

# New Design & Décor show for Mpumalanga

Network Events will launch the Décor and Design Show at the Casterbridge Lifestyle Centre in White River, Mpumalanga from 8-9 March 2014, to meet demand for customised regional events with flair and innovation.

"These are comprehensive design events that offer new inspiration and a fresh viewpoint to exhibitors and visitors alike," says Grant Mills, MD of Network Events. "It is an attractive alternative for small and large businesses that are looking to gain greater return on their exhibiting investment in a shorter space of time."



## Aimed at smaller regions

According to Mills, the outlying regions in South Africa have traditionally been overlooked or simply dismissed by the exhibition circuit. The company has designed a series of consumer and trade events that are aimed specifically at these smaller regions, including Mpumalanga, the Free State and KwaZulu-Natal.

The show features leading South African brands and a line-up of up and coming local home design talent. It includes a seminar programme that is endorsed and hosted by some of the leading business chambers and associations in each region and distinctive product displays and product demonstrations.

Exhibitors will range from interior designers to furniture manufacturers, kitchen and bathroom installers, from retailers to architects, those designing sound, lighting and other high-tech products and landscapers and outdoor lifestyle suppliers. "It is a cost-effective way to build a brand and an ideal platform to promote new products and services. With a captive regional audience, our exhibitors will see a tangible return on investment."

## Increasing engagement

As part of the experiential marketing strategy, D&D also offers prime sponsorship, branding and product launch opportunities, to further elevate design and décor brands and engage visitors to the show.

With a growing and affluent suburban demographic, especially amongst the black middle class, he believes regional shows give exhibitors the opportunity to capture this lifestyle-conscious market. "The lesson many have taken from recent economic crisis is that quality is more important than quantity. Consumers are looking for products and services that improve their lifestyles and give them an individual style.

"We are confident that exhibitors will make it a marketing priority to be at these events. We're also sure that consumers and trade buyers alike will find just what they're looking for at an exciting and distinctive new show," he concludes.

For more information, go to [www.networkevents.co.za](http://www.networkevents.co.za).