



goglamour
Celebrating Health & Beauty



**RATES
CARD 2012**

3-5 AUG 2012
@ CTICC, CAPE TOWN

28-30 SEPT 2012
@ SCC, SANDTON



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Go Glamour aims to be the biggest event celebrating health and beauty in South Africa. With dozens of interactive attractions, beautiful brands, and fabulous fun, it promises to be the ultimate girl's day out!

Three City Events Pty Ltd is one of the larger consumer events companies in South Africa, producing market leading events including The SABC Education Baba Indaba and The Green Expo. Annually, Three City Events' shows attract over 150,000 visitors. The company has been nominated for no less than 9 awards in the last three years, winning 7 thereof, among them the Gold Award for the Most Memorable Event in the Baby and Parenting category, Exhibition of the Year in 2006 – 2011 as well as Top Women in Business to name but a few.

The company is young, dynamic and passionate with a heavy focus on creativity and pushing the boundaries of what can be achieved with a live event. The company invests in young talent that will help shape the future of the business and ultimately the future landscape of the events industry.

I have pleasure attaching the profile of the **Go Glamour** Consumer Exhibition with in-depth information both on exhibitor categories and our marketing campaign.

Go Glamour will be held for the first time in 2012 and promises to become South Africa's premier annual show-case for the glamorous people of South Africa.

Go Glamour will showcase the emphasis on glamour, beauty and health, but include interiors, vehicles and glamorous, sexy foods.

GENERAL INFORMATION:

- 80 - 100 exhibition stands will be made available for hire from vendors at each venue. Stands will be offered at competitive rates to encourage maximum participation by vendors.
- A nominal entry fee will be charged to encourage public attendance while vendors, participants and sponsors will be allocated batches of complimentary tickets to distribute to their clients.
- The event will be published well in advance with the print and electronic media together with the strategic placement of posters, banners etc.
- Invitations extended to Celebrities will be provided free of charge.
- At least three prominent celebrity personalities representing an avenue of beauty and health, will be present on each day.

POTENTIAL PARTICIPANTS

EXHIBITORS:

- Providers of Beauty, glamour, health, clothing, interiors, vehicles and food equipment, products and services
- Value added service providers to the general public such as banks and cellular phone companies
- Service providers from the healthcare and wellness sector e.g. Gymsnasiums

SPECIAL GUESTS:

- Beauty icons from different glamour disciplines
- Representatives of key Sponsors

CORPORATE

- Organisations that have a desire to market their brand to the consumer that may not necessarily be directly involved in glamour
- Organisations that are traditionally associated with glamour
- International brands wishing to establish an identity in the South African market

PRIVATE:

- Private investors seeking a higher than normal return on capital investment

POTENTIAL ATTENDEES

PUBLIC:

Individuals and groups who have an interest in glamour, beauty and health



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Calendar & Exhibition Rates

	Cape Town	Sandton
Dates	3-5 August	28-30 September
Venue	Cape Town International Convention Centre	Sandton Convention Centre
Expo Times	09h30 - 18h00	09h30 - 18h00
Floor Space Rates	R 1,500.00m ²	R 1,500.00m ²
Full Package	R 1,750.00m ²	R 1,750.00m ²

Includes white panels for walls, Fascia Name, Electrical distribution board, Carpets, Spotlights, safety screen, Free entries into the mini webpage on the GO GLAMOUR website and **The Pink Portfolio**. Complimentary tickets 3m² - 10 complimentary ; 4m² - 15 complimentary tickets ; 6m² - 20 complimentary ; 8-10m² - 25 complimentary ; 12-15m² - 30 complimentary ; 18m² - 40 complimentary ; 24-27m² - 50 complimentary ; 36+m² - 60 complimentary.

Floor Space and Shell Package 2012

Stand Size	Cape Town	Sandton
3m ²	R 5,700.00	R 5,700.00
4m ²	R 7,000.00	R 7,000.00
6m ²	R 10,500.00	R 10,500.00
9m ²	R 15,750.00	R 15,750.00
12m ²	R 21,000.00	R 21,000.00
15m ²	R 26,250.00	R 26,250.00
18m ²	R 31,500.00	R 31,500.00
27m ²	R 47,250.00	R 47,250.00
36m ²	R 63,000.00	R 63,000.00

SURCHARGES: 10% surcharge on corner stands
DISCOUNTS: 5% discount on **2 shows**; Prices exclusive of VAT.

