

## **Bats, Boots, Balls, Clubs and Racquets - new show a winner Sport Mad South Africa gets an exhibition**

South Africa is one of the largest sporting nations of the world and, after a decade of absence, a new Sport Show this year joins an impressive line-up of exhibits at the Joburg Easter Festival, incorporating the Rand Show, 3-13 April at the Johannesburg Exhibition Centre, Nasrec. The Sport Show will incorporate every popular sporting discipline, from Ping-Pong through to Golf, Rugby, Cricket and, of course, Football.

“There has not been a show dedicated to sport or sporting goods for several years,” says Joburg Easter Festival CEO Craig Newman, whose passion for the sector is evident. “Whether its expert advice, fitness or sporting goods sought, this is the one stop show for everything sporty.” Given the fact that the majority of South Africans either participate in sport or support club and national teams from the couch, Newman believes that this will be one of the most popular stops visitors make at the Festival.

The Sport Show will not only feature a collective of sporting goods, supporter merchandising and equipment but also host a number of workshops and interactive elements with well known personalities who will dispense some off the pitch advice. “Improving your tee off, fitting the right boot or learning a new sport,” says Newman, “exhibitors are encouraged to partner with event organisers to spice up experiential aspects of the event. He says retail opportunities such as this rarely surface where 360 degree experiences are more often than not translated into sales. “We have created a multi-platform environment that will deliver, to exhibitors, one of the year’s largest retail events while providing a great day out to visitors.”

The Sport Show is one of 7 main exhibitions at the Joburg Easter Festival where an expected 250 000 visitors will enjoy a refreshed Easter holiday event. Other exhibits include a Home Living exhibition, Kid’s Kingdom, Digital Lifestyle, Get Go Outdoor Leisure and an International festival among others. The Joburg Easter Festival replaces the Rand Show whose tenure at the Johannesburg Expo Centre ended last year.

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