

REQUEST FOR PROPOSAL

Exhibition: Meetings Africa 2027
BONDay Day: 22 February 2027
Exhibition Days: 23 – 24 February 2027
Services: Daily Newspaper
Venue: Sandton Convention Centre

South African Tourism invites interested and suitably qualified companies to submit proposals for the provision of services related to the writing, production, and printing of the Daily Newspaper for Meetings Africa 2027 taking place in February.

This Request for Proposal (RFP) requires a comprehensive submission detailing your proposed concept for The Daily, editorial approach, production methodology, and a clear cost breakdown, to be submitted by the specified closing date. Proposals will be evaluated to appoint a preferred service provider for these services.

Synergy Business Events (Pty) Ltd has been appointed as the official management company for Meetings Africa 2027 on behalf of South African Tourism. As part of this mandate, the Synergy team is responsible for the full planning, co-ordination, and execution of the event, including all operational and logistical elements associated with the event.

We look forward to receiving your proposal and the opportunity to partner with you on this prestigious event. The focus for South African Tourism is to market South Africa as a destination to both domestic and international travellers. This is a trade show that provides a platform for the entire tourism industry to conduct business and network.

SECTION 1

GENERAL INFORMATION

1. BACKGROUND

Meetings Africa is a leading business events trade show, bringing together African destinations, tourism products and services, and international and local buyers from across the meetings and events industry. Hosted annually in South Africa, the show creates a platform for networking, business exchange and showcasing Africa as a world-class destination for conferences, incentives, exhibitions and business events.

2. THE BRIEF

Synergy Business Events (Pty) Ltd on behalf of South Africa Tourism is seeking an experienced service provider with strong expertise in advertising, communications, and editorial production to manage and produce the Meetings Africa Daily Newspaper.

The appointed service provider will work closely with the Synergy Business Events Commercialisation and Operations team and South African Tourism's PR and Communications team to conceptualise, plan, produce, and deliver a high-quality daily publication during the event.

The Daily Newspaper plays a key role in showcasing the event and partners and must reflect the stature of Meetings Africa as a world-class exhibition.

3. SCOPE OF WORK

A single service provider will be appointed to deliver all aspects of the Daily Newspaper.

The appointed service provider will provide onsite execution, onsite management and production services of the Meetings Africa Daily Newspaper that meet or exceed the basic requirements.

The provider may sell **clearly defined advertising inventory** within the Daily News products.

Format of Newspaper	Digital flipbook format (to be hosted on the Meetings Africa App and website primarily). Print format (innovative size options encouraged). We are open to a suggestion of a more engaging size.
Paper Specifications	Environmentally friendly, recycled paper. Locally produced/manufactured paper to be used.
Content	Please illustrate how the design and content will interpret the theme.
Number of Publications	Meetings Africa is a two-day trade exhibition. The appointed service provider will be required to produce a total of three editions of the <i>Meetings Africa Daily Newspaper</i> , comprising one edition for BONDay and one for each of the two exhibition days.
	The publication schedule is as follows: • 22 February 2027: BONDay • 23-24 February 2027: Trade exhibition days - Digital flipbook and printed versions.
Quantities for printing	BONDay, 22 February 2027 • Edition 1 - 22 February 2027 - 500 copies Exhibition Days, 23 and 24 February 2027 • Edition 2 - 23 February 2027 – 1 000 copies • Edition 3 - 24 February 2027 - 700 copies
Size	8 -16 Pages (dependant on the layout and size of the print)
Always on Feature	The appointed service provider shall work with the commercialisation team in developing the Meetings Africa Daily as an always-on digital content platform to maintain the year-round engagement with Meetings Africa and the broader business events eco-system. The service provider shall: • Produce the quarterly community newsletters and monthly targeted mailers for distribution by Synergy Business events to Meetings Africa and relevant databases.

	• Develop relevant year-round content, including: ◦ Destination profiles ◦ Industry trends and insights ◦ Stakeholder interviews and perspectives ◦ Buyer and exhibitor stories ◦ Meetings Africa updates and thought leadership ◦ They shall also make provisions for Bid Partners, Sponsors and partners to extend their always-on footprint • Develop an annual editorial calendar and audience engagement strategy – in consultation with the EMC. • Develop a strategy to grow and retain the Meetings Africa Daily subscriber base through appropriate industry digital channels. • Operate the platform on a self-funded commercial model through advertising opportunities through a mutually agreed commercial model. • Deliver the platform at no cost to SA Tourism or SANCB, including all production and operational costs. • Ensure all commercial and editorial content complies with approved Meetings Africa, SA Tourism and SANCB brand and editorial guidelines. Provide regular measurable reporting on audience growth, engagement, content performance and commercial revenue. KPIs to be identified in consultation with SAT and the EMC Commercial division.
Sponsorship and Strategic Partnership Requirements	The appointed supplier must allow for the inclusion of content and branding requirements arising from event sponsors and strategic partners.

	Such requirements may include sponsored editorial columns, acknowledgements, branding, logos, promotional content, advertising, competitions or other agreed deliverables. The specific requirements will be determined by the obligations set out in the relevant sponsorship prospectus, sponsorship agreements and customised partnership packages
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Synergy Business Events (Pty) Ltd encourages the appointed service provider to be a high calibre, highly-respected professional in the area of expertise with strong communications and advertising and onsite newspaper production skills.

