



SHADES of GREEN
events • exhibitions

DEDICATED TO EXCEEDING YOUR EXPECTATIONS

ABOUT US

Shades of Green was established in response to the need for more environmentally-focused exhibitions and events in South Africa. The company is under the leadership of the "Exhibition Guru", Kylie van Staden, who has been working in the industry for the past ten years. Kylie has specialised more in exhibitions having managed key corporate, association and government clients' road-shows, customised stands, marquee infrastructure and international exhibitions.

It is with a dynamic team of consultants in interior design, graphic design and environmental management that Shades of Green can exceed their client's expectations in all exhibition and event management and environmental related services.

The Shades of Green team are not only skilled, they are passionate about what they do and are ready to take on any project that demands the best.



"My job is unique and exciting, I get to do what I love most which is being creative and interfacing with people. Each project has its own challenges which require hard work, problem solving, commitment and dedication. Being a people pleaser is a plus for my clients; they know and trust that I will always give of my best."

- Kylie van Staden, MD



WHAT WE DO

Shades of Green is a sustainable exhibition and marketing management company with their head office based in Durban, South Africa. The company also operates in Cape Town, Johannesburg and Port Elizabeth. We assist our clients to plan and execute their exhibitions and events professionally, and in a socially and environmentally responsible way. We believe that within each client's budget and specific needs there is a shade or level of "greenness" that can be applied to the exhibition or event – no matter how big or small.

"You brief us in terms of your specific needs, budget and desired outcomes and we take care of the rest"



EXHIBITIONS



Shades of Green Exhibitions offers a complete project management service for small display stands to full installations and international exhibitions. Through their extensive experience they fully commit to provide unique design solutions, build integrity and most of all exceptional customer service.



EXHIBITION SERVICES

- Exhibition Management
- Exhibition Stand Builders (Portable, System or Custom)
- X-Board (Eco-Friendly Material)
- Printing (Signage and Banners)
- Exhibition Design (3D Renders)
- Infrastructure (Shell Scheme)
- Furniture and Specialised Decor
- Audio Visual
- Brand Ambassadors (Staff)
- Exhibition Greening (Green Innovations)
- Road Shows





3D DESIGNS

Shades of Green Exhibitions provides clients with innovative 3D renditions which not only allow the client to effectively visualise their stand prior to construction but will also allow for attention to detail during manufacturing. The design process will include close interaction between the client and the project manager to ensure the exhibition requirements merge excellent design with optimum functionality.



SYSTEM STANDS

Shades of Green Exhibitions designs system or modular stands for clients looking for competitive and innovative solutions. System stand options include shell scheme for exhibition infrastructure but also creative small to large exhibition stands and versatile portable solutions.



CUSTOM STANDS



Shades of Green Exhibitions conceptualises the best design according to their clients specifications for every custom exhibition stand. We offer high impact solutions for clients who want their brand to be noticed.





ROADSHOWS

Shades of Green Exhibitions delivers unique turnkey solutions for the travelling client and their brands.





EVENTS

Shades of Green Events manages all phases from concept to legacy of any corporate event - from a small product launch to a large international conference. We are happy to manage a single aspect or take control of the entire life cycle of your event.



EVENT SERVICES

- Conceptualisation and Sustainability Planning
- Budget Management and Contract Negotiations
- Invitation and RSVP Services (Online software)
- Registration: Online and Onsite Services
- Venue Selection and Sourcing of Suppliers
- Travel and Accommodation
- Catering and Menu Design
- Entertainment and Audiovisual
- Decor
- Eco Procurement (E.g. Corporate Gifts)
- Interpretation Services
- Photography
- Staff Training on Sustainability Policies
- Waste Management
- Carbon Footprint Analysis



CONFERENCES



Shades of Green Events will deliver your event in a professional, socially and environmentally responsible way.

CORPORATE & PUBLIC HOSPITALITY





GOLF DAYS

Shades of Green Events will manage all aspects of your golf day allowing you to network and show your skills on the course.

