



YOUR PLANET NEEDS YOU

Sandton 1 - 3 Nov 2013  Cape Town 29 Nov- 1 Dec 2013



the
**Green
expo**

Sustain our planet

in association with



**Exhibitor
Rate Card**

The Green Expo in association with National Geographic Channel 2013 is the 4th event in a series that is South Africa's largest meeting of business and the environment. Every year, industry, government and the environmental service sectors gather to shape policy and progress on sustainable enterprise. Experts and innovators join with business leaders, practitioners and policy makers to advance South Africa's position as a leader in sustainable business practices, innovation and technologies.

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The Green Expo takes place from **1 - 3 November** at the Sandton Convention Center and from **29 November - 1 December** at the Cape Town International Convention Center.

The Green Expo has a range of branding opportunities to help you achieve your promotional goals and objectives.

- South Africa's largest green exhibition of business and the environment.
- 4th iteration - event founded in 2011
- Partnered by National Geographic Channel
- 3 days of exhibition and networking functions.
- Over 24 000 total attendees in 2012

THE GREEN EXPO WHERE BUSINESS AND THE ENVIRONMENT MEET



PLANT YOUR BRAND FIRMLY IN THE MIND OF THE CONSUMER

 **The Green Expo's** mission is to expose consumers to greeneco-friendly products & services in South Africa.

 **The Green Expo** promotes...

- Sustainable
- Living and Working

Sustainable and eco-friendly lifestyles; Living and working smarter, by raising the consciousness of:

- Climate Change and carbon footprint
- Energy and water saving
- Recycling and waste reduction
- Organic products
- Biodiversity and preserving our natural environment
- Efficient and alternative transportation
- Eco Tourism

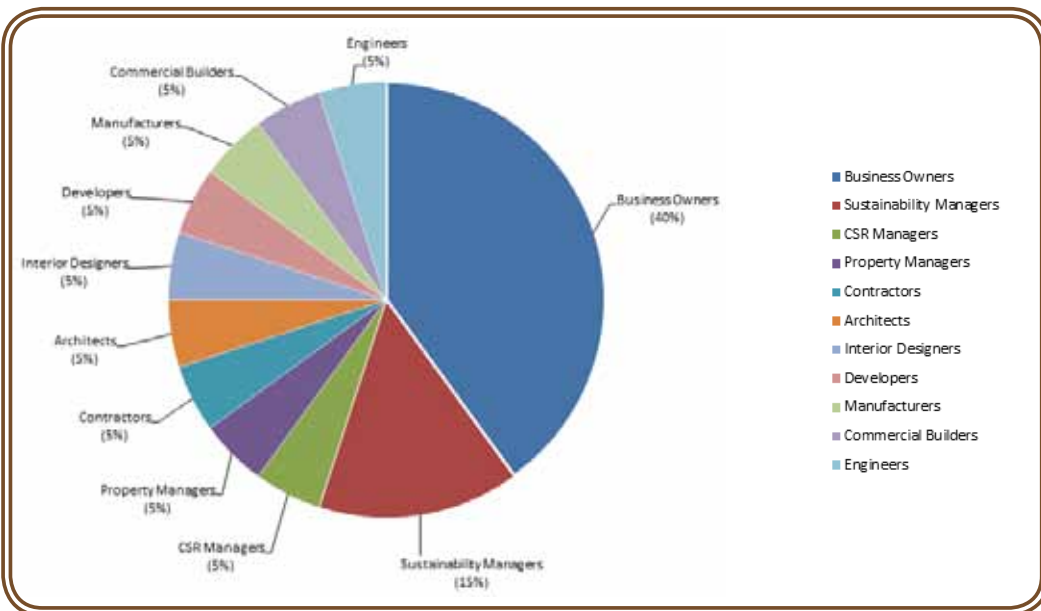
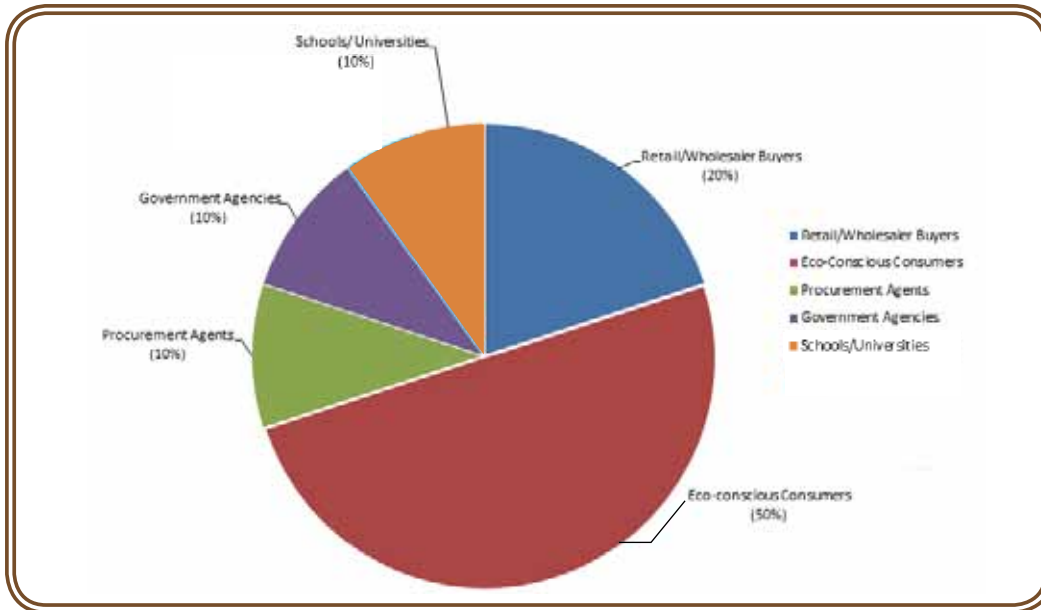
...is the **only** expo in South Africa combining all the elements of greening for BOTH the consumer and trade visitor.

