



MEETINGS AFRICA

MEETINGS AFRICA 2024 BRANDING GUARDBOOK



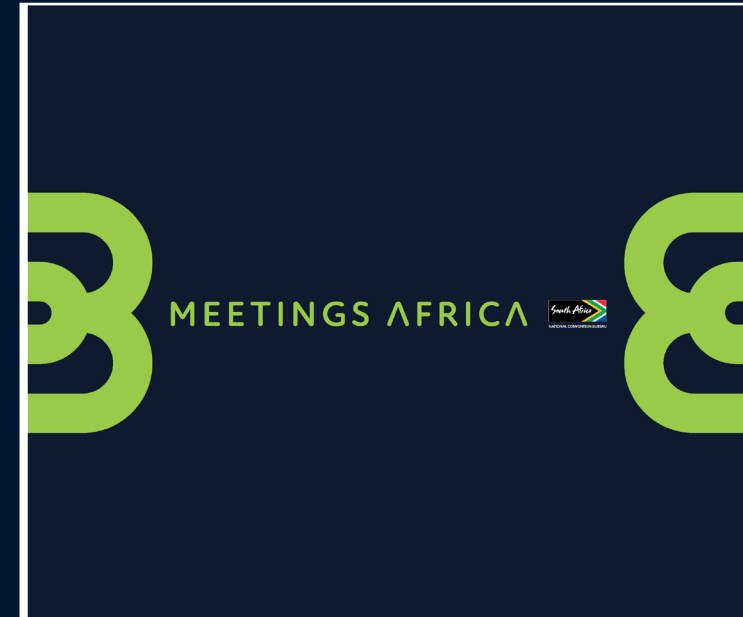


SOUTH AFRICA TOURISM OFFICE BRANDING

SAT PVC Fence Mesh



Size: 1340 x 1600mm
Substrate: PVC
Quantity: 2



SAT PVC Fence Mesh _ Entrance Gate



Size: 1340 x 4150mm
Substrate: PVC
Quantity: 1



SAT PVC Fence Mesh – Exit Gate



Size: 1340 x 4150mm
Substrate: PVC
Quantity: 1



SAT PVC Fence Mesh



Size: 1340 x 7200mm
Substrate: PVC
Quantity: 2

 **MEETINGS AFRICA**



SAT PVC Fence Mesh



Size: 1340 x 7200mm
Substrate: PVC

SAT PVC Fence Mesh



Size: 1340 x 7000mm
Substrate: PVC

SAT PVC Fence Mesh



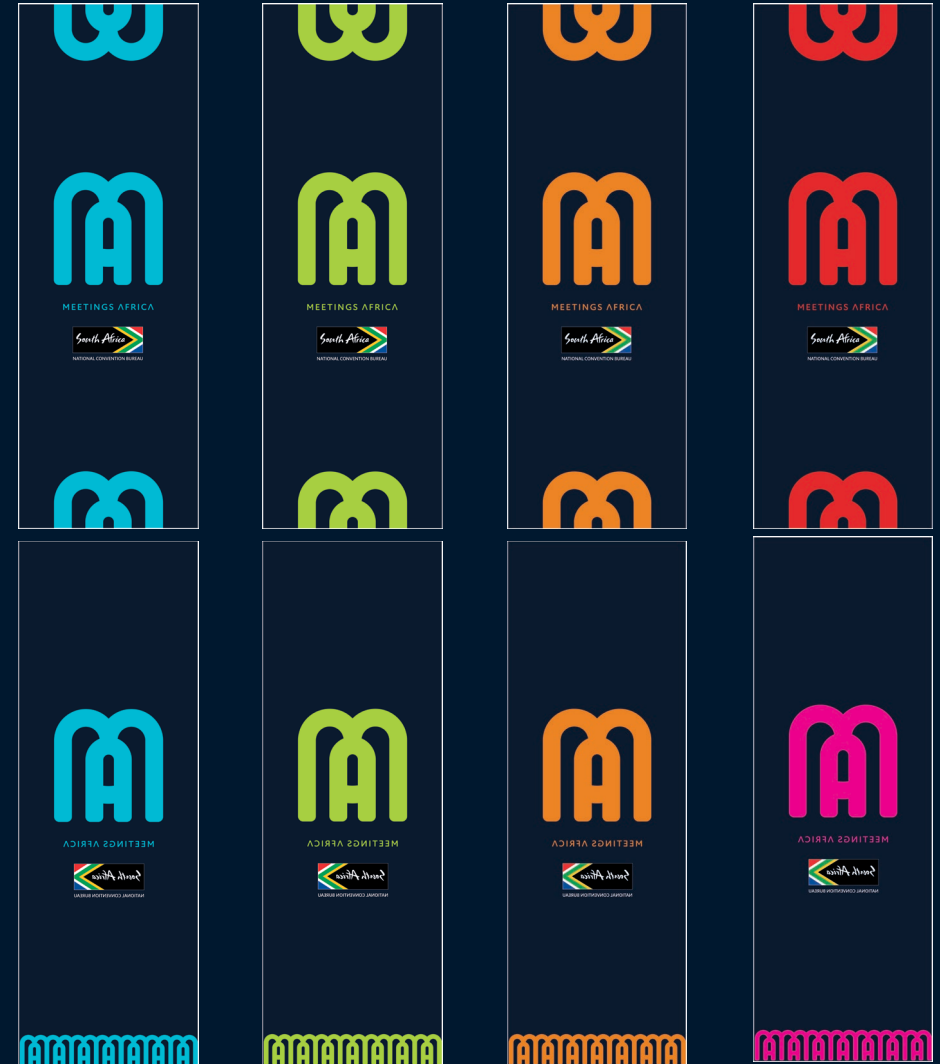
Size: 1340 x 7200mm
Substrate: PVC
Quantity: 1



