

# MARKETING & PUBLICITY HANDBOOK



**PROPAK**  
**AFRICA 2009**  
PROMOTION THROUGH PACKAGING

**PRINT**  
**EXPO**  
2009



Incorporating



**FOODPR**  
FOOD PROCESSING

**Pro-Plas**  
Africa Expo 2009

AFRICA'S LARGEST AND MOST COMPREHENSIVE  
PACKAGING, FOOD PROCESSING,  
LABELLING EXHIBITION

20-23 OCTOBER 2009  
MTN Expo Centre, Nasrec, Johannesburg

**IMPORTANT!**  
**PLEASE RETURN ALL FORMS BY THE DEADLINES**  
**STIPULATED ON THE RELEVANT FORMS**



### ADVERTISING AND PROMOTIONAL CHECKLIST

- Complete and return all forms in this Handbook
- Calculate ticket requirements
- Representatives to telephone potential visitors
- Tele-sales to telephone potential visitors
- Include invitations to exhibition, exhibition logo and date of exhibition in your advertising
- Contact exhibition organisers for exhibitions' logo's
- Take additional space in relevant media
- Advertising / PR agencies to be informed / consulted
- Copy / advert for exhibition catalogue entry
- Submit Press release for Exhibition Previews etc
- Discuss the possibility of a competition - eligible only to stand visitors
- Invite overseas principals / agents / clients / prospective clients and branch staff



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Welcome to all **PROPAK AFRICA 2009** exhibitors. The Marketing and Publicity Handbook highlights various marketing and promotional opportunities in and around the exhibition. You are encouraged to actively participate in these activities, maximising your company's presence and contributing to a well attended and highly successful event. Fill out each form and return **ahead of the stipulated deadlines** to ensure you do not miss out on any exciting opportunities to optimise exposure and secure qualified business leads at **PROPAK AFRICA 2009**.

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#### YOUR CONTACTS:

JOHN KAPLAN Managing Director

MICHELLE BEDSER Exhibition Manager

DAWN NIEMACK Exhibition Assistant

GARY CORIN Chief Operating Officer

AMELIA VAN AS Operations Manager

EMMANUEL PATTY Operations Manager

ELIZE COLLINS Operations Assistant

GLORIA FRIESLAND Credit Controller

### **RETURN FORMS BY THE STIPULATED DATES ON THE RELEVANT FORMS**

#### **SPECIALISED EXHIBITIONS (PTY) LTD**

PO Box 82196, Southdale 2135

Tel: +27 (0) 11 835-1565

Fax: +27 (0) 11 496-1161

e-mail: [dniemack@specialised.com](mailto:dniemack@specialised.com)

Website: [www.propakafrica.co.za](http://www.propakafrica.co.za)



**IMPORTANT:**  
The deadlines in this handbook are critical, in order to ensure exhibitors do not miss out on any opportunities to maximise their exposure at **PROPAK AFRICA 2009**.

# PROPAK AFRICA 2009

## CATALOGUE DATA

IHS South Africa has been commissioned by Specialised Exhibitions to produce the official **PROPAK AFRICA 2009** catalogue.

Published in October 2009 the catalogue is indispensable to visitors to the show, providing a complete guide to products and services displayed by exhibitors. Participating advertisers' coverage doesn't end when the exhibition does. In-depth research has proven that the catalogue is generally retained for at least two years after the show, as it is considered to be the most up-to-date and authoritative buyer's guide available to the packaging, processing, printing and plastics industry.

### **CIRCULATION**

A total of 3 500 copies of the **PROPAK AFRICA 2009** catalogue will be distributed to VIP guests and exhibitors with the balance available for distribution to visitors at the exhibition.

Generally, all copies available are in fact utilised, thereby ensuring a captive audience.

### **FORMAT**

The format will be Crown Quad and the catalogue will contain two main sections: a company listing which describes the exhibitors' products on display and provides address details, and a classified product index which lists relevant products under specific category headings. Also included in the catalogue will be the standard exhibition information (such as floor plans, a list of exhibitors and their stand numbers) and relevant information to assist visitors to South Africa at the exhibition. The catalogue will be published in English.

### **MECHANICAL DATA**

Full page type area: 245mm depth x 170mm width

Page size: 280mm depth x 200mm width (trimmed)

Material to bleed must be supplied allowing an extra 3mm all 4 sides.