“media & PR value of R17.2 Million”



www.thegreenexpo.co.za

WHO ATTENDED IN 2012



WHO SHOULD EXHIBIT

- Beauty Products
- Building Products
- Carbon Management and trading
- Clean Technologies
- Cleaning and Gardening
- Contaminated land
- Eco-communication
- Eco conscious suppliers
- Eco-Fashion
- Eco friendly transport
- Eco-Vacations
- Education, training and or research
- Electronics & Technology
- Energy Efficiency
- Engineering
- Environmental auditing
- Environmental Management systems
- Facilities Management
- Finance, Legal and Insurance
- Green Buildings
- Green Cookware
- Green destinations
- Green Investing
- Green Office Products & Services
- Green Pet Products & Services
- Health & Wellness
- Healthy Snacks / Deserts
- Hybrid & Alternative Fuel Vehicles
- IT systems and infrastructure
- Manufacturing / Packaging
- Mass Transportation
- Neighbourhood Markets
- NGO's
- Nutritional Supplements
- Organic Food & Wine
- Power Alternatives: Wind, Solar & Water Exhibits
- Recycling and reuse
- Regulation Associations
- Renewable and alternative energy
- Rental Car & Car Share Services
- Sustainable Cities
- Sustainable Furniture & Interior Design
- Transport and infrastructure
- Utilities and infrastructure
- Water and wastewater management
- Waste management

REDUCE, RE-USE, RECYCLE, RE-THINK, RESPECT

SEEDLINGS & SAPPLINGS THE PERFECT PACKAGE

SEEDLINGS

Just planted your seed for a growing business?

The Green Expo will assist you to nurture your business with the necessary ingredients to grow into a **Sapling** or an **Indigenous** tree. The Seedling package is an affordable package to get your brand noticed in the green space.

Seedling Packages for Businesses younger than 2 years:

Stand Size	Johannesburg	Cape Town
2m x 2m	R5 500	R5 500

Full Package:

Includes white panels for walls, Fascia Name, Electrical distribution board, Carpets and Spotlights (all eco-sustainable/ re-usable products). Free listing into the **The Green Expo** Magazine and a mini WebPage on website.

SAPPLINGS

Your business is still young and growing steadily. **The Green Expo** is the perfect ground to get your brand growing faster and blossoming into a beauty. The Sapling Package is affordable to Medium Enterprises who need optimum space to showcase their products and services.