Floor Space ONLY 2012

Includes free entries, mini webpage on the GO GLAMOUR website and show magazine.

Stand Size	Cape Town	Sandton
9m ²	R 13,500.00	R 13,500.00
12m ²	R 18,000.00	R 18,000.00
15m ²	R 22,500.00	R 22,500.00
18m ²	R 27,000.00	R 27,000.00
27m ²	R 40,500.00	R 40,500.00
36m ²	R 54,000.00	R 54,000.00

SURCHARGES: 10% surcharge on corner stands
DISCOUNTS: 5% discount on **2 shows**; Prices exclusive of VAT.

Glamour Gateway

Unique Offer for start-up businesses

Stand Size	Jo'burg	Cape Town
2m x 2m	R5 500	R5 500

Includes backing walls, carpets, fascia name, one spot light (all eco-sustainable/re-usable products), plug point. Free listing into The Pink Portfolio magazine and a mini Webpage on website. Limited space available.



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National Logo Sponsorship Rights 2012:

	Stand Size/ /Qty per expo	Cape Town	Sandton
Speaker's corner – naming rights incl. AV, flat screen, roaming, mic, carpets, panels and speakers	40m ²	R 63,800.00	R 63,800.00
Lanyards – incl lanyard & printing	5 000	R 33,000.00	R 33,000.00
Goody Bags – naming rights excl bags	10,000	R 30,800.00	R 30,800.00
Billboard – incl printing	3 – 6m	R 60,500.00	R 60,500.00
Logo Sponsorship External Media Street Posters – incl logo & printing	10 000	R 93,500.00	R 93,500.00
City Flags – incl flags & printing	150	R 89,000.00	
Logo – Complimentary Tickets – incl logo & printing	80 000	R 27,500.00	R 27,500.00
Entrance Branding – naming rights but excl clothing & branded media		R 38,500.00	R 38,500.00
Stage Chair Covers – incl covers & printing	150 per city	R 27,500.00	R 27,500.00
Floor Graphics – incl min 10m ² printing & application to floor		R 35,200.00	R 35,200.00

If you want to stand out in the crowd then you want to be the National Sponsor of Zones within GO GLAMOUR! By gaining the naming rights to a zone, your brand gets extensive coverage in all printed media, radio, e-media and outdoor media. Competitors take notice of Sponsorships – your brand is repeated intensively pre-show, during and post show. Sponsoring Zones gives your brand the Edge and cultivates loyalty!

The Pink Portfolio – free distribution

Get your brand in the hands of 20 000 glamorous fundies

Size	Advert Specs (height x width)			Exhibitor Rate (per show)	Non-Exhibitor Rate (per show)
	Trim (hwxw) (mm)	Safe Type (hwxw) Area (mm)	Bleed (hwxw) (mm)		
DPS (Double Page Spread)	210 x 297	190 x 277	220 x 307	R14 000	R14 900
Full Page	210 x 148	190 x 128	220 x 138	R8 200	R8 500
Half Page (Portrait)	210 x 74	190 x 54	220 x 84	R5 000	R5 500
Half Page (Landscape)	105 x 148	85 x 190	115 x 158	R5 000	R5 500
Quarter Page	105 x 74	85 x 54	115 x 84	R3 000	R3 500
Inside Front Cover	210 x 148	190 x 128	220 x 138	R10 500	R10 900

FORMAT REQUIREMENT: Actual size 300 dpi PDF using ACROBAT (CYMK) with fonts embedded or 300 dpi JPEG (RGB).

All details contained in this Rate Card are correct at time of going to print. Please note that terms and conditions do apply when applying for exhibition space. **Three City Events (Pty) Ltd** reserve the right to change prices and information without prior notice. All information contained in this document is the sole ownership of **Three City Events (Pty) Ltd** and is subject to the copyright laws of South Africa and abroad.



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Brought to YOU by the multiple award winning "SABC Education Baba Indaba" exhibition organisers.

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