SAT Pillar Wraps



Size: 1500mm(w) x 4430mm (h)
Substrate: Fabric with Velcro finish
Quantity: 8



SAT Glass Window Branding



Size: 1130mm (w) x 5 250mm (h)

Substrate: PVC

Quantity: 2



NATIONAL CONVENTION BUREAU

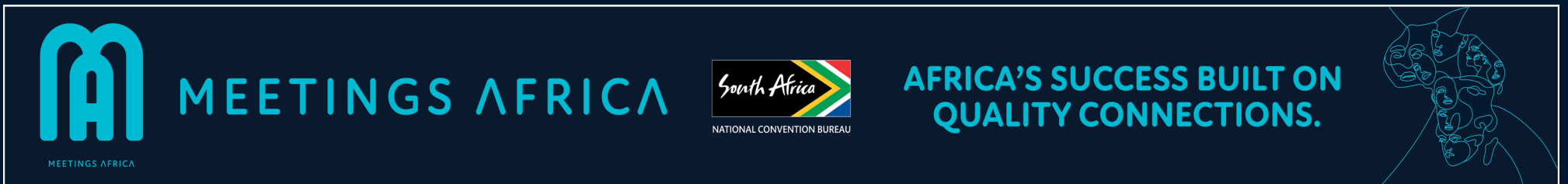
SAT Bulkhead



Size: 7420 mm (w) x 780 mm (h)

Substrate: PVC

Quantity: 1





NATIONAL DEPARTMENT OF TOURISM OFFICE BRANDING

NDT Ramp Fabric Banner



Size: 14 610mm (w) x 900mm (h)

Substrate: Fabric

Quantity: 1



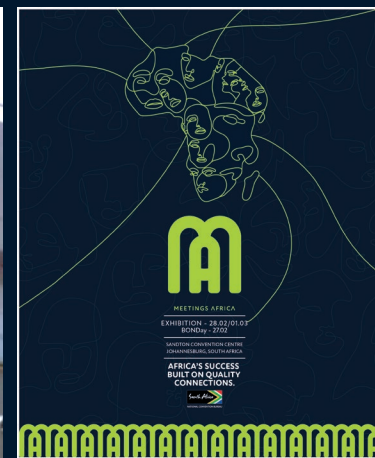
NDT Parking Fabric Banner



Size: 5 150mm (w) x 900mm (h)
Substrate: Fabric
Quantity: 1



NDT Top & Bottom Glass Panels



Size: TOP: 1 680mm (w) x 780mm (h)/ BOTTOM:
1 680mm (w) x 900mm (h)
Substrate: Vinyl
Quantity: 2

NDT Pillar Wraps



Size: 1 040mm (w) x 2 850mm (h)

Substrate: Fabric

Quantity: 2

NDT Info Counter Branding



Size: 1 320mm (w) x 4 430mm (h)

Substrate: Vinyl

Quantity: 1

NDT Reception Counter Branding



Size: 1 820mm (w) x 860 mm (h)