### **STANDARD ADVERTISEMENT SIZES**

Full page 245mm (d) x 170mm (w)

1/2 page Horizontal 125mm (d) x 170mm (w)

1/2 page Vertical 245mm (d) x 85mm (w)



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**DEADLINE FOR SUBMISSION OF ONLINE COMPILATION EXERCISE**

**COMPILATION EXERCISE: 11 SEPTEMBER 2009**

**Contact:**

**PRODUCTION: ANITA RAATH**  
IHS South Africa (Pty) Ltd  
PO Box 8147, JHB, 2000  
Tel: +27 (0) 11 835 2221  
Fax: +27 (0) 11 835 3314  
Email: anita.raath@ihs.co.za

MARKETING HANDBOOK FORM  
CATALOGUE ENTRY  
(ONLINE)

**A**

**FREE EXHIBITORS' PRODUCT INFORMATION & CLASSIFIED PRODUCT INDEX ENTRIES (ONLINE)**

You will be e-mailed a link to a specific **URL** by **7 August 2009**, to access and update **your** exhibitor profile (including your free editorial entry and classified product listing) for the catalogue. Kindly ensure the organisers are in possession of an up-to-date e-mail address for this purpose.

**NB: THE DEADLINE FOR FREE ENTRIES IN THE CATALOGUE IS 11 SEPTEMBER 2009**

Late entries will be included in an addendum section, deadline for which is 18 September 2009.

**NO ENTRIES CAN BE ACCEPTED AFTER 18 SEPTEMBER 2009**

\* Please ensure that Specialised Exhibitions (Pty) Ltd has an up-to-date e-mail address for the catalogue compilations exercise.



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**DEADLINE FOR AD BOOKINGS 11 SEPTEMBER 2009**

**CONTACT:**

**Advertising: ROSS CULLINGWORTH, SALES MANAGER**  
IHS South Africa  
PO Box 2735, Johannesburg 2000  
Tel: +27 (0)11 835-2221 Fax: +27 (0)11 835-2631  
e-mail: ross.cullingworth@ihs.co.za

**MARKETING HANDBOOK FORM**

**CATALOGUE ADVERTISING**

**B**

Published in October, the catalogue is indispensable to visitors to the show, providing a complete guide to products and services displayed by exhibitors. But its coverage doesn't end when the show does – research has proven that the catalogue is generally retained for at least a year after the show, and it is considered to be the most up-to-date and authoritative buyer's guide available to the packaging, plastics, printing & food processing industries.

**PRINTING MATERIAL**

Please note: we cannot accept film positives and all ads must be supplied in digital format, to IHS South Africa specifications.

- **InDesign** – 'package' and burn to CD. All images must be 300dpi, CMYK.
- **QuarkXPress** – 'collect for output' – please supply all fonts. Images must be 300dpi, CMYK.
- **PDF files** – supply a print ready CMYK pdf file. All fonts and images must be embedded. Images must be 300dpi, CMYK.
- **Quickcut** – delivery via Quickcut will ensure that material arrives to specification. For information on Quickcut, contact: +27 21 4108100 or +27 11 3178000.
- **Freehand (only Mac Freehand files)** – supply the Freehand open file as well as a Mac EPS file (convert all text to paths and embed all pics). All images used must be 300dpi, CMYK.
- **Photoshop** – supply the Photoshop file as a TIFF, EPS or JPEG file. The file must be 300dpi, full size, CMYK.
- **Emailed documents** – supply JPEG files. The images must be 300dpi, full size, CMYK.

**ADVERTISING RATES\***

**Full page**

full colour	R15 145	(trim size: 282mm depth x 200mm width)
std spot colour	R13 875	(type area: 245mm depth x 170mm width)
black & white	R12 400	

**½ page**

full colour	R10 955	(H:125mm depth x 170mm width)
std spot colour	R 9 685	(V:245mm depth x 85mm width)
black & white	R 8 210	

**GUARANTEED POSITIONS**

Outside back cover	R22 715
Inside front cover / Inside back cover	R18 305
Inserts	POA
Special sizes	POA

**\*THESE PRICES ARE EXCLUSIVE OF VAT**

**FOR CONTACT DETAILS, PLEASE SEE BOX AT TOP OF PAGE**



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**DEADLINE FOR AD BOOKINGS: 21 AUGUST 2009**

<p>Please contact the relevant publications directly. Contact names, telephone numbers are listed below.</p>	<p><b>MARKETING HANDBOOK FORM</b></p> <p><b>EXHIBITION PREVIEW</b></p>	<p><b>C</b></p>
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**Packaging Review, Food Review and Graphix** will be previewing **Propak Africa 2009** exhibition in their **September 2009** issues and reviewing the show in the **January 2010** issues.

