

**South African Tourism (SAT)
invites you to join the South
African Pavilion at
IMEX Frankfurt**

19 - 21 May 2026

Dear SA Tourism Partner,

On behalf of Team South Africa, we would like to invite our stakeholders to join the SA Pavilion at IMEX Frankfurt, Germany 2026.

Co-exhibiting at the South African Pavillion presents a valuable opportunity to engage with a dynamic and strategically curate platform that showcases the depth, diversity, and richness of South Africa's tourism offerings. IMEX Frankfurt 2026, is the largest trade show in Europe for the meetings and events industry. Which brings together global event planners and buyers with significant buying power. The show is expected to draw over 1,000 buyers who are committed to attending the show with new intermediaries bringing buyer groups from across the world including Australia and the US.

IMEX Frankfurt is the perfect business forum welcoming over 3,500 global exhibitors in a comprehensive range featuring tourist boards, international hotel companies, airlines, destination management companies, technology providers and many more. The show presents quality business networking opportunities to all professional participants, who can also get in touch with prospective trade partners. There are also opportunities to update skills with a carefully designed, free learning programme, over 200 education sessions during the three days of the show which will address the most urgent business issues of the moment. They include community engagement, sustainable leadership, brand building, regenerative event management and policy engagement educational sessions and seminars are scheduled during the show.

We look forward to the opportunity to collaborate with you in positioning South Africa prominently on the global stage at IMEX Frankfurt 2026.

Corne Koch

Ms Corne Koch
Chief Convention Bureau Officer
South African Tourism



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Booking Form

SA Tourism's Contact Details

To book your space at IMEX Frankfurt, Germany, please contact

SOUTH AFRICA NATIONAL CONVENTION BUREAU (SANCB)	
Please direct all your stand sharer enquiries to the following SANCB Staff	
CONTACT PERSON	Head Office: Mmabatho Seiphemo
TEL	+27 82 785 4168 / +27 11 895 3000
EMAIL	mmabathos@southafrica.net
TYPE OF ASSISTANCE	• Stand and participation enquiries • Payment and invoicing

The booking deadline is **Friday, 10th April 2026**. Space is limited and will be allocated on a first come / first served basis.

Please book as soon as possible to ensure you are guaranteed a space and are included in the official show catalogue and other pre-show marketing.

Participation Criteria

- Enterprises that are market-ready and can host and provide services for groups between a minimum of 50 and above delegates and that are for the specific market.
- In the case of a Destination Management Companies (DMCs), the product and services that are market-ready and can host and provide services for groups of 50 and above delegates.
- In the case of Accommodation, the product and services are market-ready and can accommodate and provide services for groups of 50 and above delegates.
- Enterprises that participated at previous local and international platforms.
- Enterprises that participated at Africa's Travel Indaba or Meetings Africa in the previous years.
- Enterprises that possess international exposure through workshops and training.
- Enterprises that worked with the European/Global market/SA Tourism global marketing activities.
- Enterprises will be chosen based on geographical spread covering all the 9 provinces.



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- Enterprises/Business Representative: Should have product knowledge, knowledge about products in their respective provinces and know about South Africa as a destination;
- Enterprises need to be able to provide a minimum of three stars as per Tourism Grading Council of South Africa (TGCSA) Standards (Accommodation/Lodges);
- Enterprises to have an official website operational.

Participation Confirmation

I, the undersigned _____, duly authorized and in my capacity as _____ hereby accept South African Tourism's invite to join the SA Pavilion at **IMEX Frankfurt**, taking place physically in **Germany** from the **19 - 21 May 2026** and hereby confirm my participation as Exhibitor.

Participation Fee

R 90 033.00 (VAT not applicable).

The international shows have increased their participation costs in line with their respective country inflations. SA Tourism has increased the cost with a 5.5% inflation co-sharer participation rate to ensure subsidised participation for the industry. This means SA Tourism will carry the majority of the expenses as these platforms are part of the country's recovery strategy.

South African Tourism will facilitate industry participation at this show, and it remains the full responsibility of an approved exhibitor to ensure full representation of the company onsite for the duration of the show. SA Tourism is proposing that all co-sharers identify an in-country representative in the event they are unable to participate.

As an Exhibitor, your fees will contribute towards a percentage of the total cost of the participation. South African Tourism (SAT) will subsidise a percentage of your participation.

Participation fees are, unless stipulated otherwise in the terms and conditions below, not refundable in the event of cancellation by the Exhibitor.



