

# **Welcome to the 35<sup>th</sup> Annual General Meeting**



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EXHIBITION & EVENT  
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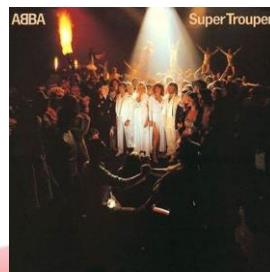
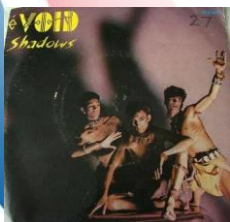
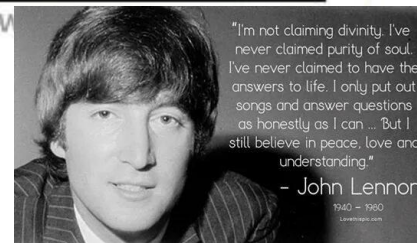
# 1980 Time Capsule 35 years back in time

- South Africa Hosts a formula 1 Grand prix
- CNN is Founded
- Radio 702 was founded
- Dallas- Jr Ewing was Shot
- John Lennon was Shot
- Robert Mugabe elected President of Zimbabwe
- Ronald Reagan elected as President of USA
- World Population estimated; 1980 - 4,434,682,000 vs 2015- 7,324,782,225
- SA Population 1980- 27 Million vs 2015- 53 million people
- Exchange rates 1980 R 1 = \$ 1.40 vs 2015- R12 = 1\$  
R 1.7 = 1 GBP vs 2015-R 18 = 1 GBP
- GDP 1980 = \$81 billion dollars vs 2015- \$360 billion dollars
- Post it notes invented by 3m
- Bill gates Licences MS Dos to IBM
- Tim Berners-Lee develops FTTP (Founder of Internet)
- Top song for 1980 Pink Floyd (Another Brick in the Wall)
- Top Album : The Wall – Pink Floyd
- EXSA is Founded



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# 1980



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# Agenda:

- Welcome
- Proxies, Apologies and Quorum
- Minutes of the Previous Meeting
- Chairman's 2014 Report
- Treasurer's 2014 Report
- Resolutions
- Election of Forum and Board Representatives
  - The Venue Forum
  - Voting for the Organisers Forum
  - The Suppliers Forum
  - Young Professionals Forum
- General
- Closure



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# Proxies, Apologies & Quorum

- Proxies
- Apologies

- Quorum:

The quorum of an AGM shall not be less than 20% of the paid-up ordinary members, rounded upwards.

**115** Current members (excluding branches & associate members). Quorum – **23** Members



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# 2014 Minutes

- **Distributed**
- **Any amendments?**
- **Acceptance (Proposer / Seconder)**



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# Chairman's Report



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# **CHAIRPERSON's REPORT**

**Brad Alder**

**EXSA Chairperson**



**EXSA was created as an  
association in 1980 to serve the  
Exhibition and Events Industry in  
Southern Africa**



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# EXSA's Patrons

## Platinum Members (5)



## Gold Members (4)



# EXSA is affiliated to:



# Meetings held during 2014

**Board Meetings:**  
(6)

**Forum Meetings:** (10)

**Branch Meetings:** (7)

**Judging Meetings :** (6)

**YPF:** (2)



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# EXSA Office Organisation:

## General Manager

***Sue Gannon***



### Administration Manager

***Thuli Ndlovu***

- Accounts
- Organises judges for both stands and shows
- Organises all Forum meetings
- Handles new membership applications
- General office administration



### Communications Manager

***Aimee Delagey***

- Monthly industry articles
- Members newsletters
- Website
- Social media
- Forum Meetings
- YPF
- Show judging
- Graphic Design



