum 50 word description in the Buyer's Guide which is given to all visitors.
Premium stand placement is reserved for fabric, custom and raw 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.

EXAMPLES



Example: 9 sqm Deluxe Shell Scheme



Example: 36 sqm RAW space

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,

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