These publications are widely acclaimed in the packaging and printing industries, and in the food and beverage manufacturing sectors. Their authoritative standing is emphasized by the fact that they act as official or endorsed journals for eminent associations and institutes, including the Institute of Packaging (SA), and the SA Association for Food Science & Technology.

For nearly four decades, **Packaging Review, Food Review and Graphix** have been regularly adjudged the best publication in their respective sectors in South Africa by the Magazine Publications Association (MPA), attesting to the relevance and value to their target audiences.

**ADVERTISING RATES\***

**Full Colour**

full colour	R15 145	(trim size: 282mm depth x 200mm width)
standard spot colour	R13 875	(type area: 245mm depth x 170mm width)
black & white	R12 400	

**½ Page**

full colour	R10 955	(H: 125mm depth x 170mm width)
standard spot colour	R 9 685	(V:245mm depth x 85mm width)
black & white	R 8 210	

**CONTACTS**

<b>Advertising</b>	Tatjana Cerovich	083 259 0050	tatjana.cerovich@ihs.co.za
	Carla Melless	083 260 6060	carla.melless@ihs.co.za
	Lucille McKay	082 923 4331	lucille.mckay@ihs.co.za
<b>Editorial</b>	Juliette Hillman	082 944 0457	juliette.hilman@ihs.co.za
	Gavin Smith	083 278 4348	gavin.smith@ihs.co.za
	Karen Paul	072 707 6744	karen.paul@ihs.co.za

**SPECIAL DISCOUNT**

Exhibitors who book advertising into both the Preview and Review will qualify for a 15% discount on the above rates. Should exhibitors advertise in the catalogue as well, this discount increases to 20%.



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**DEADLINE FOR THIS FORM: 11 SEPTEMBER 2009**

<p>Please contact the relevant publications directly. Contact names, telephone numbers are listed below.</p>	<p><b>MARKETING HANDBOOK FORM</b></p> <p><b>EXHIBITION PREVIEW</b></p>	<p><b>D</b></p>
--------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------	-----------------

**Packaging & Print Media** plans a comprehensive preview and review of **Propak Africa 2009** in its September and issues respectively.

This publication, launched just under two years ago, has taken the market by storm to claim an undisputed leadership position as South Africa's most-read packaging and printing magazine, thanks to its highly-experienced, well-regarded, award-winning team.

Evidence of this journal's standing is the fact that it is the official journal of the Printing Industries Federation and the Flexographic Technical Association, and official media partner for the Institute of Packaging (SA)'s Gold Pack Awards. In addition, the magazine's Editor serves on the national bodies of both the Institute of Packaging (SA) and the Packaging Council of South Africa, while other team members serve on the Institute's regional committees.

**Packaging & Print Media's** preview and review of this exhibition will be the most comprehensive and most widely-read feature prior to and post the show, thanks to this magazine's large number of readers (the highest of any trade magazine in its sector). Your participation in this preview and review will undoubtedly influence prospective customers to visit your stand and to carefully consider your products or services for future purchase.

**ADVERTISING RATES\***

	<b>Preview or Review</b>	<b>Preview and Review</b>
A4FC	R13 700	R11 800
1/2A4FC	R 9 800	R 8 700
1/3FC	R 8 400	R 7 500
1/4FC	R 7 000	R 6 200

*\*The above prices exclude vat.*

**CONTACTS**

**Editorial**

Gill Loubser  
Tel: +27 (0) 21 712 1419  
Email: gill.loubser@telkomsa.net

**Advertising**

Glywnnis Wells  
Tel: +27 (0) 21 465 3381  
Cell: +27 (0) 83 465 5874  
Email: glywnnis@packagingmag.co.za