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# EXSA Membership

|             | Venues | Organisers | Suppliers | Branches | Associates | Total          |
|-------------|--------|------------|-----------|----------|------------|----------------|
| <b>2015</b> |        |            |           |          |            |                |
|             | 11     | 25         | 79        | 16       | 19         | 150            |
|             |        |            |           |          |            | <b>To Date</b> |
| <b>2014</b> |        |            |           |          |            |                |
|             | 14     | 28         | 75        | 16       | 18         | 151            |
|             |        |            |           |          |            |                |
| <b>2013</b> |        |            |           |          |            |                |
|             | 13     | 28         | 88        | 17       | 14         | 160            |

# **EXSA sits on various committees/Boards within the industry including:**

- **Tourism Business Council of South Africa (TBCSA)**  
Board Member
- **Johannesburg Business Forum**  
(Department of Economic Development – Tourism)
- **Services SETA**

EXSA is a Board Member of the Business Management Chamber Committee.

- **DTI BEE Transformation Panel**

Writing new Sector Codes for the events industry

- **Event Greening Forum**

EXSA is on the Management Committee of the EGF



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# EXSA sits on the Marketing Industry Sector Standards Project



**During 2014 the Board decided to mentor the Soweto Events Forum as part of the JHB Business Forum.**

**Currently we are helping the Setshaba Sotlhe National Business Forum and will be enlisting members' help**



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## **EXSA, SAACI and IFEA**

- **The industry is currently in the process of registering our Professional Body.**
- **This will enable the industry to up-skill our members and certify internationally accepted designations.**



## **2014 Workshops held:**

- **Fire Safety**
- **First Aid**
- **POPI**

## **2015 Workshop dates to be announced, including**

- **BEE Score card**
- **First Aid course**



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# Awards & Judging

- **Show Judging: On-going**
- **Stand Judging Rebrand – Loerie style**
- **Other Awards**
  - Green Show Awards
  - Green Stand Awards
- **Participation in the Loeries**



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# Awards & Judging

- Design competition for the rebrand of the Awards
- A Unique (name) brand



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# EXSA awards and Judging:

**New award for 2014:** Young Professional of the year

## Exhibition Stands

| YEAR | Number of stands judged in 1 <sup>st</sup> quarter | Number of stands judged in 2 <sup>nd</sup> quarter | Quarter 3 | Last Quarter | Total |
|------|--|--|-----------|--------------|-------|
| 2012 | 148  |  |           |              | 148   |
| 2013 | 208  |  |           |              | 208   |
| 2014 | 54   | 54   | 58        | 45           | 211   |

## Exhibition Shows

| YEAR | Number of Exhibitions |
|------|-----------------------|
| 2012 | 21                    |
| 2013 | 27                    |
| 2014 | 26                    |



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# 2014 EXSA Awards Dinner

- **340** attended



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# 2014 Advertising Campaign

## EXSA had monthly industry articles in:

- Business Events Africa (including monthly advert)
- Meetings
- Business Essentials ( 4 newsletters a year and blog)

## Other media articles:

- The Event (4)
- Biz community (5)
- Digi Mag
- 2014 Event Planners Guide
- Event Stuff
- SA Conference
- EXSA can be found in UFI “Who’s Who Directory



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# Adverts were also featured in:

- EXSA banner on Bizcommunity
- Meetings
- Business Events Africa
- Mash Media – UK
- Sandton Tourism Association
- Sights and Sounds
- Financial Mail



THE POWER OF EXHIBITIONS:  
Face-to-Face is Simply Better

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We are the go-to-people for exhibitions and events.  
Our members comprise of Venues, Organisers and Service Providers.

The EXSA office is always available with help and advice.  
Visit the EXSA website and use an EXSA member  
[www.exsa.co.za](http://www.exsa.co.za)

Our associate members:  




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THE POWER OF EXHIBITIONS:  
Face-to-Face is Simply Better

We are the go-to-people for exhibitions and events.  
Our members comprise of Venues, Organisers,  
Service Providers, Suppliers and Associate  
Organisations. Formed in 1980, EXSA is  
recognised internationally as the voice of the  
exhibition industry in South Africa, and is always  
available with help and advice.

