

## Full entertainment programme at the SportShow

The SportShow, a multi-sport expo, will be held at Gallagher Convention Centre in Midrand from 6 to 8 November, 2015, and will feature entertainment, sports clinics, extreme shows, appearances by sports celebrities and an extensive range of sport-related exhibits.

Stephan Jooste, Director of the SportShow, said that the event is aimed at all sport lovers - from the fanatical sport enthusiast to the casual 'sport for fun' participant. "We are celebrating South African sport and visitors will have the chance to meet their favourite sport celebrities and attend sports clinics. We are also featuring a full entertainment programme with top international sporting acts, resulting in an action-packed, celebrity-filled, interactive event, which sport enthusiasts will want to visit to be entertained, meet their favourite sports heroes, see what's new on the market, compare prices and shop."

# SPORT SHOW

Ultimate Sport & Lifestyle Experience

Highlights on the entertainment programme include one of the most well-known acrobatic slam dunk teams in Europe, Lords of Gravity; world record-breaking football free styler Dan Magness; world champion bike trials cyclist Kenny Belaey, and top Red Bull X-Fighter, 'Sick Nick' de Wit. The event will further feature extreme stunt shows, action clinics presented by well-known professionals, a dedicated Cross Fit Box, an interactive archery arena, a tailor-made pool, a cycle test track and an Xtreme Speaker Theatre hosted by solo adventurer Riaan Manser.

### Lords of Gravity

"We are particularly excited about the Lords of Gravity, who will be performing in South Africa for the first time," said Jooste. "With more than 7 million views on YouTube these slam dunk artists became an internet sensation after successfully attempting to set a new world record for the Farthest Basketball Slam Dunk at the NBA Europe Live Tour in Berlin in 2012. Their professionalism and consistency help the team to complete the most dangerous slam dunk tricks successfully, combined with amazingly precise teamwork and spectacular choreography - a recipe that will leave the SportShow audiences in awe."

The SportShow will have a major focus on schools and universities and it is expected that some 250 exhibitors and between 40,000 and 60,000 visitors will attend the event. The event's exhibition will feature products and services focussing on action and adventure, extreme sports, health and fitness, and sport technology. "The event's timing is ideal for Christmas shopping and the environment is ideal to conduct business in a professional and relaxed atmosphere with opportunities for direct sales to the public a priority," concluded Jooste.

Ticket sales to visit the SportShow will open in mid-June. For more information about the event programme, exhibition space and sponsorship opportunities, go to [www.sportshow.co.za](http://www.sportshow.co.za)

The SportShow at Gallagher Convention Centre will be followed by the SportShow Cape Town, which will be held at Sandringham near Stellenbosch from 19 to 21 March, 2016.

For more, visit: <https://www.bizcommunity.com>