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Payment Terms

- The full and non-refundable Participation Fee shall be due and payable by no later than thirty (30) days of return by you and confirmed receipt of this Booking Form by us in writing.
- As the Exhibition is hosted outside the borders of South Africa, the South African VAT is not applicable.
- Your invoice will not reflect additional taxes as the Participation Fee is a flat rate.
- Invoices will be processed in South African Rand only and at a fixed rate on the date of exchange, however, these are limited to a certain period due to currency fluctuations.

Payment Details

All payments are to be made directly to SAT as agreed. Please use your company name as your reference.

Account Name: South African Tourism	Bank: ABSA - Sandton
Account No: 2310 000 062	Branch code: 631005
Swift Code: ABSAZAJJ	

Exhibitor Package

Benefits of exhibiting with the SAT on the South African Pavilion

Participation

- Booth (Physical Stand) with 2 company representatives
- Product listing in the IMEX Frankfurt Directory
- Access to the IMEX Frankfurt Online Appointment System for Buyers meetings

Diary System

The show provides a portal which consists of the appointment system. The appointment system is solely a system that is managed and controlled by the organisers and not SA Tourism. SA Tourism will register an exhibitor on the portal and appointment system to schedule meetings once they have received a signed application form. This is an important part of the show as it gives access to the buyers' programme that uses a bespoke matchmaking system to organise one-on-one meetings in advance with the key buyers.

Position/Placements on the Stand

SANCB is of the view that the position of stand sharers on the pavilion is not the primary reason for success for our partners. The online diary system and pre-show marketing are still the key tools that stand sharers need to use to maximise their participation at international trade shows.

If you are of the view that the placement of the stand is of key importance for your ROI and wish to be allowed to choose where you want to be placed. It will be at an additional cost of **(R10 000)** and this will be on a first-come, first-served basis. This will apply to the outer and prime positions and placements.



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Exhibitor Details

Company Trading Name/Booth
Company Name

Invoicing Name:

Vat No:

Company Reg. No:

Admin Contact Name:

Designation:

Catalogue Contact
Name:

Designation:

Postal Address:

City:

Code:

Email Address:

Web Address:

Tel:

Fax:

Names of staff/exhibitors attending the event:

	Name	Designation	Cell	Email Address
1.				
2.				

Product Category - Please select your primary business activity:

☐	Accommodation	☐	Transport
☐	Conference Venue	☐	Travel Publication
☐	Destination Marketing	☐	Tourism Association
☐	DMC	☐	Tourist Attraction
☐	Golf		
☐	Other: (please provide details)		

Product Overview - 50 words max:

Please attach your 50-word profile (product offering) as a Word document with your application form and your company logo and email to mmabathos@southafrica.net. Please also note that we will use this 50-word profile for reporting purposes.

Compulsory Briefing Session

The compulsory briefing session to be held before the show shall serve as a platform for discussion and exchange of helpful information relating to the Exhibition.



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Declaration

By joining the SA Pavilion at IMEX Frankfurt platform, you agree to the following:

- To complete and sign this Booking Form and pay the Participation Fee within thirty (30) days of receipt and acceptance by SA Tourism.
- Once payment is received by SA Tourism you will be granted access to the Portal. Please note that the Portal is proprietary, and the property of Regent Exhibitions and you hereby agree to abide by and comply with the terms of use available on IMEX Frankfurt website as accessible @ <https://imex-frankfurt.com/>. You hereby acknowledge that SA Tourism has no control over the system functioning, challenges and any other related matter affecting the Portal and you thus agree to release and not hold SA Tourism liable for any errors you may experience.
- Please take note further that in all arrangements involving third parties SA Tourism acts as facilitator and not as agent and shall at no point in time be liable for any kind of, including but not limited to, failures, errors, delays whatsoever in the Portal and you hereby indemnify us against any and all claims, losses, demands, actions, damages and causes of action whatsoever arising directly or indirectly of any system failure in the Portal.
- Once you receive your login and password you will complete your online exhibitor information to enable you to start scheduling meetings and networking. Timelines for such will be communicated in due course.
- You take the physical space participation on your own accord and understanding.
- You will load your logo and profile and also adhere to all the timelines given in terms of ensuring that you and SA Tourism receive the ROI expected.
- If you intend on partnering and co-sharing your space, please ensure that your Co-sharers align or are an individual or entity of equivalent or similar status with your Product Category.
- To maximise participation and business opportunities, you must be present at the stand for all scheduled exhibition days, during operational exhibition hours and until the conclusion of the show.
- In the event you require assistance with anything related to the Portal or the Event, SA Tourism will facilitate any communication between yourself and the Event Organiser, however, we will not be held responsible in any way, shape or form for the information you receive from the Event Organiser and you hereby indemnify us against any and all claims, losses, demands, actions, damages and causes of action whatsoever arising directly or indirectly out of your acts connected with or arising out of your activities.
- Upon completion of the Event, you must complete the SA Tourism exhibitor survey after the exhibition.
- Only 2 staff members will be allowed at the stand due to the space limitation.
- You undertake and agree to provide the number of meetings and potential leads daily which will be presented to SA Tourism at the end of each day during the show.
- You undertake and agree to submit a detailed feedback form on the last day of the show; and
- You undertake and agree to comply and adhere to the rules and regulations on conduct and behaviour as imposed by the Exhibition Organiser.