The specific experience and values that the applicant should have are follows:

- Demonstrated experience in newspaper production, whether for a trade show, exhibition, event, or general publication.
- Proven experience in editorial, writing, design, layout, and production of newspapers, magazines, or similar publications.
- Experience working in fast-paced, deadline-driven environments, with the ability to manage tight production timelines, multiple stakeholder inputs and deliver high-quality outputs under pressure.
- Experience in the events, exhibitions, or trade show industry will be an added advantage.
- Operate according to sound business principles and demonstrate a high level of professionalism and accountability.
- Have sufficient, suitably skilled staff and resources to successfully deliver the project within the required timelines.
- Be able and willing to engage and collaborate effectively with multiple stakeholders and role players throughout the production process.

South African Tourism and Synergy Business Events (Pty) Ltd reserves the right to request examples of previous work and hold interviews with applicants who have been short listed.

Synergy Business Events (Pty) Ltd does not accept responsibility for any other cost associated with the execution, management and production of the Meetings Africa Daily Newspaper.

This includes and not limited to samples provided for the proposal any other costs not related to the execution of services rendered

4. DELIVERABLES

In summary, the appointed service provider will be expected to:

Deliver the printed copies of the Meetings Africa Daily Newspaper, to be published daily from 22–24 February 2026, in the quantities outlined in the table above.

Deliver monthly digital newsletters as part of the always-on content following the show, to maintain stakeholder engagement from March 2027 to February 2028, as outlined in the table above.

Deliver the required services and outputs in accordance with the requirements outlined below.

4.1 Space Allocation

- Propose space allocation for SAT / SANCB as show-owners and Bid Partners as the co-hosts of Meetings Africa.
- Bid Partners include:
 - Joburg Tourism Company
 - Sandton Convention Centre
 - Southern Sun

4.2. Communication Management

- Collaborate closely with the SA Tourism PR and Communications team to source forewords, opening remarks, and editorial content from key stakeholders (e.g. Minister of Tourism and/or CEO) for one or more editions of the Meetings Africa Daily Newspaper.
- Collaborate closely with the Synergy Commercialisation team to source editorial content from key stakeholders (e.g. sponsors, strategic partners) for one or more editions of the Meetings Africa Daily Newspaper.

- Maintain ongoing liaison with approved exhibitors, buyers, and stakeholders to source relevant and engaging editorial content for each edition.

4.3. Advertising and Revenue Generation

- Develop, package, and market advertising packages available for the Meetings Africa Daily Newspaper to exhibiting partners – aligned to the Commercialisation Policy Framework.
- Actively sell advertising space to approved exhibitors, buyers, media houses, and other relevant stakeholders.
- The service provider will be responsible for generating revenue through advertising sales to offset production costs and derive commercial value from the publication – aligned to the Commercialisation Policy Framework.

4.4. Design and Creative

- Conceptualise and design the overall layout and visual identity of the newspaper, including editorial, content management and advertising spaces available.
- Provide innovative sponsorship extensions or added value opportunities for existing sponsors and strategic partners sourced through the Commercialisation Division at Synergy Business Events aligned to the Commercialisation Framework.
- Propose a fresh, innovative look and feel aligned Meetings Africa 2027 editions.
- Design the newspaper masthead, incorporating input and approval from South African Tourism and the EMC.

4.5. Production and Management

- Conduct a site visit to the Sandton Convention Centre to assess workspace requirements during the event.
- Source, collate, and finalise all content for each edition at least one day prior to production.
- Manage the full production process, including editorial, interviews, design, and print co-ordination.

- Ensure efficient onsite management and daily delivery of the publication during the event.

Submit a comprehensive post-event report within one (1) week after the exhibition.

4.6. Printing and Distribution

- Appoint and manage a printing supplier capable of overnight printing to meet strict daily deadlines.
- Ensure that each edition of the newspaper is printed overnight and delivered by 09h00 daily from 22 to 24 February 2027.
- Guarantee high-quality print production and reliable daily distribution at the event venue.
- A photographer (and/or supporting crew) able to capture both on-stage and behind-the-scenes content.
- Sales representatives responsible for actively marketing and selling advertising space pre/during the event aligned to the Commercialisation Policy Framework.
- Provide page proofs and a detailed distribution report for inclusion in sponsorship reporting within one week of the event.

4.7. Offsite resources:

- Additional design and production support to assist with layout finalisation and overflow work.
- Editorial support, where required, to assist with content development, interviews and refinement.
- Advertising sales support to drive pre-event and ongoing sales of advertising inventory.
- Print co-ordination resources to liaise with the printing supplier and ensure adherence to overnight production timelines.

4.8. RFP Submissions:

Submission deadline date – 12:00, Friday, 16 October 2026

Please note that the following documentation must be submitted with the application:

- A valid tax clearance certificate
- Certified copies of your company registration
 - Certified copy of a valid B-BBEE verification / rating certificate
 - Association Certificate

Application must be submitted both physically and digitally. Email your proposal to Khauhelo Lithole at khauhelo@synergybe.co.za cc Veliswa Mjwara at veliswa@synergybe.co.za

Physical submission: 6 Susman Avenue, Blairgowrie, Randburg, 2194

Any proposal received after this date and time will be considered non-responsive and rejected.