Stand Size	Space & Shell Package	Space Only
4m ²	R7,400	n/a
6m ²	R11,100	n/a
9m ²	R16,650	R14,400
12m ²	R22,200	R19,200
15m ²	R27,750	R22,500
18m ²	R33,300	R28,800
36m ²	R66,600	R57,600
SURCHARGES: 10% surcharge on corner stand		

Space Only:

Includes free listing into the **The Green Expo** Show Magazine and a mini WebPage on website.

Full Package:

Includes white panels for walls, Fascia Name, Electrical distribution board, Carpets and Spotlights (all eco-sustainable/ re-usable products). Free listing into the **The Green Expo** Magazine and a mini WebPage on website.

THE GREEN SHOW GUIDE

Free distribution at **The Green Expo**. Get your brand into the hands of 15,000+ eco-conscious consumers and be present long after the expo has closed, ensuring post show sales!



Description	Advert Specifications (height x width)			Exhibitor Rate	Non-Exhibitor Rate
	Trim (hxw) (mm)	Safe Type Area (hxw) (mm)	Bleed (hxw) (mm)		
DPS (Double Page Spread)	294x420	227x400	303x426	R19 500	R21 500
Full Page	294x210	277x190	303x216	R11 750	R14 500
Advertorial	294x210	277x190	303x216	R11 750	R14 500
Half Page (landscape)	148.5x210	128.5x190	154.5x216	R6 500	R8 500
Quarter Page (portrait)	148.5x105	128.5x 85	154.5x111	R3 500	R5 500
Column Ad	55x30	-	-	R1 000	R2 500
Inside Front Cover	294x210	277x190	303x216	R12 500	R15 500
Outside Back Cover	294x210	277x190	303x216	R14 000	R17 500

FORMAT REQUIREMENT: Actual size 300 dpi PDF using ACROBAT (CYMK) with fonts embedded or 300 dpi JPEG (RGB).

SUPPORT SUSTAINABILITY WITH SPONSORSHIP

- Drive awareness and understanding of your organisation among the top decision makers in the environment and sustainability industry.
- Enhance relationships with key clients, prospects and stakeholders.
- Drive product sales generate awareness and acquires leads among leading organisations within industry.
- Reinforce your position in the industry.
- Differentiate your brand in the marketplace

SPONSORSHIP PACKAGES

- Platinum Sponsor
- Gold Sponsor
- Silver Sponsor
- Conference Sponsorship
- Awards Gala Dinner

.... enquire for more details

Email

Dedicated Newsletter (monthly)	R11 500
Sponsored news story	R7 500
Headline Banner	R5 500
Sidebar Banner	R1 750

Website

Rotating Banner

3 Months p/m	6 Months p/m	12 Months p/m
R6 500	R5 500	R4 500

REDUCE, RE-USE, RECYCLE, RE-THINK, RESPECT

INDIGENOUS PACKAGES

Your Brand is already a recognized and respected entity. The Indigenous Package firmly plants your brand in the minds of the Eco-conscious consumer and business trader. By associating with **The Green Expo** you are actively sending a direct message to a very targeted audience and leveraging your brand to its maximum. The Indigenous Package offers your brand a complete marketing solution.



145 000 + VAT
(Full Package)
54 m² of Exhibition Space – floor only, including carpets and electricity.

125 000 + VAT
(Space Only)
54 m² of Exhibition Space

BAOBAB PACKAGE - 9m x 6m

Full Colour Double Page Spread in Show Magazine distributed to visitors and delegates to the exhibition.

E- Marketing :

- Side Banner for 12 months in the Green Newsletter.
- Rolling Banner on the Green Expo website for 12 months.
- Hyperlink from The Green Expo website to your site.

Social Media :

Active postings on Green Expo social media pages pertinent to your brand

Green TV – Your company advert flighting inside the Exhibition Hall x 8 times per day.

- Exhibition Passes x 18
- Exhibitor Lunches x 10 per day.
- Invitation to the Exhibitor Awards x 4
- Exhibitor Parking x 4 per day.
- Company listing with logo in Show Magazine.
- 100 x Complimentary Tickets for distribution to your clients
- 24 hour Full Security inside the Exhibition Hall.
- Full Cleaning service of the Exhibition Hall
- Access to the Media Lounge for you and your clients
- Coffee, Tea and Water served in the Media Lounge all day.
- Opportunity for media interviews in the Media Lounge

120 000 + VAT
(Full Package)
36 m² of Exhibition Space – floor only, including carpets and electricity.