Substrate: Vinyl

Quantity: 1

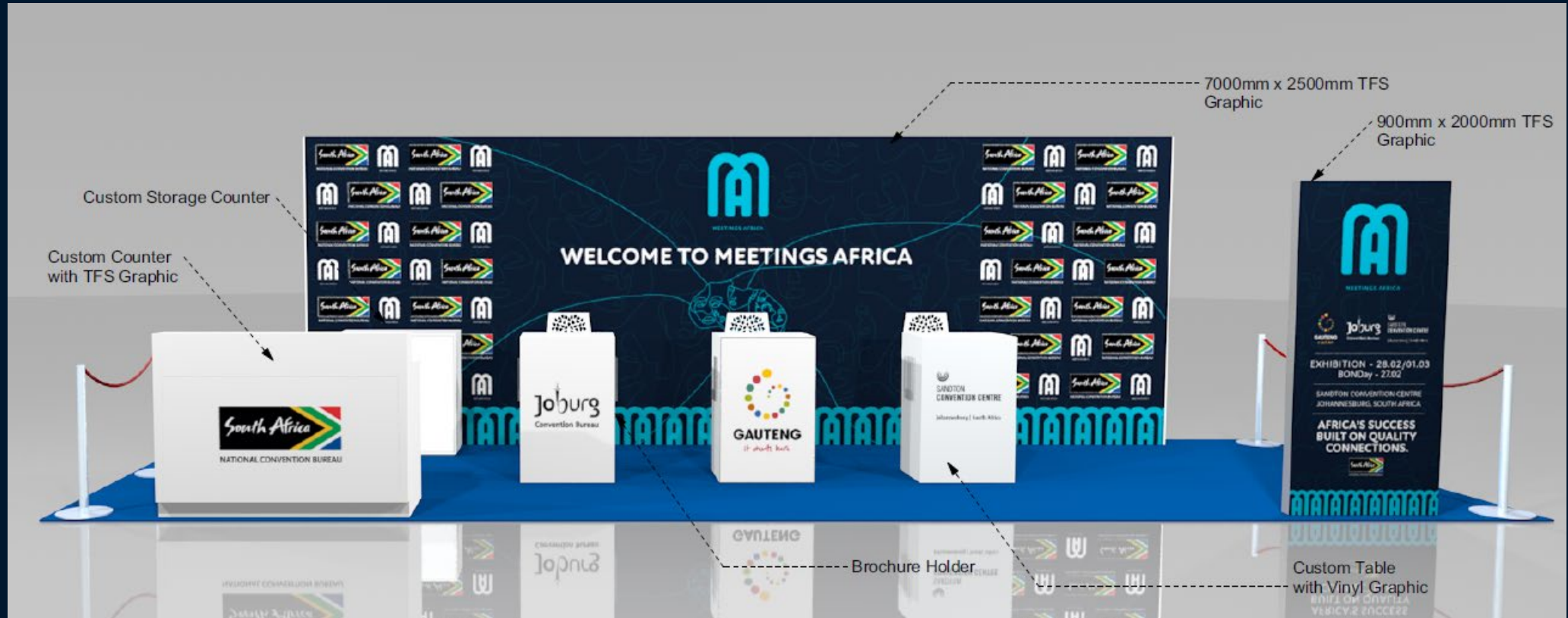




AIRPORT BRANDING

Welcome Stand

Managed by the Infrastructure Company



Size: 7000mm x 2500mm
900mm x 2000mm
Substrate: TFS Graphic

Directional Signage – Arrow Spinners



Size: 1220 x 610mm
Substrate: Correxx 5mm
Quantity: 4





SANDTON CONVENTION CENTRE BRANDING

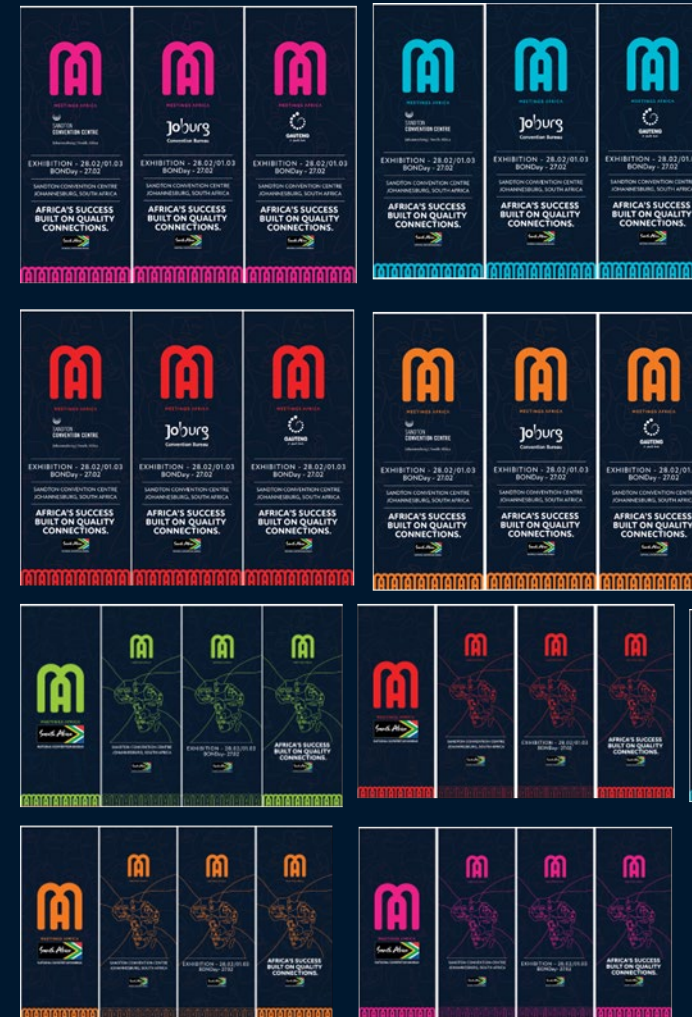
Street Flags Around The SCC



Size: 2600 x 1040mm

Substrate: PVC

Quantity: 102





West Street Building Wrap



Size: 2 840mm (w) x 25 440mm (h)
Substrate: PVC mesh
Quantity: 1

5th Street Building Wrap



Size: 21 750mm (h) x 11 480mm (w)
Substrate: PVC
Quantity: 1

Welcome Wording & Main Entrance Banner



Welcome Wording & Main Entrance Banner



36 Letter - Wording

Size: 2120 mm (h) x 36 445 mm (w)/
1012mm per letter.