T: +27 11 805 7272 F: +27 11 805 7273 E: [exsa@exsa.co.za](mailto:exsa@exsa.co.za) [www.exsa.co.za](http://www.exsa.co.za)  

Patrons:  
Platinum:  
  
Gold:  




## EXSA had stands at:

- Meetings Africa
- Markex
- SETE (Sport and Events Tourism Exchange)



## **EXSA website**

- Has between 400 and 600 unique visitors a day
- Visitors view page for an average of 346 seconds
- Countries that visit the website most include; South Africa; USA; China, UK and Morocco

## **EXSA Diary**

The EXSA Diary was viewed 1,992,135 times and downloaded 2742 times (June 2014 to December 2014)



# Website banners:

## Patron : Click Through

### 2013

- Scan Display: 399
- Octanorm: 433
- Expo Centre: 570
- Compex: 404
- 3d: 366
- Sandton CC: 386

### 2014

#### Platinum (1 year)

- 3d Design – 1668
- Sandton Convention Centre – 3946

#### Gold (6 months)

- Scan Display – 1034
- Octanorm – 1225
- JHB Expo Centre – 1014
- Compex – 1021



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# Social Media:

|           | 2014 |
|-----------|------|
| Facebook  | 369  |
| Twitter   | 774  |
| Pinterest | 157  |



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# Industry Initiatives

**Safety Guidelines (Services Forum) rigging etc**



**Damage Deposit Guidelines (Services Forum) on website**

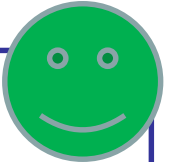


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# Industry Initiatives

Young Professional's Forum – drive EXSA App



Professional Designation (CEP Africa)



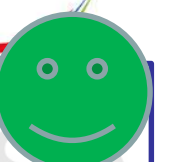
Industry terminology on website



Management Seminars



Website additions



# EXSA Conference

**2014 – 67 participants held in KZN**

**EXSA Conference will be taking place on 1 - 2 June 2015 at the CSIR**



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# **EXSA 2015 Conference**

- \* **International Speakers**
- \* **Industry specific topics**
- \* **Plenary & Breakaway sessions**
- \* **Discounted rates for young professionals**
- \* **Discounted rates for Black industry members**



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# 2015 Meetings Africa

- EXSA co-organised with SAACI the CEP Africa Conference at Bond Day
  - 23 February 2015 at 12:00



# **Treasurer's Report 2014**



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# Membership

|                   | 2015/01    | 2014/01    | 2013/01    | 2012/01    |
|-------------------|------------|------------|------------|------------|
| <b>Organisers</b> | <b>25</b>  | <b>29</b>  | <b>31</b>  | <b>27</b>  |
| <b>Suppliers</b>  | <b>79</b>  | <b>71</b>  | <b>103</b> | <b>92</b>  |
| <b>Venues</b>     | <b>11</b>  | <b>13</b>  | <b>13</b>  | <b>13</b>  |
| <b>Associate</b>  | <b>19</b>  | <b>17</b>  | <b>14</b>  | <b>13</b>  |
| <b>Total</b>      | <b>134</b> | <b>130</b> | <b>161</b> | <b>145</b> |
| <b>(Branches)</b> | <b>16</b>  | <b>19</b>  |            |            |

# **Financial Review 2014**

- **Financial Year: January - December 2014**
- **Final Financial Report as prepared by Auditors to be approved at the first Board meeting**
- **Final: Available to Members thereafter**



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# **Financial Review 2014**

## **Balance Sheet**

- **Total Assets: ▲ from R 1 278k to R 1 338k**
- **Cash: ▲ from R 459k to R 727k**
- **Debtors: ▼ from R 794k to R 575k (120+ and 90 day aging running at 1% of overall debtor aging)**
- **Provision for future: R 953k**

**Advertising, Patron and 2015 Membership.**

- **Prepaid expenses (as above) R 67k**
- **Creditors: R 62k**
- **VAT Control: R 18k**
- **Rent Deposit: R 16k**



