



# GENERAL DECK AND RATE CARD

**28<sup>th</sup> March – 1st April 2024**

**The only place to be!**



# WHAT WE DO

The Rand Show is owned and managed by Dogan Exhibitions and Events. The Dogan team is a diverse team made up of highly energetic individuals all experts in their respective fields. The team prides itself on delivering quality and value driven event properties.

## MISSION STATEMENT

To be the leading consumer Lifestyle Festival and Exhibition in South Africa, providing quality entertainment and products to our visitors. Provide ample high-quality visitors with spending power to our exhibitors.

## VISION

Within the next 3-5 editions of the show re-establish the Rand Show as a power-house brand giving access to the latest products, and entertainment and showcasing premium brands and unique smaller brands.

Become a valued business partner to major Corporate and Public sector entities.

Uplift and empower our local community and SMME's through dedicated B2B initiatives and CSI projects.



# WELCOME TO THE RAND SHOW

The Rand Show – South Africa’s largest and oldest, one-of-a-kind consumer lifestyle exhibition.

The Easter holidays in South Africa are well known as family time and the show focuses on entertaining the entire family.

Every year we keep innovating to ensure we remain the leading consumer Lifestyle Festival and Exhibition in South Africa, providing quality entertainment and products to our visitors. We provide ample high-quality visitors with spending power to our exhibitors.

Our values are Energy, Excellence, and Engagement. If you are looking for maximum consumer exposure in South Africa, the Rand Show is the place to showcase your brand!

