

The South Africa National Convention Bureau (SANCB) invites you to join the South Africa Pavilion at IBTM® World, Fira Gran Via in Barcelona 28 - 30 November 2017



IBTM World (formerly known as EIBTM) is a great opportunity for you to get in front of the industries finest trade professionals and international buyers. A place to grow your business in the meetings, events, conference, incentives and business travel industry. Through highly-targeted introductions, ibtm[®] world brings you face to face with the right people in the right organisations, to build relations, develop your business and expand your knowledge. As an established exhibitor or a newcomer, the show's main focus is to bring key buyers and new business opportunities to all participants.

IBTM World has a strong and successful 28 year history as the leading exhibition for the global meetings, incentives, conferences and events industry, starting out in 1988 in Geneve, Switzerland. The first edition of the event featured 450 exhibitors from 52 countries and the Hosted Buyer Programme was launched to the market, a concept that has been the cornerstone of the show's success, attracting over 700 Hosted Buyers in the first year. IBTM World was acquired by Reed Travel Exhibitions, part of the Reed Elsevier Group in 2000 and moved to Barcelona in 2004.

Today, ibtm world is constantly evolving and innovating to stay ahead of the market. 3,000 global exhibitors and 15,500 industry professionals gather to attend each year and the unique Hosted Buyer Programme sets IBTM World apart from other exhibitions, hosting top level decision makers who place international business, and facilitating one to one appointments between exhibitors and buyers.

Market Access Support Programme

The National Department of Tourism has introduced the International Market Access Support Programme to broaden and facilitate access to specific international tourism markets. Under the International Market Access Support Programme, the department will support 'qualifying' enterprises to participate at IBTM World. Kindly refer to the Call for Application form (attached) for more information regarding the programme.

We look forward to working with you in IBTM World 2017!



Amanda Kotze-Nhlapo
Chief Convention Bureau Officer

To book your space at IBTM World, please contact:

Mmabatho Sikhakhane
 Tel: (+27) 11 895 3079
 Email: mmabathos@southafrica.net

APPLICATION FORM

Booking deadline is **FRIDAY, 01st September 2017**

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 CONFIRMATION

I would like to reserve my participation to join the South African Pavilion for IBTM World 2017, taking place at Fira Gran Via, Barcelona from **28 - 30 November 2017**.

RATES

	Main exhibitor package (1 Company only, maximum 2 people)	R 79 964.28 (Vat not applicable) <u>No inflationary Increase</u> <u>R250 000 Subsidy Provided by the SANCB</u>
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As an exhibiting partner, your fees will contribute toward a percentage of the total cost of the floor space. The SANCB will subsidize a percentage of the floor space and the complete build of the pavilion stand, including all branding. South African Tourism is a non-profit organisation and the business model for our pavilions is focused on creating the most cost effective sales and marketing platform for the South Africa business events industry.

Benefits of exhibiting with the SANCB on the South African National Pavilion

- Stand design with highly visible overhead branding and individual branded meeting stations with locked storage and electrical outlets (please bring your own adaptors)
- Tea and coffee station
- Overnight cleaning
- Overnight security: please take care of personal belongings, especially cell phones, iPads & laptops.
- Premium Wi-Fi
- Catalogue (Company profile and logo)
- Listing on IBTM[®] World website
- High-impact destination branding
- South Africa wine reception / networking function on the stand (you can invite your clients)
- Stand liability insurance
- Ads in show dailies
- Meetings Africa hosted buyer marketing material

- South Africa branded giveaways at reception desk
- Branded lead books for your meetings.
- Generic SA Business Events marketing material

Exhibitors joining the SA Tourism IBTM World Pavilion agree to the following terms and conditions:

- Payment for the stand to be received by **Friday, 29th September 2017**.
- Your company logo must be submitted directly to Mmabatho Sikhakhane via email: mmabathos@southafrica.net **no later than Friday, 29th September 2017**. Please ensure that the image you send is a high-resolution EPS or Illustrator file. Please include in email subject line “Logo for SA Pavilion.” If you exhibited with us in 2016 and your logo has not changed, it will not be necessary to submit a new file.
- To maximise participation and business opportunities, every Exhibitor needs to be present on the stand for all exhibition days during operational exhibition hours until the conclusion on the show.
- Every Exhibitor to complete the SA Tourism exhibitor survey after the exhibition.
- Due to limited space, only two representatives can be allowed on the pavilion per exhibiting partner.
- A maximum of two organisations can share a station; in which case only one representative per sharing partner is allowed on the pavilion and one station sign (two logos) will be shared by the two organizations.
- For branding consistency, no additional décor, posters or banners can be used on the stand.
- All materials and personal items to be stored in cabinet provided, or in stand storage area (be advised that there is limited space available).
- Meals should not be consumed at your station; limited space will be available in the storage room if you do not wish to leave the area.

Exhibitors will have access to the IBTM World exhibitor portal. Once you have signed the contract you will receive your login and password and you will be able to complete your online exhibitor information to enable you to start receiving pre-scheduled appointments from hosted buyers. Timelines for such will be communicated.

For more information on IBTM[®] World 2017, visit <http://www.ibtmworld.com>

COMPANY DETAILS

Company Trading 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:	_____

STAFF DETAILS - Names of staff attending the exhibition:

	Name	Designation	Cell	Email Address
1.				
2.				

PRODUCT CATEGORY - Please select your primary business activity:

<input type="checkbox"/>	Accommodation	<input type="checkbox"/>	Transport
<input type="checkbox"/>	Conference Venue	<input type="checkbox"/>	Travel Publication
<input type="checkbox"/>	Destination Marketing	<input type="checkbox"/>	Tourism Association
<input type="checkbox"/>	DMC	<input type="checkbox"/>	Tourist Attraction
<input type="checkbox"/>	Golf		
<input type="checkbox"/>	Other: (please provide details).....		

PRODUCT OVERVIEW - 50 words max:

Please attach your 50-word profile as a word document with your application form and email to: mmabathos@southafrica.net. Please also note that we will use this 50-word profile for the exhibitor catalogue we prepare for South Africa Pavilion.

PAYMENT TERMS

- Full payment is due by **Friday, 29th September 2017** and is non-refundable.
- As the service is provided outside the borders of South Africa, South African VAT is not applicable. Your invoice will not reflect additional taxes and the participation package is a flat rate.
- Invoices will be processed in South African Rands at a fixed rate on the date of exchange; however, these are limited to a certain time period due to currency fluctuations.

CONFIRMATION

I have read and accept the attached terms and conditions.

Full Name: _____ Designation: _____
 Date: _____ Signature: _____

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

TERMS AND CONDITIONS OF PARTICIPATION

1. DEFINITIONS

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

- 1.1 "SAT" means South African Tourism
- 1.2 "EXHIBITOR" means each company that has contracted to SAT for participation in an EVENT
- 1.3 "PRODUCT" means the declared merchandise, expertise and/or product range of the EXHIBITOR which it contracts to exhibit and/or promote.
- 1.4 "FACILITY" means the exhibition space allocated for the specific EVENT by SAT to and for the exclusive use by the EXHIBITOR in terms of the contract.
- 1.5 "CONTRACT" means the agreement concluded between SAT and the EXHIBITOR in terms of which the FACILITY is hired for the EVENT which is governed *inter alia* by the General Rules and Regulations for Exhibitors (the "RULES"), which RULES are obtainable on request of the EXHIBITOR and which will be sent to the EXHIBITOR with the CONTRACT and Tax Invoice.
- 1.6 "EVENT" means any event, exhibition or marketing platform that takes place at a future date. SAT reserves the right to amend the event name at any time.
- 1.7 Any reference in this Agreement to one of the three genders, or to 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.

2. BASIC CONTRACT

- 2.1 The inclusion of the RULES, as an integral part of the CONTRACT, constitutes a condition precedent to the CONTRACT becoming of force and effect between the parties to the CONTRACT.
- 2.2 The EXHIBITOR hereby unconditionally undertakes to procure that each and every one of its employees, agents, contractors, invitees or persons falling under its direct or indirect control while present upon its FACILITY or otherwise engaged by the EXHIBITOR upon an activity elsewhere upon the EXHIBITION CENTRE, shall unreservedly respect, comply with and fully adhere to the RULES. Any contravention of these undertakings will constitute grounds for the immediate invoking of the breach provisions.
- 2.3 Neither the CONTRACT nor any right nor interest thereunder may be ceded nor assigned to any other party without the prior written consent of SAT having been first obtained, which consent may in fact in its sole discretion be unreasonably withheld.
- 2.4 An EXHIBITOR electing to cancel the CONTRACT prior to the commencement of the EVENT may in the discretion of SAT become entitled to a refund of any payments made upon the following basis:
 - 2.4.1 Should notice of intended cancellation be received by SAT, the refundable deposit of the full contract price shall constitute an agreed liquidated damages amount which SAT shall be entitled to retain. The exhibitor shall forfeit the refundable deposit.
 - 2.4.2 Should an EXHIBITOR seek to cancel the CONTRACT within two months or less prior to an EVENT, the EXHIBITOR will not become entitled to the refund of any monies, it being acknowledged that if SAT will not be able to mitigate its losses by way of obtaining any replacement Exhibitor for the FACILITY, the full contract value will consequently in such circumstances remain owing and payable by the EXHIBITOR to SAT.
- 2.5 Should SAT elect to cancel the contract prior to the commencement of the EVENT, SAT will not be liable for any individual accounts incurred by the EXHIBITOR.
- 2.6 This CONTRACT shall be governed by the laws of the Republic of South Africa.
- 2.7 Whilst every effort will be made to meet the requirements of exhibitors, SAT reserves the right to make any alterations which may be considered necessary or to alter the positions of any of the facilities at any EVENT, or to take any other steps considered necessary in connection with an EVENT in which the exhibitor shall have no claim of whatsoever nature and kind arising from whatsoever cause against SAT.

3. RESERVATION OF CONTRACT BENEFITS

- 3.1 Whilst the CONTRACT shall have become established as detailed in 2.1, all right and benefits flowing there from in favour of the EXHIBITOR shall remain suspended until the EXHIBITOR shall have fully paid the agreed contract price to SAT.
- 3.2 Payment by the EXHIBITOR of the specified deposit, will convert the allocation to a FACILITY pending the final payment of the outstanding contract price by the EXHIBITOR in terms of 3.1
- 3.3 The act of payment of the deposit in terms of 3.2 will, in the absence of submission of a written confirmation notice, be deemed to constitute a tacit confirmation thus giving rise to the final legal ratification for the establishment of the CONTRACT.
- 3.4 Until such time as the specified deposit shall have been paid in terms of 3.2, the allocation of the FACILITY space shall remain of a tentative nature and at all times free to be re-allocated by SAT to any alternate EXHIBITOR in its sole discretion and upon simple notice to that affect being given to the former EXHIBITOR.
- 3.5 Payment of the CONTRACT price shall be required to be affected by the EXHIBITOR in strict compliance with the invoice terms therefore issued by SAT.
- 3.6 A failure to pay any contract monies in strict accordance with the stipulated times for payment, will constitute a material breach of the CONTRACT.

4. BREACH

- 4.1 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:
 - 4.1.1 Should the breach materialise within the period of two months prior to the commencement date of the Exhibition; 48 (forty eight) hours
 - 4.1.2 Should the breach materialise during the Exhibition
- 4.2 By virtue of the inherent nature of the Exhibition, time as contemplated in 4.1 is acknowledged by all parties to be of the absolute essence.
- 4.3 Without prejudice to any other right whether under common law or in terms of the CONTRACT, the parties reserves 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 the 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.
- 4.4 All legal costs incurred shall be recoverable by the aggrieved party on the scale of attorney and own client.
- 4.5 The domicilium citandi et executandi shall be those addresses of the EXHIBITOR and SAT as recorded on the face hereof.

5. PAYMENT TERMS

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

Account Name: **South African Tourism**
Account No: **2310 000 062**

Bank: **ABSA - Sandton**
Branch code: **631005**

Swift Code: **ABSAZAJJ**

Contact Details for Applications:

The SANCB will be managing the South African Pavilion at IBTM[®] World in Barcelona, where South Africa business events companies and Convention Bureaus will be co-exhibiting.

SOUTH AFRICA NATIONAL CONVENTION BUREAU (SANCB) – STAND SHARER APPLICATIONS		
Please direct all your stand sharer enquiries to the following SANCB Staff		
CONTACT PERSON	Head Office: Mmabatho Sikhakhane	Head Office: Merryl Fairfoot
TEL	+27 11 895 3079	+27 11 895 3114
EMAIL	mmabathos@southafrica.net	merryl@southafrica.net
TYPE OF ASSISTANCE	<ul style="list-style-type: none"> • Exhibition stand enquiries • Payment and invoicing • Branding 	<ul style="list-style-type: none"> • Online dairy and pre-scheduled meetings

The National Department of Tourism has introduced the International Market Access Support Programme to broaden and facilitate access to specific international tourism markets. Under the International Market Access Support Programme, the department will support 'qualifying' enterprises to participate at IBTM[®] World. Kindly refer to Call for Applicants forms (attached) for more information.

NATIONAL DEPARTMENT OF TOURISM (NDT) – TOURISM INCENTIVE PROGRAMME APPLICATIONS	
COMPANY	National Department of Tourism
CONTACT PERSON	Modjadji Malatji
TEL	+27 12 444 6590
EMAIL	mmalatji@tourism.gov.za

National Department of Tourism Deliverables

- Feedback and Approval on Tourism Incentive Programme applications
- Criteria on Tourism Incentive Programme