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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

Dear IEASA member,

IEASA is pleased to be partnering again with the Property Buyer Show Joburg, which will take place at the Sandton Convention Centre on 12 – 14 October 2018.

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 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.

IEASA will be taking a stand at the show and invite agencies to exhibit your properties and generate that all important brand exposure.

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

Please contact the event organiser below

We look forward to hearing from you,

Kind regards

IEASA

Event organiser.

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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
How to buy the property you are renting through an instalment sales agreement	Secrets to successful real estate investing
FLISP - Government subsidies for first-time home buyers earning less than R15,000 per month	What do the banks look for when financing an investment property?
Financial considerations when buying your first home	Western Cape's best performing investment hotspots
From property rookie to expert in no time – how to find the best property and best deals	Tips on how to creatively structure development projects
Understanding the transfer process, dodging the pitfalls and knowing your rights	Whats the best investment vehicle – personal, company or trust?
4 essential tips for first-time home buyers	How to run a tax efficient property portfolio
Don't let your dream home become a nightmare – practical tips on what to look for when buying a home	A landlords guide for leases and tenants, and what you can do if they 'go South'

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
- 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 6% 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

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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