Substrate: Vinyl

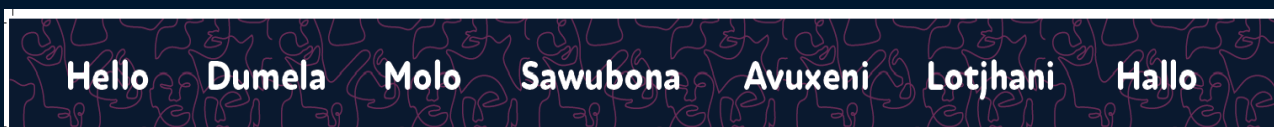
Quantity: 1

Entrance Banner

Size: 4 220mm (h) x 7 800mm
(w)

Substrate: Fabric

Quantity: 1



Size: 9 740mm (w) x 310mm (h)

Substrate: Vinyl

Size: 4 340mm (w) x 310mm (h)



NATIONAL CONVENTION BUREAU

Exhibition Hall 1 Entrance Banner



Main Foyer Welcome Entrance Fabric
Banner

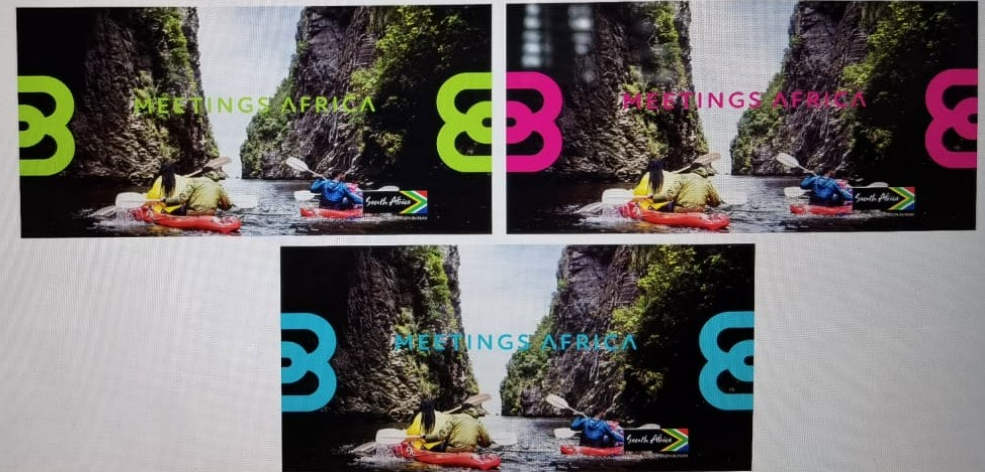
Size: 4230mm (w) x 7685mm (h)
4300mm (w) x 8320mm (h)

Substrate: fabric

Quantity: 2

EXHIBITION HALL ENTRANCE BANNER

4300mm x 8320mm



Main Foyer Marble Wall

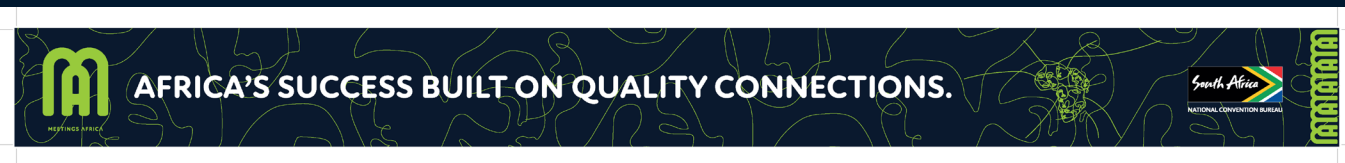


Size: 7 350mm (h) x 4 800mm (w)

Substrate: Fabric

Quantity: 2

Granite Counters



Size: 6 800 mm (w) x 590 mm (h)
Substrate: Vinyl
Quantity: 8

Glass Balustrade - North & South



South Size: 5 735mm (w) x 965mm (h)

Substrate: Fabric with Velcro

Quantity: 1



North Size: 5 745mm (w) x 965mm (h)

Substrate: Fabric with Velcro

Quantity: 1



Lift Doors



Size: 1 230mm (w) x 2 100mm (h)

Substrate: Vinyl

Quantity: 5



Lift Door Branding (Sponsorship)



Size: 1 230mm (w) x 2 100mm (h)

