

REQUEST FOR PROPOSAL

Exhibition:	Meetings Africa 2027
Dates:	23 - 24 February 2027
Services:	Lunchtime Activations
Venue:	Sandton Convention Centre

We are pleased to extend an opportunity to an activation agency that can provide innovative Lunchtime Activations for Meetings Africa 2027.

Our Request for Proposal (RFP) requires you to submit a detailed breakdown of your proposed value offering and costs by the specified closure date to be considered as a preferred supplier for the above services for Meetings Africa 2027.

Synergy Business Events (Pty) Ltd is the official event management company (EMC) for Meetings Africa 2027 on behalf of South African Tourism. As part of this contract, Synergy Business Events (Pty) Ltd is responsible for the planning and implementation of the activations, as well as the operations and logistics around the execution of Meetings Africa.

The focus for South African Tourism is to market South Africa as a destination to both domestic and international travellers. Meetings Africa provides a platform for the tourism industry to conduct business and network.

Meetings Africa Profile:

Meetings Africa is a Pan-African Business Events Trade Show celebrating 21 years in 2027. The Trade Show was born in response to the global meetings industry's growing recognition of Africa as a sought-after premier business events destination.

Meetings Africa serves as the primary platform to enable the growth of South Africa and the rest of the continent's business events industry and ultimately contribute towards the continent's economic growth.

Scope of work.

- Create a fun, authentic and distinctly South African experience during lunchtime;
- Showcase South African culture, creativity, music and entertainment in an engaging and contemporary manner;
- Enhance the Meetings Africa atmosphere without disrupting networking, conversation or business engagements;

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- Encourage informal interaction and participation amongst delegates; and
- Contribute positively to the overall Meetings Africa experience.

What is the objective of the activation:

- Getting delegates to experience a taste of South Africa during lunch hour.

The main message:

- South Africa is a welcoming country with authentic experiences; delegates must feel like they are special and entertained.

Deliverables:

The Activation Agency will be required to:

- Develop and recommend a lunchtime entertainment and activations program for the duration of Meetings Africa.
- Identify and procure suitable South African entertainers and/or performers in line with this brief.
- Consider the use of roving entertainers and performers who can interact naturally with delegates and create spontaneous moments of engagement.
- Ensure that entertainment is appropriately timed and positioned and that sound levels do not interfere with meetings, networking or conversations taking place within the exhibition environment.
- Co-ordinate all logistical and technical requirements associated with the approved activations.
- Ensure that performers are appropriately briefed for the Meetings Africa environment, audience and expectations.
- Where appropriate, identify opportunities for delegate participation, photography and social sharing without making these a requirement of the experience.

Lunch activations proposals for Meetings Africa to include:

- Singers and dancers and/or performers (1-hour performances per day)
- Themed performance areas (i.e. jazz area, live band area)
- Locally sourced artists and/or performers
- Glam Cam (can be available throughout the show)

Objective

- To enhance the Meetings Africa delegate experience through light-touch lunchtime activations that create a sense of energy, enjoyment and authentic South African hospitality, while supporting the informal networking environment of the show.

Key Consideration

The activations should:

- Be simple, authentic and unobtrusive.
- Add energy and South African flavour to the lunchtime environment rather than create a standalone entertainment programme.
- Produce positive coverage on social and for PR
- Help position Meetings Africa as Africa's Business destination
- Build South African Tourism's reputation as a collaborative leader in the industry
- Create a unique lunch experience for delegates.

Audience:

- Exhibitors
- Buyers
- Stakeholders
- All delegates

Where:

- Sandton Convention Centre
- Designated Lunch Area

When:

- 23 - 24 February 2027. Lunch times from 12 pm to 2 pm but entertainment only to start at 1 pm, unless it is unobtrusive.

Please ensure that as part of lunch activation, the right number of staff is hired and managed and if there is a technical requirement, this is arranged in advance with the technical team.

Cost structure of Proposal:

- All prices are to be inclusive of VAT and all payment terms to be specified.

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- No additional costs will be considered over and above the RFP submissions.
- Payment, after successful award, will only be made against an official purchase order and VAT invoice.

RFP Proposal Submission format:

Submission date: 25 September 2026

Candidates are required to submit their proposals as follows:

1. A detailed proposal outlining all the services offered by the service provider
2. Pricing schedule
3. Supporting documents

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

4. A valid tax clearance certificate
5. Certified copies of your company registration
6. Certified copy of a valid B-BBEE verification / rating certificate

Please e-mail the proposal to Nomakhosi Khoza at Khosi@synergybe.co.za for evaluation.

Should you have any questions relating to this RFP, email Khosi@synergybe.co.za or call +27 11 476 5104.

On successful appointment, a service level agreement (SLA) agreement will be created. Your primary point of contact will be Synergy Business Events.