



**21 - 23 FEBRUARY 2011  
SANDTON CONVENTION CENTRE  
JOHANNESBURG, SOUTH AFRICA**

Known as *Africa's business tourism lekgotla*, Meetings Africa is a business tourism marketing platform which aims to expose local and international buyers to the range of services and products in Southern Africa's MICE (Meetings, Incentives, Conference, Exhibitions) industry.

The visitor target market is anyone who travels for business or who books business travel as well as organisers of events, conferences, meetings, team incentive trips or teambuilding activities.

As the only MICE exhibition in the Southern Africa, Meetings Africa forms a key part of the central growth strategy for South Africa's tourism sector. South African Tourism CEO Ms January-Mclean states that *'Meetings Africa is gaining international stature each year which is due to South Africa's meeting and incentive industry that is fast maturing, offering a wide variety of products and solutions to choose from as well as its high levels of sophistication.'*

**Meetings Africa 2010 broke its own records delivering:**

- 14% increase on international hosted buyers
- 28% increase on overall visitors
- 25% increase on exhibitors
- 20% increase on media

**Meetings Africa 2011 promises to be bigger and better introducing a range of new initiatives:**

- Revised show days running from Monday to Wednesday (3 full days)
- Dedicated promotional campaign for Local Corporate attendance
- Staggered hosted buyer attendance to ensure international buyer availability
- Meetings Africa Golf Day for additional networking
- Floorplan improvements with categorisation of exhibitor sectors for easier visitor navigation
- Exhibition Greening in line with international standards
- Matchmaking Programme delivering guaranteed pre-scheduled appointments

**Sign up now to be part of Africa's business tourism lekgotla in 2011!**

## Attendee Profiles

### Who Exhibits?

- National and provincial tourism authorities
- Convention and visitor bureaux
- Conference and exhibition centres
- Hotels and accommodation providers
- Destination management companies
- Event management specialists
- Transportation companies
- Luxury trains
- Cruise lines
- Spa resorts
- Trade associations
- Travel trade publications

### Who Visits?

- Local and international meeting and event planners
- Association buyers who organise international conventions
- Local corporate executives who book business travel
- In-house event co-ordinators
- Travel agencies specialising in incentive, business and conference travel
- Incentive houses
- Conference organisers
- Sales and promotion agencies
- Marketing companies
- PR and Advertising agencies

## Registration and Rates

Exhibitor Registrations available online from 1 September 2010 at [www.meetingsafrica.co.za](http://www.meetingsafrica.co.za)

### Early bird special until 15 October 2010

Standard Floor-space: R 2,014.00 per sqm  
Prime Floor-space: R 2,134.84 per sqm

### From 16 October 2010

Standard Floor-space: R 2,134.84 per sqm  
Prime Floor-space: R 2,262.93 per sqm

*All registrations received by 15 October will be included in the first round of stand placements and will receive first access to the Meetings Africa Matchmaking Programme.*

Should you have any queries, or require assistance with online registration, please contact the Scan On Show team on the details below.

### Scan On Show

Exhibition Management Company for South African Tourism  
Organisers for Meetings Africa & IMEX SA Pavilion  
Phone: +27 11 431 4126  
Fax: +27 86 601 0504  
E-mail: [meetingsafrica@scanonshow.co.za](mailto:meetingsafrica@scanonshow.co.za)

### South African Tourism

Phone: +27 11 895 3000  
Fax: +27 11 895 3001  
E-mail: [info@southafrica.net](mailto:info@southafrica.net)