Substrate: Vinyl

Quantity: Subject to the sponsor's requirements

Escalators - North



Size: 12 100mm (w) x 680mm (h)
Substrate: Vinyl
Quantity 20

SCC Escalators - South



Size: 12 100mm (w) x 680mm (h)
Substrate: Vinyl
Quantity: 20

Exhibition Exit Banner

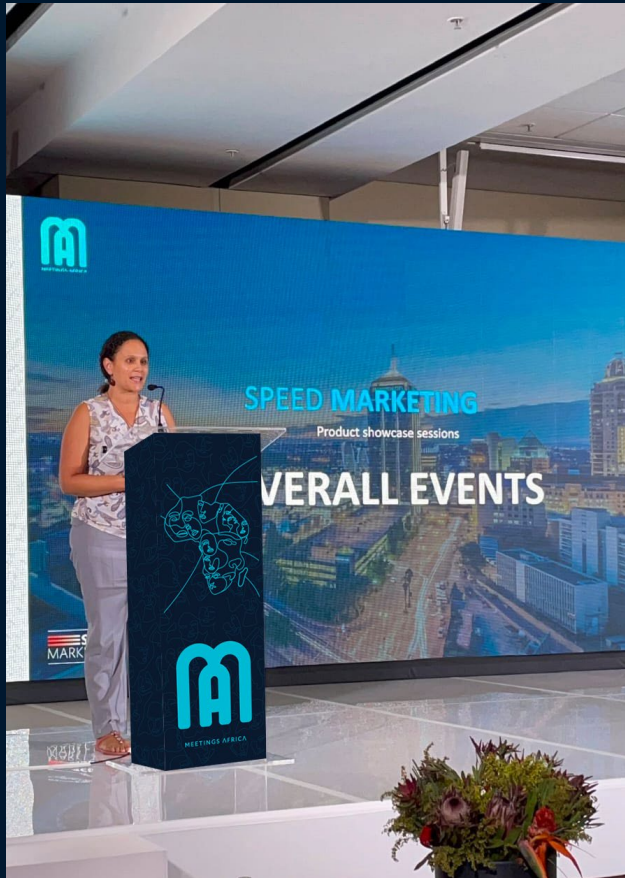


Size: 8 230mm(w) x 4800mm (h)

Substrate: Fabric

Quantity: 1

Lectern



Size: Size 600mm x 400mm (w) x 1200 (h)
Substrate: Vinyl
Quantity: 3



Tablecloth

Tablecloth



Size: 1 940mm(h) x 2900mm(w)
Substrate: Fabric
Quantity: 10

Large Step & Repeat



Size: 2 250mm(h) x 3 000mm(w)

Substrate: Fabric

Quantity: 7



Medium Step & Repeat



Size: 1 500(h) x 2 000mm(w)

Substrate: Fabric

Quantity: 4



Small Step & Repeat



Size: 1 500(h) x 2000mm(w)

Substrate: Fabric

Quantity: 6

Generic Imagery Executive Rola



Size: 2 100mm(h) x 900mm(w)
Substrate: PVC
Quantity: 10

Bid Party Executive



Size: 1 000mm(h) x 850mm(w)

Substrate: PVC

Quantity: 4

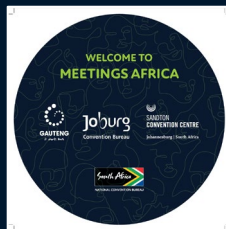
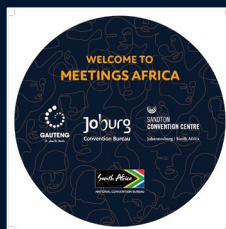
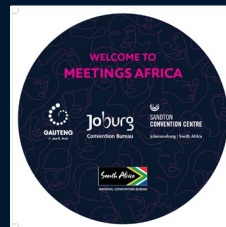
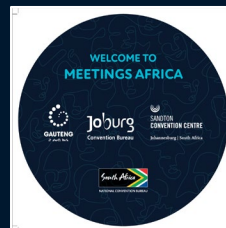
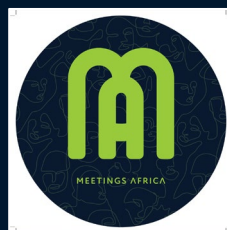
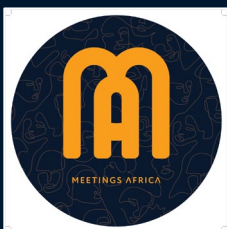
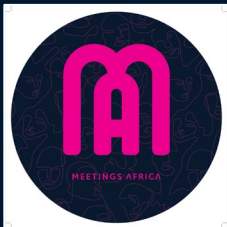
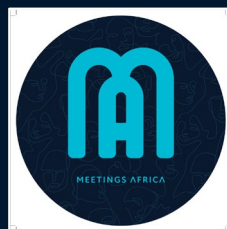
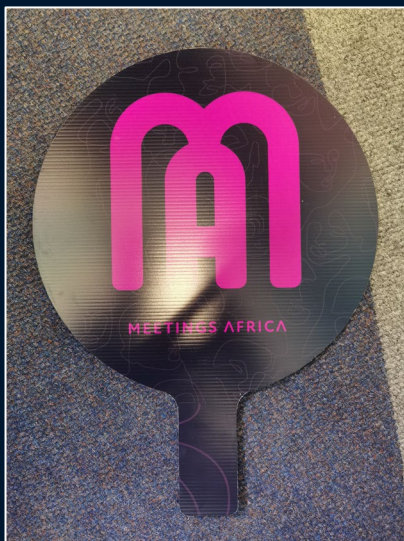