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The Exhibitor has read and agrees to the Terms & Conditions attached to this Contract. The Exhibitor understands that this Contract shall be legally binding between SA Tourism and the Exhibitor only upon acceptance in writing by SA Tourism. The Exhibitor also understands that any changes to the information in this Contract must be provided to SA Tourism in writing. This Contract may be executed and delivered in counterparts by registered post, facsimile or a scanned version sent via email where either signature shall be treated as an original.

Signed for and on behalf of the Exhibitor by a duly authorised signatory	Signed for and on behalf of SA Tourism by a duly authorised signatory
Date	Date
Name	Name
Job Title	Job Title

For more information on IMEX Frankfurt 2026, visit the website:

<https://imex-frankfurt.com/>



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TERMS AND CONDITIONS FOR PARTICIPATION

1. Definitions

In the context of this document, the following terms and definitions apply-

- 1.1 **“SA Tourism”** means the South African Tourism Board, a juristic person established in terms of the Tourism Act, 2014 with its principal place of business and registered address at 90 Protea Road, Chislehurst, Sandton, 2196.
- 1.2 **“Exhibitor”** means You and/ or Your Co-sharer being the company that has contracted to SAT for participation at the EVENT.
- 1.3 **“Product”** means the declared merchandise, expertise and/or product range of the Exhibitor which it contracts to exhibit and/or promote at the Event.
- 1.4 **“Facility”** means the exhibition space allocated to the Exhibitor at the Event.
- 1.5 **“Contract”** means this document together with the Booking Form agreement as read with the Event Organiser’s General Rules and Regulations for Exhibitors, (the **“RULES”**), which RULES are obtainable on request by the Exhibitor, and which will be sent to the Exhibitor.
- 1.6 **“Event”** means **IMEX Frankfurt** is a physical event taking place on **19 - 21 May 2026** (SAT reserves the right to amend the event name at any time.
- 1.7 **“Parties”** means either You or Your and us as the context requires.
Any reference in this Contract to any gender, or either singular or plural number, shall in the appropriate context be deemed to refer to any other gender or number, as the context may require and;
- 1.8 **“Rules”** means the rules and regulations issued by the Event Organiser including the Exhibition Manual.

2. Basic Contract

We agree to contract with you only on the terms and conditions contained herein. These Terms and Conditions take precedence over any terms or conditions previously issued to you. All transactions relating to this Contract, whether verbal or in writing, are subject to these Terms and Conditions which are deemed to be incorporated by reference into this Contract. You must pay the non-refundable Participation Fee requested before this Contract becomes binding on us. If we accept your Booking Form, we will issue an invoice for the



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amount to be paid. The issue of the invoice and receipt of the completed and signed Booking Form shall constitute the Contract between us.

3. Rules

- 3.1 The inclusion of the RULES, constitutes an integral part of this Contract, you hereby unconditionally undertake and agree to ensure that every one of its employees, agents, contractors, invitees or persons falling under your direct or indirect control while present at the Facility or otherwise engaged by You shall unreservedly respect, comply with and fully adhere to the RULES. Any contravention of these undertakings will constitute grounds for the immediate cancellation of your participation at the Event and you will be evicted and barred from entering the venue and the Exhibitor will forfeit his participation fee.
- 3.2 During the Exhibition, the Exhibitor shall be solely responsible for the conduct of its employees, agents, contractors, and subcontractors and shall ensure that they observe these Terms and Conditions at all times and ensure that they do not damage the facility or any of the other venues used by the Event for related breakfasts, luncheons and/or dinners/receptions. The Exhibitor must not permit anything which causes or may cause a nuisance or, in the sole opinion of Organisers, does not conform with the general standards and character of the Event or local customs. Moving or working exhibits shall only be operated by persons authorised by SA Tourism and shall not be left unattended by such authorised persons any time the Event is in session. The Exhibitor will not engage in any joint promotional activity or co-branding or otherwise use the Participation with or in connection with any third party or unauthorised brand of Participant without SA Tourism's prior written consent which grant shall be in its sole discretion.
- 3.3 Unruly behaviour and use of offensive language against any official of SA Tourism is not allowed and will be regarded as a breach of this agreement and automatic disqualification from the Event and the Exhibitor will forfeit his participation fee.

