

REQUEST FOR PROPOSAL

Exhibition: Meetings Africa 2027

Dates: BOND Day: 22 February 2027
Exhibition Days: 23 – 24 February 2027

Services: Trade Catalogue

Venue: Sandton Convention Centre

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

Our 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 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 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 travellers. This is a trade show that provides a platform for the entire tourism industry to conduct business and network.

Services required:

The official Exhibition Catalogue must include a free entry for each exhibitor, featuring their contact details, website, and a 50-word company profile. It should also include an alphabetical listing of all exhibitors, an overview of their geographic presence and location demographics across Africa, a map illustrating their areas of operation, their allocated Meetings Africa 2027 stand numbers, and a copy of the final exhibition floorplan.

Additional pages will need to be dedicated to sponsors and partners, alongside a programme of events and Welcome message from SAT CEO and the Organising team, as well as any additions that may arise.

Complete management of the business guide for their Meetings Africa 2027, including but not limited to:

- All digital production costs.
- E-copy to be available to upload onto the Meetings Africa 2027 website and APP.

Organisers will provide you with the look and feel of the cover based on a successful proposal.

Each exhibitor is allocated the following:

- 1x Company Name Entry
- 1x Contact Name & Surname
- 1x E-mail address
- 1x website URL (if available)
- 1x Contact number
- 1x 50-word company profile
- 1x Stand Number

The expected number of exhibitor profiles is approximately 445.

Following pages to be made available and any other additional which may arise:

- 2 x page South African Tourism Foreword
- 2 x page Johannesburg Tourism Company advertising
- 1x page Johannesburg Tourism Company advertising
- 1 x page Sandton Convention Centre advertising
- 1 x page Sponsors and Partner
- 4 x pages Official Show Events Calendar
- 1 x page Supporting Associations
- 1 x pages Exhibition Floorplan
- 1 x page Mobile App information

Documentation required for submission:

- A valid tax clearance certificate
- Certified copies of your company registration
- Certified copy of a valid B-BBEE verification / rating certificate
- Provide proof of previous similar work done in the past 12 months.
- Attach two examples of digital catalogues as proof of previous work.

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 the

RFP submissions:

Should you wish to sponsor these services, please advise what your requirements would be 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.

Submission date – 14:00, Friday, 18 September 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
- Greening Questionnaire

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

Queries:

Should you have any questions relating to this RFP, please contact Veliswa Mjwara and Khauhelo Lithole 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.