Selfie Frames



Size: A0 Size
Substrate: 5mm Correx
Quantity: 6

Lollipops



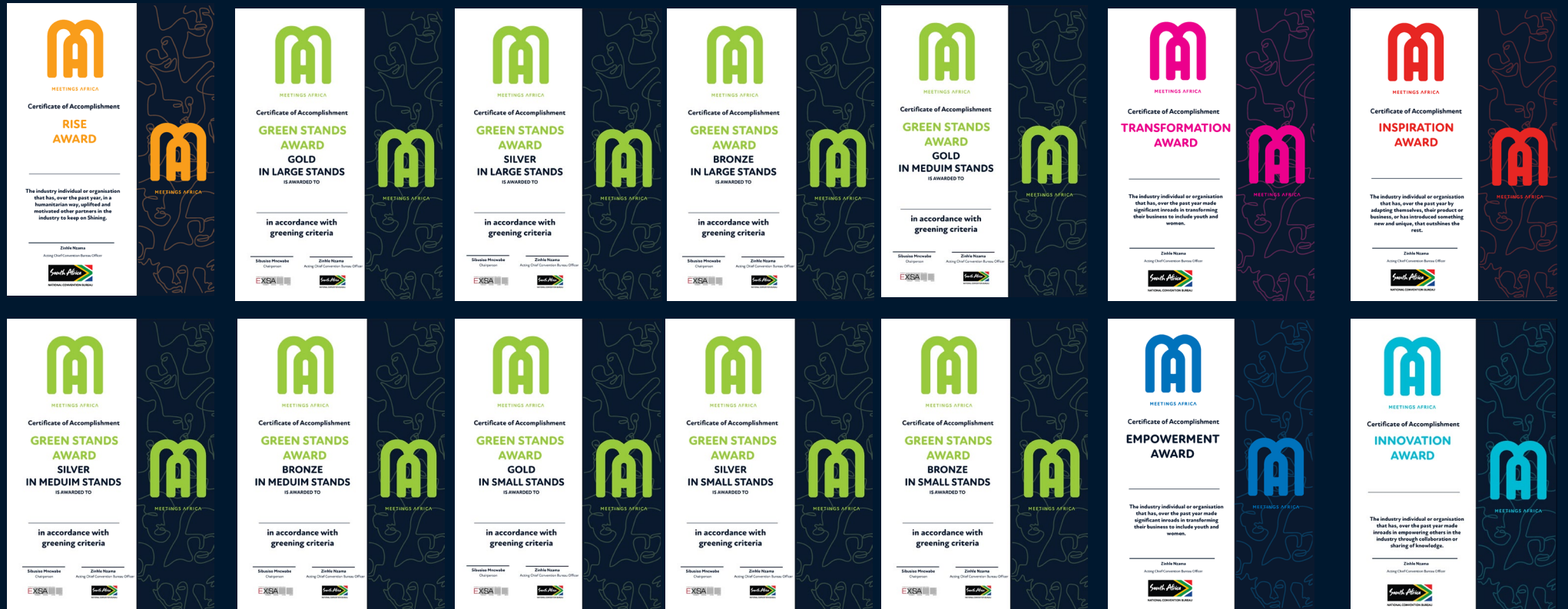
Size: 420mm(h) x 420mm(w)
Substrate: 5mm Correx
Quantity: 10





EVENTS AND ACTIVATIONS

Exhibit or Awards



Size: A4

Substrate: Hard Paper

Quantity: Subject to Awards Categories

Exhibit or Awards



Meetings Africa Telescopic Banners



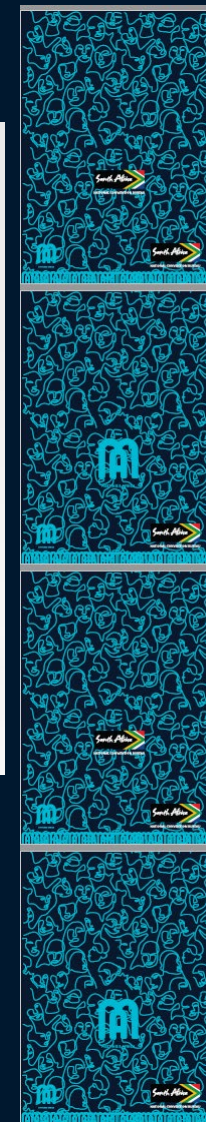
Size: 3 Metres
Substrate: Fabric
Quantity: 10



Gazebo



Size: 3000mm (h) x 3000mm (w)
Substrate: Gazebo Textile
Quantity: 1



Pop-Up Banners



Size: 1 100mm (h) x 2 100mm (w)

Substrate: Fabric

Quantity: 5

Inflatible Arch Gantry



Size: 6 000mm (h) x 3 300mm (w)

Substrate: Polyester blend canvas

Quantity: 1

Tote Bags



Size: 410 (w) x 280 (h)x 170 (d)