4. No assignment

Neither the Contract nor any right nor interest thereunder may be ceded nor assigned to any other party without the prior written consent of SA Tourism having been first obtained, which consent may be unreasonably withheld in its sole discretion.



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5. Reservation of Contract Benefits

- 5.1 Whilst the Contract shall have become established as detailed in 2, all rights and benefits flowing there from in favour of the Exhibitor shall remain suspended until the Exhibitor shall have fully paid the agreed Participation Fee to SA Tourism.
- 5.2 Payment by the Exhibitor of the Participation Fee, will convert the booking into a Facility for the Exhibitor.
- 5.3 Until such time that the Participation Fee is paid over and received by SA Tourism, the allocation of the Facility space shall remain tentative and at all times free to be re-allocated by SA Tourism to any alternate Exhibitor in its sole discretion. SA Tourism will accordingly notify the Exhibitor in writing of this fact.
- 5.4 Payment of the Participation Fee shall be required to be affected by the Exhibitor in strict compliance with the invoice terms therefore issued by SA Tourism. Failure by the Exhibitor to pay any contract monies in strict accordance with the stipulated times for payment will constitute a material breach of this Contract.

6. Cancellations and Alterations

- 6.1 Cancellation of Contract will be accepted at the sole discretion of SA Tourism. In the event that the Exhibitor wishes to cancel the Contract, any such cancellation must be sent and confirmed in writing to SA Tourism. On receipt of such cancellation instructions, the following scale of cancellation will be applied and due and payable to the Exhibitor (whether already paid or not):
 - i) Up to 13 weeks before the first day of booked Event - 50% of the Participation Fee; and
 - ii) Less than 13 weeks before the first day of the booked Event - the full Participation Fee.
- 6.2 Should SA Tourism elect to cancel the Contract before the commencement of the Event, SA Tourism will not be liable for any and all individual accounts and damages incurred by the Exhibitor.
- 6.3 Whilst every effort will be made to meet the requirements of exhibitors, SA Tourism reserves the right to make any alterations which may be considered necessary to alter the positions of any of the facilities at any Event or to take any other steps considered necessary in connection with the Event and in which the Exhibitor shall have no claim of whatsoever nature and kind arising from whatsoever cause against SAT.
- 6.4 SA Tourism shall use the Exhibitor's personal information only for purposes of the Event and shall share it only with the Event Organiser who has adequate safeguards in place to protect



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such personal information against loss, damage, unauthorised destruction or use and unlawful processing.

7. Breach

- 7.1 In the event of a breach by any party of any term or condition of this Contract, the aggrieved party shall only be entitled to seek relief in terms hereof, after giving to the defaulting party written notice to remedy same within the following parameters:
- 7.1.1 Should the breach materialise within two months before the commencement date of the Event, the defaulting party shall be given forty-eight (48) hours; and
- 7.1.2 Should the breach materialise during the Event, the defaulting party shall be liable for any and all claims and damages sustained by SA Tourism as a result of such breach.
- 7.2 By virtue of the inherent nature of the Exhibition, time is acknowledged by all parties to be of the absolute essence.
- 7.3 Without prejudice to any other right whether under common law or in terms of the Contract, the parties reserve the right to any other or additional claim or claims which the aggrieved party may have against the defaulting party in law, and in the EVENT of breach of any term or condition of the Contract not being remedied, the aggrieved party shall have the right and option forthwith either to cancel this Contract or to institute proceedings for specific performance against the party in breach and without any further notice, with or without any additional claim for damages arising from such breach.
- 7.4 All legal costs incurred shall be recoverable by the aggrieved party on the scale of attorney and own client.

8. Limitation of Liability

In all arrangements involving third parties SA Tourism acts only as a facilitator and not an agent of the Exhibitor and no liability of any kind whatsoever shall be attached to SA Tourism in connection with or arising from such arrangement with a third party. SA Tourism will not be responsible for loss, damage, or injury to any Exhibitor or third party or their property, howsoever caused.

9. Domicilium Citandi Et Executandi

The domicilium citandi et executandi shall be those addresses of the Exhibitor and SA Tourism as recorded on the face hereof.

10. Governing Law

This Contract shall be governed by and construed by the laws of the Republic of South Africa and the parties submit to the jurisdiction of its courts.

Please return email a signed scanned copy to mmabathos@southafrica.net