

Early bird savings at Design Indaba Expo 2013

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Sales for the 2013 Design Indaba Expo are now open! Book and pay for your stand before 31 August and you'll save on our 2013 prices.

The 2012 Expo covered the largest area in the event's history and next year we aim to be just as big, only better! Stay tuned for news of innovations being introduced in 2013.



Why exhibit?

The Design Indaba Expo offers unparalleled value: a launchpad for your latest product, a platform to reach the radar of local and international buyers, and a retail environment for swift sales. We're showing the world that small creative enterprises can translate into big returns. Sales figures at the last Expo attest to this, with R180.9 million worth of business being done on the floor (according to a UCT Graduate School of Business study).

No other creative marketplace offers the pulling power of Design Indaba. In 2012, 40 282 people visited the Expo. Where else can you get that kind of audience in four days?

2013 Rates

For the 2012 Expo our gift to exhibitors was to keep our prices the same as 2011. In 2013 we have increased our rates to ensure the Expo's economic growth. However, we have kept the 2012 prices the same for our Early Bird discounted rates. We've also changed the pricing model slightly to streamline things. Exhibitors who take shell scheme stands no longer need to pay a corner levy. Instead, shell stands in premium positions will pay slightly more than their peers because their stands allow them greater visibility. This premium is built into the rate (see below). The prices for the jewellery sector are aligned with this.

	Standard Rate	Early Bird Rate
Custom Package	R2 050 per sqm	R1 925 per sqm
Shell Scheme Package (standard)	R2 350 per sqm	R2 150 per sqm
Shell Scheme Package (premium)	R2 550 per sqm	R2 350 per sqm
Jewellery Package (standard)	R2 350 per sqm	R2 150 per sqm
Jewellery Package (shopfront)	R2 550 per sqm	R2 350 per sqm

Hop on board the Design Indaba platform and join the creative revolution! Contact Bev Cupido on 082 832 3405 or bev@interactiveafrica.com OR Tapuwa Mhere on 021 465 9966 or tapuwa@interactiveafrica.com to secure your spot.

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