100 000 + VAT
(Space Only)
36 m² of Exhibition Space

MARULA PACKAGE - 6m x 6m

Full Colour Double Page Spread in Show Magazine distributed to visitors and delegates to the exhibition.

E- Marketing :

- Side Banner for 12 months in the Green Newsletter.
- Rolling Banner on the Green Expo website for 12 months.
- Hyperlink from The Green Expo website to your site.

Social Media :

Active postings on Green Expo social media pages pertinent to your brand

Green TV – Your company advert flighting inside the Exhibition Hall x 6 times per day.

- Exhibition Passes x 12
- Exhibitor Lunches x 8 per day.
- Invitation to the Exhibitor Awards x 3
- Exhibitor Parking x 3 per day.
- Company listing with logo in Show Magazine.
- 80 x Complimentary Tickets for distribution to your clients
- 24 hour Full Security inside the Exhibition Hall.
- Full Cleaning service of the Exhibition Hall
- Access to the Media Lounge for you and your clients
- Coffee, Tea and Water served in the Media Lounge all day.
- Opportunity for media interviews in the Media Lounge



65 000 + VAT
(Full Package)
18 m2 of Exhibition Space – floor only, including carpets and electricity.

55 000 + VAT
(Space Only)
18 m2 of Exhibition Space

MATUMI PACKAGE - 6m x 3m

Full Colour Full Page Spread in Show Magazine distributed to visitors and delegates to the exhibition.

E- Marketing :

- Side Banner for 6 months in the Green Newsletter.
- Rolling Banner on the Green Expo website for 6 months.
- Hyperlink from The Green Expo website to your site.

Social Media :

Active postings on Green Expo social media pages pertinent to your brand

Green TV – Your company advert flying inside the Exhibition Hall x 4 times per day.

- Exhibition Passes x 8
- Exhibitor Lunches x 6 per day.
- Invitation to the Exhibitor Awards x 2
- Exhibitor Parking x 2 per day.
- Company listing with logo in Show Magazine.
- 60 x Complimentary Tickets for distribution to your clients
- 24 hour Full Security inside the Exhibition Hall.
- Full Cleaning service of the Exhibition Hall
- Access to the Media Lounge for you and your clients
- Coffee, Tea and Water served in the Media Lounge all day.
- Opportunity for media interviews in the Media Lounge



55 000 + VAT
(Full Package)
15 m2 of Exhibition Space – floor only, including carpets and electricity.

45 000 + VAT
(Space Only)
15 m2 of Exhibition Space

LEADWOOD PACKAGE - 5m x 3m

Full Colour Full Page Spread in Show Magazine distributed to visitors and delegates to the exhibition.

E- Marketing :

- Side Banner for 6 months in the Green Newsletter.
- Rolling Banner on the Green Expo website for 6 months.
- Hyperlink from The Green Expo website to your site.

Social Media :

Active postings on Green Expo social media pages pertinent to your brand

Green TV – Your company advert flying inside the Exhibition Hall x 4 times per day.

- Exhibition Passes x 3
- Exhibitor Lunches x 4 per day.
- Invitation to the Exhibitor Awards x 2
- Exhibitor Parking x 1 per day.
- Company listing with logo in Show Magazine.
- 40 x Complimentary Tickets for distribution to your clients
- 24 hour Full Security inside the Exhibition Hall.
- Full Cleaning service of the Exhibition Hall
- Access to the Media Lounge for you and your clients
- Coffee, Tea and Water served in the Media Lounge all day.
- Opportunity for media interviews in the Media Lounge

INDIGENOUS PACKAGES

INDIGENOUS PACKAGES

“Make your brand stand out in the eco conscious market”



45 000 + VAT (Full Package)
12 m2 of Exhibition Space – floor only, including carpets and electricity.
35 000 + VAT (Space Only)
12 m2 of Exhibition Space

STINKWOOD PACKAGE - 4m x 3m

Full Colour Half Page Spread in Show Magazine distributed to visitors and delegates to the exhibition.

E- Marketing :

- Side Banner for 3 months in the Green Newsletter.
- Rolling Banner on the Green Expo website for 3 months.
- Hyperlink from The Green Expo website to your site.

