



# NEWS

Friday 25 March – Sunday 3 April 2016 at the Johannesburg Expo Centre, Nasrec |



## Rand Show 2015 rediscovered by many satisfied new visitors

*"After seeing all the Facebook posts, I went through to the Rand Show this year after avoiding it for many years. What a surprise; welcome back!"*

**Welcome back, indeed!** These were the words of Rand Show 2015 visitor Lizette Roussou, who joined 220 000 others in rediscovering the Rand Show ... now reinvented, reinvigorated and reclaiming its title of being South Africa's premier consumer show. What made the Rand Show 2015 such a great show?

### MORE TO BUY

Vibrant and busy exhibition halls, with over 600 exhibitors on show. In-hall attractions like the SA Chefs Food Theatre, a DIY Stage and Petrolheads Stage that drove foot traffic and kept the energy high.

### MORE SCIENCE & TECH

A new Science & Technology Theatre, featuring fascinating exhibits from dinosaurs to supersonic cars, with new live science stage shows, the Kalahari Scientist and Experilab, joining the popular Naked Scientist.

### MORE FUN FOR KIDS

Gigantic inflatables imported specially for the Rand Show, in an exclusive fun-for-kids hall. More excitement in the Animal Kingdom with the new Mobile Zoo experience and acrobatic dog shows.

### MORE THRILLS

The exclusive Rand Show leg of off-road motorcycle race, the SA Pro Super Enduro series. Stunt biking, bag-jumping, and explosions in the SANDF's high-energy arena displays.

### MORE CHILLING OUT

At the outdoor Spice of Life Stage, the ideal place to catch some rays and enjoy lunch to the sounds of the Rand Show's easy-listening performers. A revamped food court and a new dining experience.

### MORE HANDS-ON FUN

Free crafting workshops, makeovers, kids cooking sessions, dinosaur digs, robotics workshops, KFC Mini-Cricket clinics.

### MORE COMPETITIONS

The Rand Show 2015's new Extreme Bodies physique competition, the Rand Show National Strongest Man showdown, and Miss/Mr Rand Show.

### In short, a guaranteed Great Day Out.



*"Thank you for putting on a great show with a profitable platform for our brands. We have gone from strength to strength at the show and will definitely continue participating in the years to come." – Freda Bezuidenhout, circulation manager: retail, Times Media Group Ltd.*

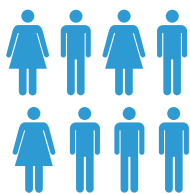
*"This is the first time I have brought my family to the Rand Show; it's quite an outing! The Rand Show is unbelievable! It's great! My Rand Show ticket is well worth the price I paid for it." – Zephy Towala*



# The numbers tell the story

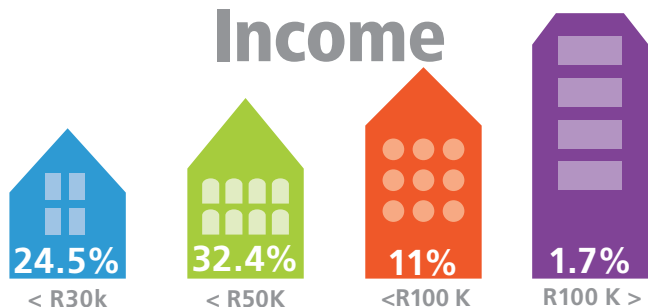
The Rand Show attracts a diverse and high level consumer:

TOTAL VISITORS  
**220 000**

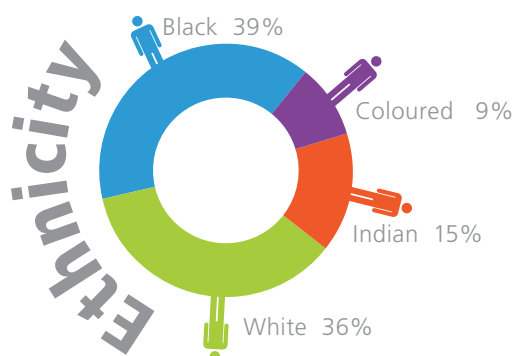


THE RAND SHOW IS THE  
**BIGGEST**  
CONSUMER SHOW IN SA

## Income



## Employment



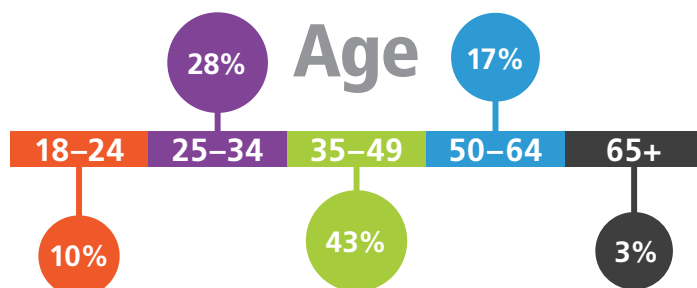
## Composition



## Gender



## Age



## Propensity to Return

**96%** Of visitors will return in 2016

## Visitor Expectations

**93%** Of visitors felt that the Show met or exceeded their expectations

# THE RAND SHOW ... one venue, a myriad opportunities, total versatility.

*The Rand Show provides an unbeatable consumer engagement platform for marketing, sales and brand activation.*

## Total Versatility

With 100 000 square meters of indoor and outdoor exhibition space, the Rand Show offers unparalleled marketing and retailing opportunities in a stimulating, interactive, vibrant and memorable environment.

Whether you want to exhibit, run activations, take out sponsorship and naming rights, or a combination of all three, the Rand Show has a tailor made solution for your brand.

*"We felt the Rand Show offered a very good platform to launch new products and gadgets to our target market. The exposure we got has always been very positive. We feel the Rand Show offers good sales and marketing opportunities for us and will always consider returning." – Michael Gibson, Marketing Manager, Grand Prix Models.*

## A Myriad of Opportunities

Whatever your objectives, the Rand Show ticks all the boxes:

- Generate sales
- Acquire new leads
- Build brand awareness
- Meet thousands of consumers and potential consumers
- Face-to-face marketing
- Do sampling
- Conduct market research
- Test consumer response to products
- Launch new products
- Build a database
- Generate publicity and media exposure

*"We have been pleasantly surprised by the visitors and the additional revenue we could generate for the duration of the Rand Show, and as a result, would like to inform you of our earliest booking request possible for the 2016 Rand Show." – Jacques Coetzee, ASD Marketing Manager, SABC*

*"The Rand Show overall gives good exposure and is a great place for meeting and exposing products to customers countrywide. We are back again this year with a bigger stand because there has been an increase in our sales thanks to the Rand Show." Raeesa Adam, Manager, Decor & Design*



**Don't delay.** Get in early and put the power of the Rand Show behind your brand.



# Exhibition Categories

Fri 25 March – Sun 3 April 2016



**THE MAN CAVE** is a sanctuary geared with all male interests from home cinema to sound systems to bar equipment to gadgets to sports equipment to motoring and motorcycles



**HOME LIVING** showcases all aspects for a better home lifestyle from appliances, furniture, décor, services, home improvements, green living, design and art.

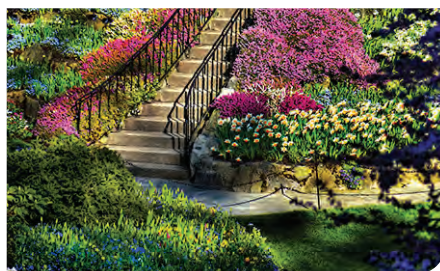


**FOOD EXPERIENCE** showcases all food experiences from hot beverages, to wine, cheese and chocolate tastings, food markets, delicacies, to cookware, utensils, tableware, kitchen appliances and equipment.



## GARDENS & OUTDOOR ROOMS

showcases gardening and landscaping, water features, pools, awnings, decking and paving, outdoor living, outdoor equipment and accessories.



**KIDS KINGDOM** showcases kids' entertainment, toys, furniture, fashion, gaming, educational material, hobbies and more.



**SCIENCE & TECH LAB** showcases the latest scientific and technological advancements in the fields of science, physics, astronomy, geography, chemistry, agriculture, environment, telecommunications, computer science, information technology, education and medical.



**SHOWCASE SOUTH AFRICA** showcases government, corporate and parastatals' services, CSI projects, developmental programmes, bursaries, schools, universities and professional bodies.



## FASHION, BEAUTY & WELLNESS

showcases fashion, accessories, cosmetics, beauty treatments, spas, fragrances, health products, supplements, fitness equipment and gyms.



**OUTDOOR ADVENTURE** showcases outdoor adventures, 4X4 vehicles, 4X4 trails, boats, caravans, camping equipment, outdoor sports equipment and destinations.



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