

REQUEST FOR PROPOSAL

Exhibition:	Meetings Africa 2027
Dates:	BONDay Day: 22 February 2027
	Exhibition Days: 23 – 24 February 2027
Services:	Mobile App
Venue:	Sandton Convention Centre

We are pleased to extend this opportunity for provision of services for Meetings Africa 2027.

Request for Proposal (RFP) requires you to submit a detailed breakdown of your proposal 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 has been appointed as the official exhibition management company of Meetings Africa 2027 on behalf of South African Tourism. As part of this contract, the Synergy Business Events (Pty) Ltd team is responsible for the planning and implementation including all of the operations and logistics around the execution of one of the largest events on the African tourism calendar - Meetings Africa 2027. This event is held annually in Johannesburg during February.

Meetings Africa is a Pan-African Business Events Trade Show, which has been in existence for 21 years. The trade exhibition is one of the largest tourism marketing events on the African calendar and one of the top three 'must visit' events of its kind on the global calendar. Meetings Africa 2027 is a two-day trade event that attracts well over 4000 delegates from the MICE and related industries. The exhibition accommodates over 400 exhibitors, and over 400 international buyers, local and international media, and visitors.

The focus for South African Tourism is to market South Africa as a destination to both domestic and international delegates. This is a trade show that provides a platform for the entire MICE industry to conduct business and network.

Tel + 27 11 476 5104
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Directors: Tiisetso Tau, Martina Komane
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P.O Box 799, Rivonia, 2128

Scope of Work:

- Develop a custom-branded app that hosts all event-related information and includes an integration with website to enhance the user experience, allowing one login across the platforms for Meetings Africa 2027.
- Provide a Chatbot where delegates can pose questions and get answers in real-time.
- Provide an interactive feature that allows delegates to vote for the awards.
- Provide Indoor Navigation platform for delegates to navigate their way through Sandton Convention Centre.
- Provide on-site staff to assist delegates, exhibitors, and hosted buyers with downloading the mobile app, as well as with content updates and push notifications.
- Organizers will provide you with the look and feel of the cover page based on a successful proposal.
- Full company profile and registration details
- Provide us with chase list once appointed.
- Provide in-app registration that allows users to select their industry and country when accessing the app content.
- Confirmation of capability and relevant experience aligned to the original scope.
- The App will be integrated into the website and delegates be able to access all feature of the show including, meetings diary, daily newspaper, navigate the trade floor etc.

The Mobile App must be active until 3 weeks after the show
Supplier is welcome to sponsor a longer duration of life span

Cost Structure of Proposal:

Please provide costs as a total project fee rather than a monthly retainer. All prices to be inclusive of VAT and all payment terms to be specified. No additional costs to be considered over and above.

Please separate Mobile App and Indoor Navigation quote. Mobile App development cost should be separate from Indoor Navigation Cost.

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RFP Submissions

Should you wish to sponsor these services, please advise what your requirements would be in order for us to make an informed decision.

Additional points will be awarded for any innovative suggestions, as well as submission of your company sustainability / environmental policy and how you aim to implement this at Meetings Africa 2027. Consideration should be given to using energy efficient appliances and recycling material should be put in place in conjunction with the organisers.

EVALUATION CRITERIA	Rating				Weight
	0	1	2	3	
The Bids will be evaluated on a scale of 1 – 3 in accordance with the criteria below. The rating will be as follows: 0 = Unacceptable, 1 = Serious Reservations, 2 = Minor Reservations but acceptable, 3 = Excellent					
Bidders relevant experience in the conferencing industry and company track record to the required scope of work to be undertaken. To be supported by portfolio of evidence. Bidder to understand and demonstrate the purpose of professional conference organiser service provider.					30
Project Methodology with an innovative approach: Bidders must provide a detailed description of how they intend executing the project from inception to completion. This must include, as a minimum, a project plan with clear time frames, skills and resources utilised in each area, nature of quality and compliance checks conducted. Bidders to present the unique offerings of the company and what / how this will be incorporated into the event. 3 offerings = average demonstration of methodology 4 offerings = good demonstration of methodology 5 offerings = excellent demonstration of methodology					25
Mobile App Development- Examples of previous apps developed.					20

• Project Team and individual experience relevant to the project • Bidders to present team structure and experience in the field of mobile app services rendered in the conference organising industry. • 2 to 5 years' experience per individual = 3 • 5 – 7 years' experience per individual = 4 • more than 7 years' experience per individual = 5	15
Value Add's Bidders to present the value ad's available from the company for the event. Value add's are to have no additional financial implications for Synergy Business Events, South African Tourism or the Meetings Africa Organising Team.	10
TOTAL POINTS FOR FUNCTIONALITY	100
A threshold of 70% is applicable.	

Should you wish to sponsor these services, please advise what your requirements would be in order for us to make an informed decision.

Submission date – 16:00, Friday, 18 September 2027

Documentation required for submission:

- A valid tax clearance certificate
- Certified copies of your company registration and Company Profile
- Certified copy of a valid B-BBEE verification / rating certificate

Please email your proposal to Khauhelo Lithole at khauhelo@synergybe.co.za & Veliswa Mjwara veliswa@synergybe.co.za.

Queries:

Should you have any questions relating to this RFP, please contact Khauhelo Lithole or Veliswa Mjwara or Call +27 11 476 5104.

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

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