Susi Moore  
Tel: +27 (0) 11 462 9225  
Cell: +27 (0) 82 568 6729  
Email: susi@packagingmag.co.za

**DEADLINES**

	<b>Preview</b>	<b>Review</b>
Editorial and advertising	22.08.08	25.10.08
Material	29.08.08	31.10.08



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**DEADLINE FOR THIS FORM: 15 SEPTEMBER 2009**

Duplicate for your file and return/fax this copy to:  
Caroline Tointon  
The PR Partnership  
Tel: +27 (0) 11 468 2451  
Fax: +27 (0) 86 689 9150  
e-mail: prpartnr@yebo.co.za

**MARKETING HANDBOOK FORM**

**PUBLICITY INFORMATION**

**E**

**Exhibitor's Material for  
A Newsworthy Press Release**

NB! We will utilise this information for Press releases only. It will not be incorporated in the Catalogue but will be utilised for additional publicity for your company and the Exhibition.

Company: \_\_\_\_\_

Date: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: ( ) \_\_\_\_\_

\_\_\_\_\_

Fax: ( ) \_\_\_\_\_

Contact: \_\_\_\_\_

Designation: \_\_\_\_\_

Company's activities: \_\_\_\_\_

Some useful pointers for newsworthy information:

- ❖ New product/service launch
- ❖ Applications of the product/service
- ❖ Importance of new product/service to the industry
- ❖ Recent quotations from the MD/Executive
- ❖ General comments on the industry, ie trends, growth, job creation, economic empowerment and burning issues
- ❖ Involvement of overseas principals in exhibitions
- ❖ General comments on trade exhibitions to stimulate leads, customer contact and export opportunities

**PRESS RELEASE:**

**IMPORTANT! Please forward your Press-kits to the Media Lounge at the Exhibition.**





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**DEADLINE FOR THIS FORM: 15 SEPTEMBER 2009**

SPECIALISED EXHIBITIONS (Pty) Ltd PO Box 82196, Southdale 2135 Tel: +27 (0)11 835-1565 Fax: +27 (0)11 496-1161 e-mail: maywha@specialised.com	<b>MARKETING HANDBOOK FORM</b>  <b>VIP INVITATIONS</b>	<b>G</b>
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The key to a successful exhibition is a quality audience comprising important decision makers and influencers from your target market. In order to ensure that these very important people attend **PROPAK AFRICA 2009**, Specialised Exhibitions has implemented a VIP visitor campaign.

As an exhibitor, your contribution to the programme is vital. Please **type the names and contact details of your VIP's** (see below for an example of a format for setting out the details) and submit these to **Specialised Exhibitions (Pty) Ltd** (e-mail and fax details below). To assist with identifying and delivering a quality audience the following guidelines should be adopted:

- WHO QUALIFIES AS A "VIP"?**

**Key industry:**      ❖ buyers                      ❖ specifiers                      ❖ influencers

Those individuals that are core to the decision making process leading to the purchase or specification of your company's goods, services and/or products.
- MAXIMUM OF 24 NAMES**

Attempt to be selective when selecting VIP visitors. A quantity exceeding 24 per company, diminishes the impact of the status afforded these visitors.
- THE VIP PACKAGE**

VIP's will be afforded the following benefits:

  - ❖ easy and quick entry to the exhibition
  - ❖ access to the Business Lounge
  - ❖ a free show catalogue
  - ❖ multiple entry use

Please make full use of the opportunity to attract the movers and shakers to **PROPAK AFRICA 2009**.

E-mail your VIP details as per the layout sample below to: [maywha@specialised.com](mailto:maywha@specialised.com)

OR

Fax your typed VIP details on **YOUR COMPANY LETTERHEAD** as per the layout sample below to +27 (0)11 496-1161

*PLEASE NOTE: Hand-written submissions will not be accepted*

**e-mail to: [maywha@specialised.com](mailto:maywha@specialised.com) OR Fax to: +27 (0)11 496-1161**

EXHIBITION:	PROPAK AFRICA 2009
NAME:	Mr J. Doe
DESIGNATION:	General Manager
COMPANY:	Red Building (Pty) Ltd
POSTAL ADDRESS:	PO Box 0000
	Johannesburg CODE: 2000
TELEPHONE:	(011) 123 1234
FAX:	(011) 234-2345
E-MAIL:	jdoe@company.co.za

**NB: PLEASE COMPLETE THE SECTION BELOW IF YOU ARE SENDING YOUR VIP INVITATIONS VIA FAX.**

**YOUR COMPANY DETAILS:**

.....