B-BBEE - Level 4 Contributor



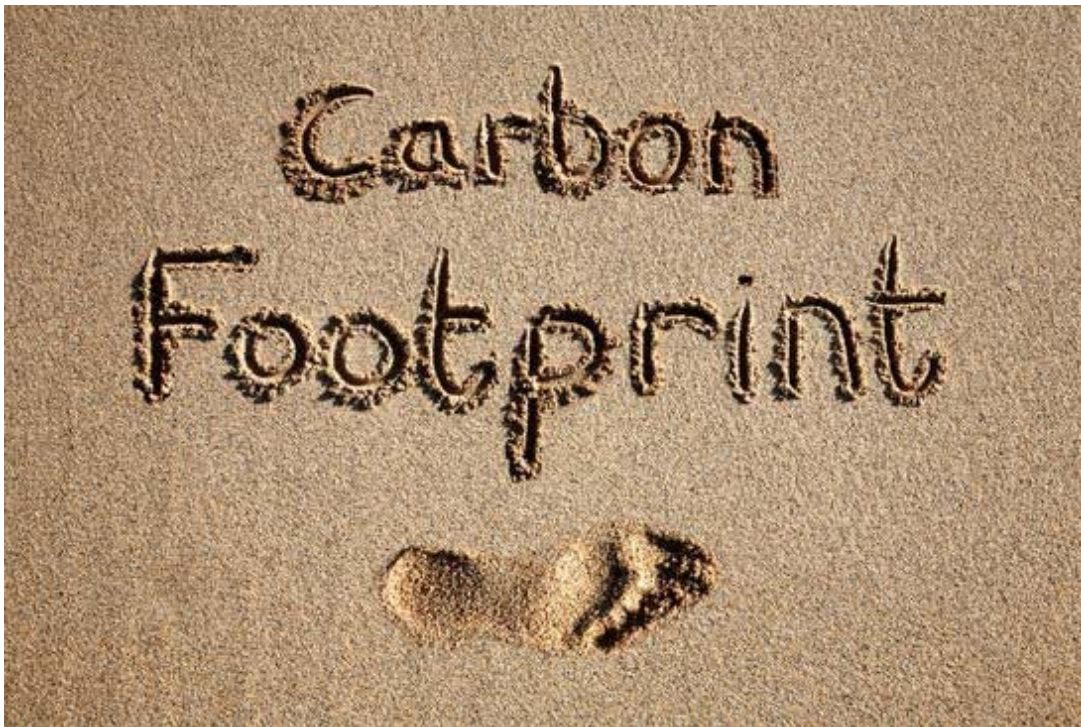
LAUNCHES, COCKTAILS & GALA FUNCTIONS

Shades of Green Events allows you to focus on your guests and the more important content of the event.



CARBON FOOTPRINT ANALYSIS

Shades of Green assists in reducing, calculating, analysing and offsetting the carbon footprint of events and companies. This is done by utilising the Greenhouse Gas (GHG) Protocol Corporate Accounting and Reporting Standard Methodology – a widely used international carbon measurement and analysis methodology.





Shades of Green encourages all businesses from small start-up companies to large corporations to develop and implement an environmental policy that shows their commitment to improving their environmental performance.

"Shades of Green will consult with your company and offer guidance and support to green your entire operation or develop a phased approach to greening."

ENVIRONMENTAL POLICY DEVELOPMENT



WHAT OUR CLIENTS HAVE TO SAY

"I wanted to start by thanking you all so much for everything you did in making the Soccerex African Forum 2014 a success. I feel like I write the same email to you every year, purely as each year you go beyond expectations and we are so grateful for your professionalism and service throughout."

– Joe Martin, Exhibition Manager, Soccerex

"I would like to express my gratitude in making our event a success. You have executed your exhibition services professionally and set up was flawless."

– Emma Kumalo, Events Manager, Potters Hand

"I take this opportunity of congratulating your team on a professional and awesome exhibition stand. All the KZN companies and our partners were very appreciative of the contemporary design, functionality and appeal of the TIKZN Pavilion."

– Donny Pethan, GM: Business Retention and Expansion, TIKZN

"Shades of Green did an amazing job on the Coartem booth at the MIM congress and managed our entire project with precision and professionalism. We received endless complements on the booth." – Leah Mintha, GBM, Coartem, Novartis

"Thanks so much for the great job at last night's event! Everything ran perfectly...Shades of Green's timing, coordination and setup was spot-on!"

– Oliver Lamusse, Managing Director, First Technology

"Looking for a company to assist with the Congress in Durban, I emailed Shades of Green. From the start Kylie's customer service was incredibly efficient and she is so easy to work with, even though we had not met in person. Shades of Green made our company really 'Stand' out at the congress. Kylie has been incredible with every detail and was understanding and patient, all this and always a smile! Look forward to working with Shades of Green again."

– Timna Kleinberg-Russell, Baxter Healthcare



CONTACT US

Tel. +27 (0)31 764 2670
Mob. +27 (0)84 209 3474 / +27(0)79 511 0464
Fax. +27 (0)86 764 4791
Email: info@sgevents.co.za

Physical Address

Suite 2, Hibiscus House, Fairway Green, Kloof

Postal Address

P.O. Box 1343, Kloof, Durban, 3640

FIND US ON:

