



## PROPOSAL FOR OUTDOOR X SHOW 2014

The Outdoor X Show 2013 attracted over 19 500 visitors and 300 exhibitors. Outdoor X 2014 promises to be better as extra exhibition space has been added. This will ensure an even bigger and better show!

The aim is to attract 30 000 attendees for the weekend, providing the best opportunity to attract new prospects, introduce new products and give product demonstrations to buyers in the field. The exhibition area is always a perfect marketing place for the latest and most innovative products and technologies.



## WHY PARTICIPATE:

**Research done by The Centre for Exhibition Industry Research CEIR:**

**Exhibitions are the Number One source for visitors who make the final purchasing decisions.**

Exhibitions 90%; Direct Sales and Field Sales 75%; Public Relations 75%; Internet 63%; Direct Mail 58%; Trade Publications and Journal Advertising 55%; Telemarketing 50%

**Exhibitions reach unknown prospects:** Exhibitors meet new people, uncover unknown buying influences and also discover that 88% of attendees have not been called on by one of their sales people in the preceding 12 months. **This statistic has remained consistent for more than 20 years.**

**EVENT RESEARCH:** 87% said that face-to-face marketing works the best. It allows for overcoming objections straight away and creates positive brand awareness.

## **MAIN REASONS FOR EXHIBITING:**

- 1) Excellent exposure (not only from local people attending but also nationally)
- 2) Brand awareness
- 3) Result in sales and ultimately in profits
- 4) Launch new products, vehicles, equipment & services
- 5) Demonstrate new technology
- 6) Collect valuable sales leads
- 7) Face to face interaction with clients

## **VISITOR PROFILE:**

- General public
- Outdoor enthusiasts
- Campers
- 4x4 owners
- Anglers
- Hunters
- Outfitters
- Car, bike & boat enthusiasts
- Holiday and adventure seekers



## **MARKETING:**

- Radio (OFM, VCR & IFM)
- Electronic media – Facebook, Twitter, E-Mail, Websites, Bulk Sms Campaigns, video clips etc.
- Newspapers
- TV - Super Sport, Ignition TV (Petrolheads) & Kyknet (Fiesta)
- Street pole posters – major routes Vaal Triangle
- Mobile Trailers campaign
- Flyers
- Promotions
- Face to face marketing
- Advertising stickers on vehicles
- National Magazines
- Competitions

## OUR VISION:

- Our aim is for the show to be upmarket, entertaining, very exciting and definitely worth being part of.
- To promote the Outdoor Lifestyle to more people and to encourage them to be more open minded and enjoy life to the fullest.
- To create positive brand awareness.
- Introduce the latest trends in the lifestyle and leisure industry.

## OUR MISSION:

- Offering professionalism and hospitality, in providing exhibitors (existing and new) world class service to ensure that the experience exceeds their expectations, and also very importantly; ensuring first rate experience and entertainment for our visitors;
- We strive to build a long-term relationship with each customer as an individual.



## ENTERTAINMENT WISE:

- Impressive variety of Outdoor, Leisure & Lifestyle stalls
- Maxis National 4X4 XTrack Racing
- Unique 4x4 challenge track
- Helicopter Flips
- Bow hunting demonstrations
- Gabriel Wings Air Display
- Big kiddies entertainment area
- Well known artists to perform
- Many mouth-watering food stalls
- Beer Garden
- Exciting Competitions & Prize giveaways... and much more

**BE AMONG THOSE WHO TAKE ADVANTAGE OF THIS EXCELLENT MARKETING OPPORTUNITY**