Social Media :

Active postings on Green Expo social media pages pertinent to your brand

Green TV – Your company advert flying inside the Exhibition Hall x 2 times per day.

- Exhibition Passes x 3
- Exhibitor Lunches x 2 per day.
- Invitation to the Exhibitor Awards x 2
- Exhibitor Parking x 1 per day.
- Company listing with logo in Show Magazine.
- 30 x Complimentary Tickets for distribution to your clients
- 24 hour Full Security inside the Exhibition Hall.
- Full Cleaning service of the Exhibition Hall
- Access to the Media Lounge for you and your clients
- Coffee, Tea and Water served in the Media Lounge all day.
- Opportunity for media interviews in the Media Lounge



40 000 + VAT (Full Package)
9 m2 of Exhibition Space – floor only, including carpets and electricity.
30 000 + VAT (Space Only)
9 m2 of Exhibition Space

EBONY PACKAGE - 3m x 3m

Full Colour Half Page Spread in Show Magazine distributed to visitors and delegates to the exhibition.

E- Marketing :

- Side Banner for 3 months in the Green Newsletter.
- Rolling Banner on the Green Expo website for 3 months.
- Hyperlink from The Green Expo website to your site.

Social Media :

Active postings on Green Expo social media pages pertinent to your brand

Green TV – Your company advert flying inside the Exhibition Hall x 1 times per day.

- Exhibition Passes x 3
- Exhibitor Lunches x 2 per day.
- Invitation to the Exhibitor Awards x 2
- Exhibitor Parking x 1 per day.
- Company listing with logo in Show Magazine.
- 25 x Complimentary Tickets for distribution to your clients
- 24 hour Full Security inside the Exhibition Hall.
- Full Cleaning service of the Exhibition Hall
- Access to the Media Lounge for you and your clients
- Coffee, Tea and Water served in the Media Lounge all day.
- Opportunity for media interviews in the Media Lounge

GREEN AWARDS

Each exhibitor may enter The Prestigious Green Awards

The **Green Expo** in association with National Geographic Channel is the perfect platform to launch new and innovative products.

Our carefully selected panel of media judges, will scrutinise, test your product, analyse the essence of design innovation as well as the ease of use and suitability for green consumers.

Other Awards that are available to aim for are the Most Popular Stand (Visitors Choice) and Most Interactive Exhibitor. Creating enthusiasm that attracts customers.



The Most Green Product Award

Honours designers and suppliers whose products have an eco, green or organic element to the production, manufacturing and design which excel in minimum damage to Planet Earth. Entries for this award will be judged on creativity, design and originality, as well as ease of use in the market.



The Most Innovative Product Award

Honours designers and suppliers whose products excel in style, aesthetics, colour and usage in the market place. Entries for this award will be judged on creativity, design and originality. The Most Innovative Product Award is an excellent opportunity to recognize outstanding styling from designers. We are excited to bring this award to **The Green Expo** so that we can showcase the winning styles to South Africa's eco-conscious individuals.



Most Popular Award

Visitors to **The Green Expo** show will have a chance to vote for a People's Choice award among the winning styles.



The Most Interactive Award

Honours the stand which has most interaction with use of innovative means to attract visitors to stand.

What makes us Great Expo organisers

- Born in 2004, is one of the larger consumer events companies in South Africa, producing market leading events including:

- Award Winning
- Market Leading
- Winner of Greenest Exhibition in South Africa
- Industry Leader

- The company has been nominated for no less than **13 awards** in the last four years, **winning 11** thereof, among them the Gold Award for the Most Memorable Event in the Baby and Parenting category, **Winning Exhibition of the Year in 2006 – 2012** as well as Top Women in Business to name but a few.

Annually, Three City Events' shows attract over

150,000 visitors

- Top Business Women
- BEE - Level 1
- Top gender empowered company 2009 Dynamic

- The company is **young, dynamic and passionate** with a heavy focus on creativity.

REDUCE, RE-USE, RECYCLE, RE-THINK, RESPECT



Contact us

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“Anchor your Market Share and own your space in sustainability.”



the
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Sustain our planet

in association with
 NATIONAL
GEOGRAPHIC
CHANNEL
CHANNEL 181 ON DSTV

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