

International brands choose Scan Display for AfricaCom 2010

Scan Display's Cape Town branch was the exhibition stand provider for 12 overseas clients at AfricaCom, Africa's premier telecommunications conference and exhibition. The show, which is owned and managed by Informa UK, was held at the Cape Town International Convention Centre from 10-11 November 2010.

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International exhibitors have often sent their own stand and crew to be on site. However, at AfricaCom 2010, Scan Display's clients entrusted them with the complete process, with Scan either building from the client's design or both designing and building the stand. Scan was also involved in providing staff for the stands, and catering and cleaning services.

The foreign investment from these stands amounted to roughly R2.5 million (paid in US Dollars and Euros), which not only provides a boost to the South African economy, but also contributes to job creation.

The brief from Scan's clients was to provide great value while keeping to a budget. Scan achieved this successfully in spite of building custom stands, which are generally more expensive than modular stands. The stands were uncluttered and elegant, and used lighting effectively to create interest and a flattering look-and-feel. These are cost-conscious solutions that enhance a stand when used correctly.



Scan Display has developed a national team specialising in the design and delivery of award-winning stands. Scan's international network includes top exhibition agencies and brands, which has led to many successful partnerships on South African projects.

AfricaCom 2010 was a very successful event, experiencing a 41% increase in visitors from 2009. Seventy five percent of the exhibition stands for 2011 have already been sold.

For more information about Scan Display, visit www.scandisplay.co.za or contact Justin Hawes on +27 11 447 4777 or justin@scandisplay.co.za.



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