Substrate: Fabric

Quantity: Client to advise

Table Talkers



Size: A5 folded horizontally
Substrate: Hard glossy paper
Quantity: 30





BRANDING COLLATERAL

Parking Permits



Size: A5
Substrate: Vinyl
Quantity: 100

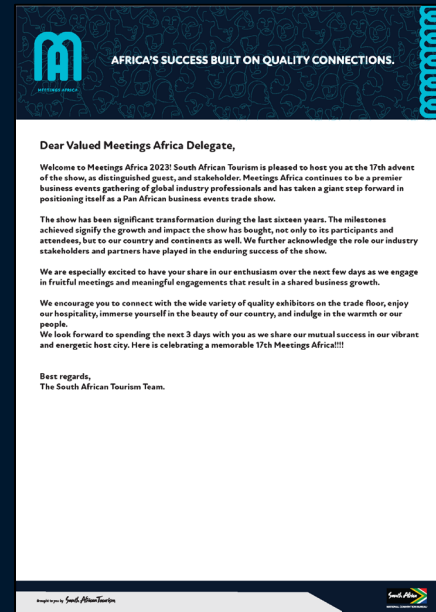
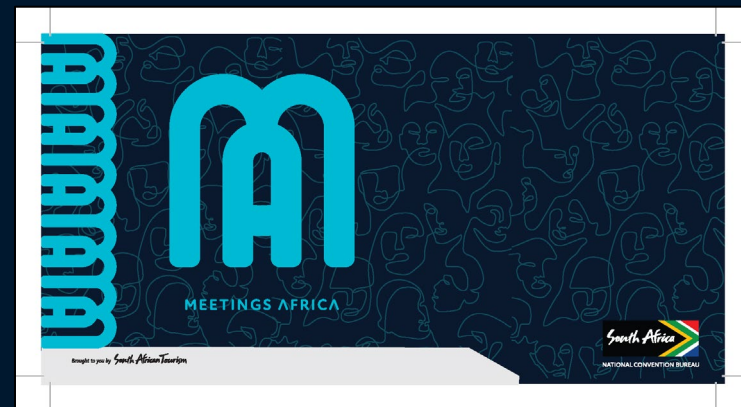
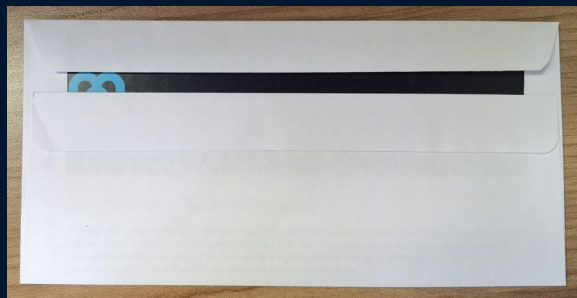


Chair Reserve Signs



Size: A5 folded to A6
Substrate: Hard Glossy Paper
Quantity: 50

DL Envelope and Welcome Letter



Size: Letter: A4 size, Envelope: 110mm (h) x 220mm (w)
Substrate: Paper
Quantity: Subject to the Hosted Buyers target

Hotel Branding - Lamp Banners



Size: Size: 0.6m (w) x 1.5m (h)/ 0.8m (w) x 2m (h))
Substrate: Fabric
Quantity: 10



Gautrain – Wide Open Production and Installation



WE WELCOME YOU TO
MEETINGS AFRICA 2024



AFRICA'S SUCCESS BUILT ON
QUALITY CONNECTIONS.

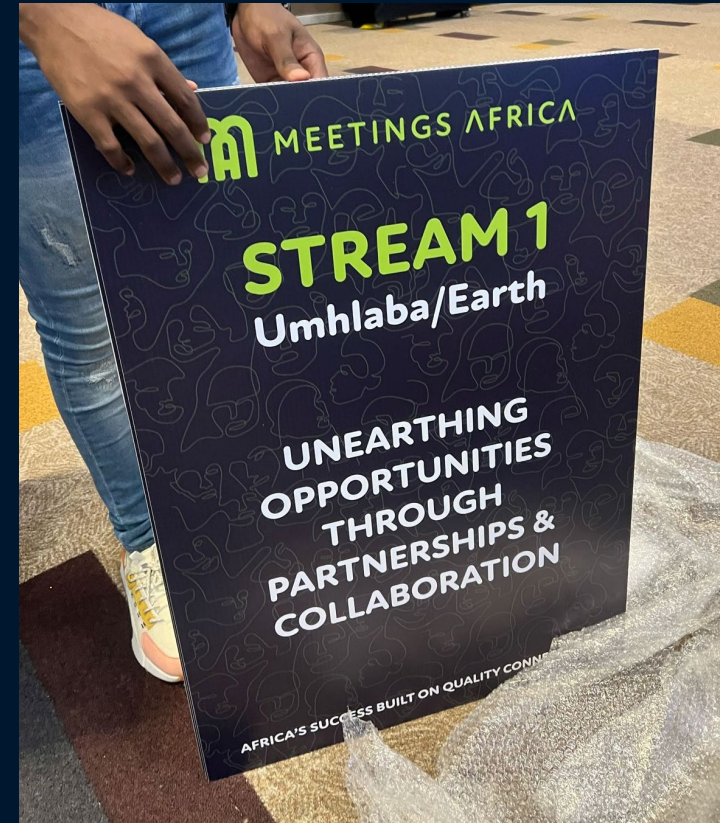


Size and Substrate with Wide Open as an Agency Contracted by
South Africa Tourism
Quantity: 1



INFRASTRUCTURE DIRECTIONAL SIGNAGE

BONDay Break-Away Session Directional Signage



Size: A1

Substrate: Foam Board

Quantity: 6

Tfs Free Standing Wall – Exhibition 1



Size: 3m w x 2.5 m
Substrate: Fabric
Quantity: 1

Tfs Free Standing Wall – Media Centre



Size: 3m w x 2.5 m
Substrate: Fabric
Quantity: 1

Tfs Free Standing Wall – Committee Rooms



○ HUAWEI NOVA Y70 Plus
○ 48MP AI TRIPLE CAMERA

Size: 3m w x 2.5 m
Substrate: Fabric
Quantity: 1



Tfs Free Standing Wall – Exhibition 2



Size: 3m w x 2.5 m
Substrate: Fabric
Quantity: 1



Maxima (Freestanding)