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# **Financial Review 2014**

## **Income Statement**

- **Revenue: ▲ from R 1.672m to R 1.886m**
- **Cost of Sales : ▼ R 614 to R 576k**
- **Gross Margin: ▲ from R 1.092m to R 1.326m**
- **Expenses: ▼ from R 1.394m to R 1.320m**
- **Net Margin: ▲ from R (302K) to R6K**



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# Financial Review 2014

## Income

- Revenue: ▲ from R 1.672m to R 1.886m
- Membership ▲ from R 889k to R 979k
- Increase on Budget of R 41k



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# Financial Report 2014: Expenses

- **Bad Debts: R 47k**
- **Hand-over to Debt Collector**
- **Mostly Membership**
- **R 3k recovered in 2014 (previously written off)**
- **Total overheads R83k under budget for full year**



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# Financial Review

- Questions



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# Resolutions

**No Resolutions have been received**



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# **Election of Forum & Board Representatives**

- Election for KZN Forum
- Election for Western Cape Forum
- Election for the Venue Forum
- Election for the Organisers Forum
- Election for the Services Forum
- Election for Young Professional Forum



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# **Regional Forums**

## **Kwa-Zulu Natal**

**Chair: Conker Exhibitions - Clive Shedlock**

**Vice-Chair: Conker Exhibitions – Liezle Bothma**

## **Western Cape (12<sup>th</sup> December 2013)**

**Chair: Resource Design – Karen Healey**

**Vice-Chair: Africa Indaba Exhibition Creation & Management –  
Natalie Naude**



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# Venue Forum Election

All Venue Members are automatically represented on the Venue Forum.  
Thus no election is necessary.

## Nominations Received for Board Representation (x2):

CTICC – Lindy Geyer

Sandton Convention Centre – Lorraine Strydom



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# **Organiser Forum Election**

**Six Nominations have been received for three positions on the Board and there will be a secret ballot**

**Amanda Margison – Synergy Business Events (Scan on Show)**

**Carol Weaving – Thebe Reed**

**Laetitia van Straten – Specialised Exhibitions**

**Natalie Naude – Africa Indaba Exhibition Creation and Management**

**Phil Woods – TE Trade Events (Professional Beauty)**

**Ute Schuchardt – SA Shows Messe Frankfurt**



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# **Service Forum Election**

## **Elected at Services Forum Meeting**

**Dzines – Dawn Olivier**

**DK Designs - Doug Rix**

**Expo Guys – Patrick Cronning**

**IVTM – Graeme Marshall**

**Sugo - Mark Ewing**

**3d Design – Ivor Allison**

**Co-opted onto the Committee – Zoe Broad – Event Greening Forum**

**By secret ballot the Supplier members present will vote for their Forum Committee of at least six (6) persons; three (3) Designers / Stand Builders and three (3) Service Companies. The elected Forum Committee members shall then meet and appoint the Supplier Forum Chair and Vice-chair. Only fully paid up ordinary members are entitled to vote in person or by proxy**



# Young Professionals Forum

**Chair – Bronwyn Mathias (Seatworks)**

**Vice Chair – Jennifer Gibbson (the Exhibitionist)**



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# **2015 EXSA Board 1/2**

**Chairman: Octanorm, Brad Alder**

**Immediate Past Chair: Compex, Nigel Walker**

**Treasurer: Hypenica, Jason King**

**CTICC – Lindy Geyer (Venue Forum)**

**SCC – Lorraine Strydom(Venue Forum)**



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# 2015 EXSA Board 2/2

**Inkanyezi: Andrew Binning** (Organiser Forum)

TBA (Organiser Forum)

TBA (Organiser Forum)

TBA (Organiser Forum)

**IVTM - Graeme Marshall** (Services Forum)

TBA (Services Forum)

**Seatworks – Bronwyn Mathais**(Young Professional Forum)

**Karen Healey** (Western Cape Forum)

**Conker Exhibitions - Clive Shedlock** (KZN Forum)



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