**In 2023 we hosted over  
80 000 visitors!**



# OVERALL SHOW LAYOUT

## HALL 7 INDOOR MARKET

- Hobbies
- Handcraft
- Kids
- Baby Clothing
- Natural Products

## HALL 8 KIDS ZONE

- Kids Activation & Fun Zone
- Nickelodeon

## OS1 AND OS2

- Dinosaur Expo
- Rides
- Interactive learning

## MAIN ARENA

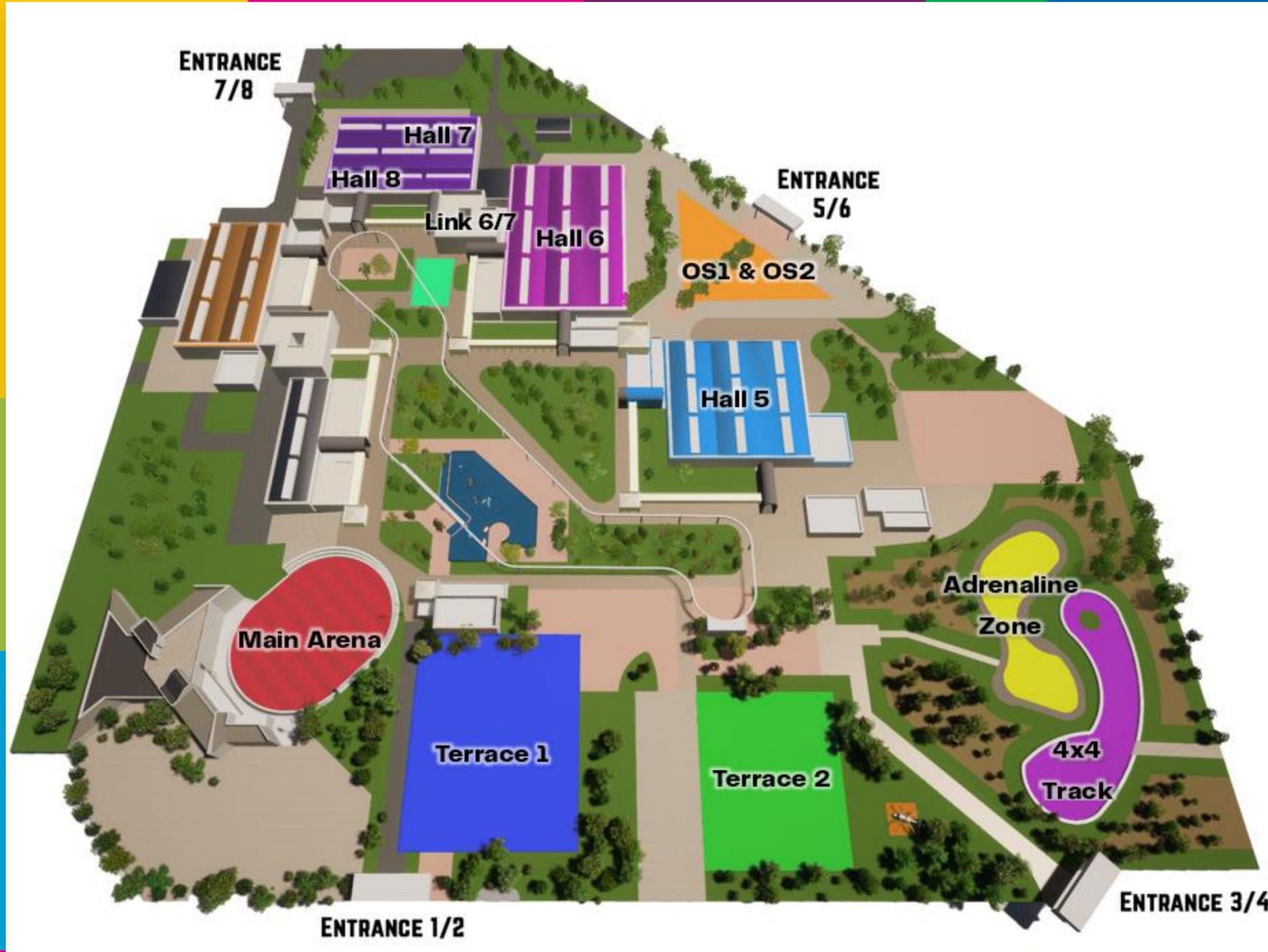
SANDF Activation

## TERRACE 1

SANDF Static Display

## TERRACE 2

Theme Park Rides



## HALL 6 SHOPPING MALL

- Fashion and Beauty
- Food
- Home and Garden
- Wealth
- Automotive

## HALL 5 PUBLIC SERVICES

- Public Services
- Government

## ADRENALINE ZONE

- Spinning and Drifting



# THE BEST EASTER WEEKEND EVER!

The Rand Show returns to the Johannesburg Expo Centre in Nasrec from **28th March to 1st April 2024** and we can't wait to host our exhibitors and visitors!

The Rand Show remains a one-of-a-kind event in the Gauteng province, offering an opportunity for a day out together for the entire family.

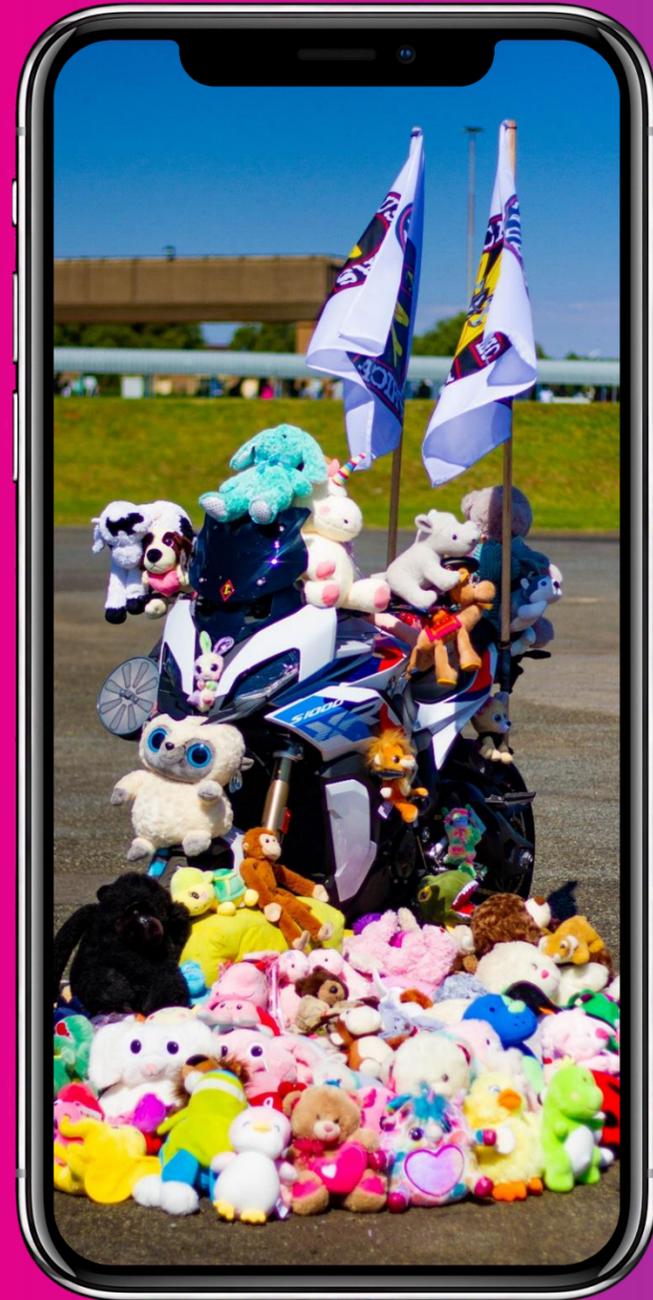
**THE 2024 EDITION THEME IS BRINGING FAMILIES TOGETHER AND BRINGING TOGETHER SOUTH AFRICANS FROM ALL WALKS OF LIFE.**

The family concept lends itself to the inclusivity of the show, the show serves as a true representation of the South African Rainbow Nation. With Rand Show there is no exclusion as our exhibitors, activations and show theme offers a cross-cultural, multi-race, age, and gender experience to be enjoyed by all.