Size: 1000 mm by 2500 mm
Substrate: Panels Print
and
600mm x 2000mm Pylon
(freestanding)
Quantity: 7

MAXIMA

Maxima (Freestanding)



Size: 1000 mm by 2500 mm
Substrate: Panels Print
Quantity: 20

Xanita/Correx (Freestanding)



Size: 600 mm by 2000 mm

Substrate: Fabric

Quantity: 40

TFS Freestanding – Floorplan Signage

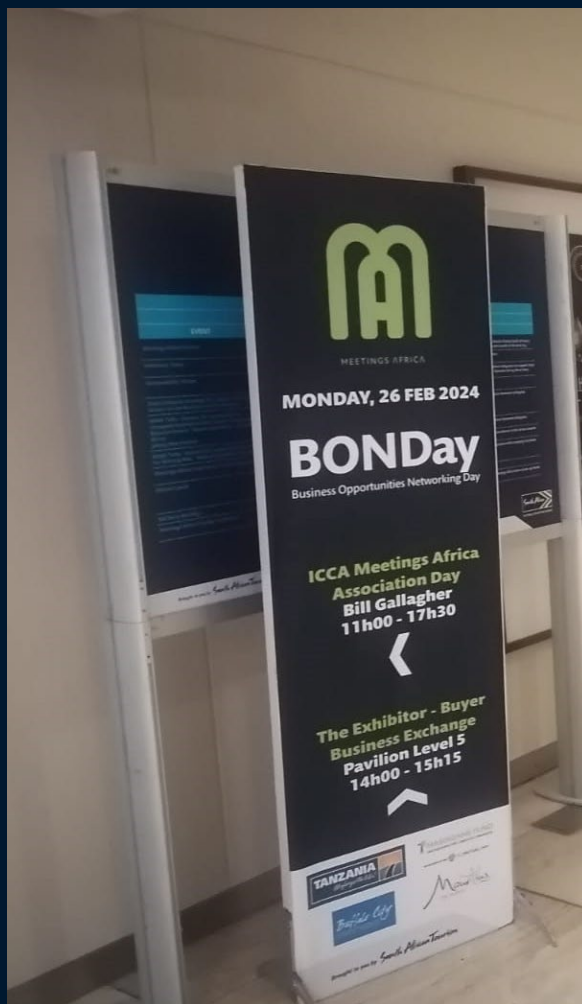


Size: 1500mm x 964mm

Substrate: Pylons

Quantity: 12

TFS Freestanding – Program Signage



WEDNESDAY, FEBRUARY 28, 2024				
EXHIBITION DAY 2				
EVENT	TIME	VENUE	ATTENDEES	DESCRIPTION
Meetings Africa Fun Run	05:30 - 08:30	Ernest Ullman Park Recreation Centre	By Registration	A Meetings Africa Community-Building Fun outdoor activity that attracts fitness fundis of every level. Join us for a great start to the day as we explore the sights and sounds of the host city.
Exhibition Times	10:00 - 16:00	Sandton Convention Centre - Hall 1	Open to all attendees	Pre-scheduled appointments between hosted buyers and exhibitors
Sustainability Village	10:00 - 17:00	Sandton Convention Centre - Level 2	Open to all attendees	The Sustainability Village is an iconic feature of Meetings Africa where delegates can support local arts and crafters to purchase authentic South African products. Operates during show times.
Global Editorials Briefing: The Impact of Various Sectors on the Business Events Industry	10:00 - 11:00	Sandton Convention Centre - Media Centre, Café Nala	Open to all attendees	
BOMA Talks - Session 2A: Harnessing the Untapped Potential of the Creative Industries for Business Events - Azania Mwendane, Locations Africa - Joburg Film Festival	11:00 - 11:30	BOMA 1: Collaboration for Success (Exhibition Level 1, Escalators)	Open to all attendees	Business Opportunity Meetings Aspirations - Intimate conversations between delegates.
BOMA Talks - Session 3B: Competitive Advantage for Winning Bids - What gives Bidders the Edge?	11:00 - 11:30	BOMA 2: Winner's Circle (Exhibition Level 2, Restaurant)	Open to all attendees	Business Opportunity Meetings Aspirations - Intimate conversations between delegates.
Meetings Africa Inspiration & Green Stand Awards	12:00 - 13:00	Sandton Convention Centre - Media Centre, Café Nala	Open to all attendees	Meetings Africa awards its valued exhibitors for demonstrating excellence in the various awards categories.
Official Lunch	13:00 - 14:00 Vendor operating hours 12:00 - 14:00	Sandton Convention Centre - Level 2	Open to all attendees	Partake in a wide array of authentic South African and African cuisine whilst enjoying lunchtime entertainment.
Bill Party Briefing 2	14:00 - 15:00	Media Centre - Café Nala	Open to all attendees	
Meetings Africa Closing Celebration	15:00 - 17:00	Exhibition 1 Foyer and Maude Street	Exiting Delegates	A celebratory culmination of Meetings Africa 2023! Join the Meetings Africa team as we say thank you for a great show. See you next year!

Size: 1500mm x 964mm
Substrate: Pylons
Quantity: 4

Thank You!



MEETINGS AFRICA