FULL NAME OF COMPANY.....

.....

TELEPHONE: (.....) .....

.....

CONTACT PERSON: .....

.....

SIGNATURE: .....

.....

STAND NUMBER: .....

.....

NUMBER OF PAGES INCLUDING THIS COVER SHEET: .....

.....



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Contact: Winnie Tulleken at  
**SPURWING Tourism Services**  
Tel: +27 78 802 7777  
Fax: +27 86 646 8440  
e-mail: winnie@spurwingtourism.com  
internet: www.spurwingtourism.com

**MARKETING HANDBOOK FORM**  
**PROPAK AFRICA 2009**  
**TRAVEL AND ACCOMMODATION**

**HOTEL  
RATES**

## **TRAVEL PACKAGES / BOOKINGS THROUGH SPURWING TOURISM SERVICES**

Special arrangements for Accommodation and Travel facilities at advantageous rates during **Propak Africa 2009**, have been organised. Take advantage of these facilities, which include all aspects such as accommodation, entertainment, tours, car hire and air travel. If you wish to accommodate staff or international destinations in JHB during the show, contact Spurwing Tourism Services.

Tel: +27 78 802-7777, Fax: +27 86 646 8440

Or e-mail: winnie@spurwingtourism.com

Your Contact: Winnie (quote **Propak Africa 2009** as your reference)

(FOR A COMPREHENSIVE LISTING AND RATES, PLEASE CONTACT SPURWING TOURISM SERVICES DIRECTLY)

Protea Hotel Gold Reef City	R675 per person sharing	R1 140 per person single
Garden Court Milpark	R555 per person sharing	R1 110 per person single
Garden Court Sandton City	R760 per person sharing	R1 520 per person single
Garden Court OR Tambo Airport	R725 per person sharing	R1 450 per person single

Transfer from OR Tambo Airport to Sandton Area: R 495 Per vehicle per one-way transfer Nett  
The vehicle can seat up to 10 People

### **TERMS & CONDITIONS**

- Rates are quoted in South African Rand
- Rates are Net and non-commissionable
- Rates are per person sharing / per person single per night
- Rates excludes all flights, airport taxes, harbour fees or any taxes not mentioned
- All personal items ie. snacks, drinks, shop purchases etc. for your own expense
- Rates may change - subject to availability of rooms quoted on
- Breakfast included
- All extra's to be settled direct with hotel

**HOTEL RATES ARE AVAILABLE FROM SPURWING TOURISM SERVICES.  
THEIR CONTACT DETAILS ARE LISTED IN THE BOX ABOVE.**

Should delegates require transfers, this could either be organised directly with Spurwing Tourism Services or directly with the hotel, as each hotel uses a different means of transport and costs vary.



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Contact: Winnie Tulleken at  
**SPURWING Tourism Services**  
Tel: +27 78 802 7777  
Fax: +27 86 646 8440  
e-mail: winnie@spurwingtourism.com  
internet: www.spurwingtourism.com

**MARKETING HANDBOOK FORM**  
**BOOKING FORM 1**  
**ACCOMMODATION/FLIGHTS/CAR HIRE**

**H**

THIS FORM MUST BE COMPLETED

Name Of Exhibition:	
Full Name Of Your Company:	
Telephone:	
Fax:	
Contact Person:	
E-mail:	
Full Name Of Clients:	
Country:	

**ACCOMMODATION**

Hotel:						
Number Of Single Rooms/double Rooms:						
Total Number Of Persons/rooms:						
Check In Date:						
Check In Time:						
Check Out Date:						
Total Number Of Nights:						
Breakfast/dinner Included:	Breakfast	Yes	No	Dinner	Yes	No

\*Please provide full names of room occupants

**FLIGHTS**

Number Of Persons/full Name:	
Date Of Flight:	
Time Of Flight:	
Flying From:	
Destination:	

\*Please provide full details of passengers

**CAR HIRE**

Type Of Vehicle /full Name:	
Time And Date Of Departure:	
Time And Date Of Return:	
Pick-up From:	Drop Off:

PLEASE FAX THIS FORM TO SPURWING TOURISM SERVICES. FEEL FREE TO CONTACT THEM FOR MORE DETAILS REGARDING THE ABOVE SERVICES.