# WHAT TO EXPECT

- Daily, All-day entertainment for kids
- Dog and Equestrian shows
- The Dinosaur Expo
- New exhibitors
- The Rand Show SMME Summit
- A balanced mix of corporates and SMME exhibitors
- Amazing outdoor activities: Advanced driving, drifting, launches, Go-Karting, and Helicopter rides
- Food, food, and more food
- Old school carnival rides and games
- Make-up and Fashion
- Bars and lounges
- VIP areas
- Live performances of up-and-coming artists as well as well-known artists
- SANDF Display and full capability Activations.

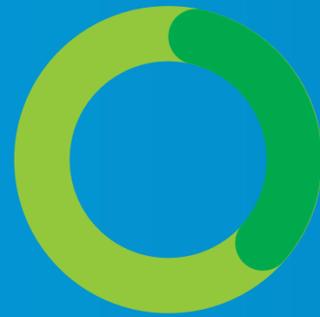
**AND SO MUCH MORE...**



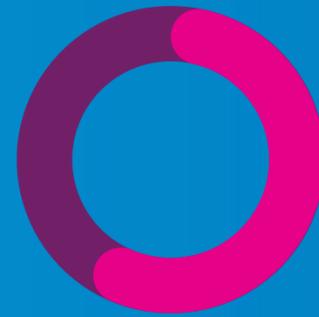
# TARGET MARKET



**AGED 25  
TO 65**



**40%  
MALE**



**60%  
FEMALE**



**KIDS AGED  
4 TO 16**



**INCOME  
R14K - R40K+**



Joburg North, South, East, West  
Joburg CBD, Pretoria, Vaal



Family, Shopping, Going Out, Dinning Out,  
Vacations, Fashion, Health and Beauty,  
Finances and Vehicles

# MARKETING REACH AND IMPACT TARGETS

The Rand Show remains one of South Africa's best-known brands. For the 2024 edition we aim to reach maximum brand exposure by utilising a variety of conventional and digital media platforms.



**4 MILLION**  
COMMERCIAL RADIO STATION

**1 MILLION**  
COMMUNITY RADIO

**7 MILLION**  
SOCIAL MEDIA

**13 MILLION**  
6 X TV CHANNELS

**6 MILLION**  
BUS BILLBOARDS

**7 MILLION**  
BILLBOARDS

**7 MILLION**  
STREET POLE ADS

**R55 MILLION**  
PR AVE

# RATE CARD 2024

## FLOOR SPACE RATES



Indoor Floor Space

**R1 750.00\***

per square metre excl VAT

Indoor Market

**R4800.00\***

per 9sqm package excl VAT

## OUTDOOR RATES



Outdoor Floor Space

**R750.00\***

per square metre excl VAT

Outdoor Pavilion

**R6000.00\***

per 9sqm package excl VAT

\*PACKAGE SOLD SEPARATELY FROM FLOOR SPACE. PLEASE REQUEST A DETAILED QUOTE FROM YOUR ACCOUNT MANAGER

# RATE CARD 2024



## TURNKEY WALK-ON PACKAGE CONSTRUCTION

### BASIC PACKAGE

R490 (excl VAT) per square metre

**Includes the following:**

- Standard white 2,5m high shell-scheme walls
- Company name & fascia board
- Carpets
- Share of electrical distribution
- 1 x 15 amp plug point
- 3 x spotlights



### FURNISHED PACKAGE

R880 (excl VAT) per square metre

**Includes the following:**

- All basic package items plus :
- 1 x brochure holder
- 1 x lockable cupboard
- 1 x round table
- 3 x office chairs
- 1 x waste paper bin



### PLEASE NOTE:

1. All floor space and package rates quoted are per square metre
2. All rates quoted are exclusively of VAT which will be levied at the ruling rate
3. Floor space rates quoted are exclusive of construction costs and service items
4. A 5% surcharge will be levied on corner stands
5. Packages are sold separately from floor space. Please request a detailed quote from your Account Manager.

# THANK YOU



## GET IN TOUCH

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