The details of services booked will be processed as soon as it is received. Spurwing will send you a booking confirmation and Travel Vouchers as soon as payment for these services is received. Spurwing Tourism Services can only confirm any service once full payment has been received.



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<p style="text-align: center;"><b>SEND THIS SHEET TO:</b>  <b>SPURWING TOURISM SERVICES</b>          Tel: 27 78 802 7777          Fax: +27 86 646 8440          e-mail: winnie@spurwingtourism.com</p>		<p><b>MARKETING HANDBOOK FORM</b></p> <p><b>TOURS / EXCURSIONS / SAFARIS</b></p> <p><b>BOOKING FORM</b></p>	
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Name Of Exhibition:			
Full Name Of Your Company:			
Telephone:		Fax:	
Contact Person:		E-mail:	
Pick-up Address:			
Drop-off Address:			

**DAY TOURS FROM JOHANNESBURG**

CODE	EXCURSION	DURATION	DEPARTURE TIMES	NUMBER OF PERSONS	DATE
JDT01	Soweto	2 1/2 Hours	09H00 & 13H00		
JDT02	Johannesburg	2 1/2 Hours	09H00 & 13H00		
JDT03	Johannesburg & Soweto	5 Hours	09H00 & 13H00		
JDT04	Apartheid Museum	2 1/2 Hours	09H00 & 13H00		
JDT05	Soweto & Apartheid Museum	5 Hours	09H00 & 13H00		
JDT06	Gold Reef City	6 Hours	08H00 & 12H30		
JDT07	Gold Reef City & Apartheid Museum	Full Day	09H00		
JDT08	Soweto, Gold Reef City & Apartheid Museum	Full Day	09H00		
JDT09	Pretoria	5 Hours	09H00 & 13H00		
JDT10	Cullinan Diamond Mine	5 Hours	09H00 & 13H00		
JDT11	Pretoria & Cullinan Diamond Mine	Full Day	08H00		
JDT12	Hot-Air Ballooning Excursion	5 Hours	04H30 TBC		
JDT13	Shopping Safari	3-5 Hours	No Set Time		
JDT14	Maropeng, Cradle of Mankind	5 Hours	09H00 & 13H00		
JDT15	Maropeng, Cradle of Mankind Incl. Sterkfontein	6 Hours	09H00 & 13H00		
JDT16	Maropeng, Cradle of Mankind & Carnivores	7 Hours	08H00 & 13H00		
JDT17	Lesedi Village	5 Hours	10H30 & 15H30		
JDT18	The Carnivore Restaurant (Lunch)	4 Hours	12H00		
JDT19	The Carnivore Restaurant (Dinner)	4 Hours	18H00		
JDT20	Health Spa- Full Day Treatment	Full Day	8H00		
JDT21	Trout Fishing Excursion	Half Day	8H00		
JDT22	Trout Fishing Excursion	Full Day	13H00		
JDT23	Rhino & Lion Park	5 Hours	09H00 & 13H00		
JDT24	Elephant Back Safari	Full Day	07H00		
JDT25	The Elephant Sanctuary (Incl. Sun City)	6 Hours	06H30 & 12H30		
JDT26	De Wildt Endangered Wildlife Centre	6 Hours	07H00 & 12H00		
JDT27	De Wildt Wildlife & The Elephant Sanctuary	Full Day	07H00		
JDT28	Sun City & The Lost City	Full Day	08H00		
JDT29	Pilanesberg Game Reserve	Full Day	08H00		
JDT30	Sun City, The Lost City & Pilanesberg Reserve	Full Day	08H00		

**PLEASE NOTE: Discounts available for larger groups. Rates include all Government Taxes and Levies, however these are subject to change should an increase occur. All Services subject to the standard terms & conditions of Spurwing Tourism Services.**

Please fax this form to Spurwing Tourism Services. Feel free to contact them for more details regarding the above services. The details of services booked will be processed as soon as it is received. Spurwing will send you a booking confirmation and Travel Vouchers as soon as payment for these services is received. Spurwing Tourism Services can only confirm any service once full payment has been received.