

REQUEST FOR PROPOSAL

Exhibition: Meetings Africa 2027

Dates: 24 February 2027

Exhibition Days: 23 – 24 February 2027

Services: Fun Run and Yoga

Venue: Sandton Convention Centre

We are pleased to extend this opportunity for provision of 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.

Scope of Work:

To amplify the sense of community amongst all delegates and a rallying action behind the brand, as well as marking the return of the trade show after a two-year absence in a fun, collective way.

We also need to find a strategic brand partner to amplify and enhance the event. This can be a training sneaker partner (local or an international partner that has a community focus in South Africa).

What is the core message we want to deliver?

Annual Fun Run & Yoga Activation – Core Messaging

The Meetings Africa Annual Fun Run and Yoga Activation should provide an engaging wellness experience that brings the Meetings Africa community together beyond the formal business environment.

The activation should be positioned as an extension of the Meetings Africa experience, demonstrating that meaningful connections are created not only through scheduled business engagements, but also through shared experiences, wellbeing, community and moments of human connection.

While the final Meetings Africa 2027 theme and campaign positioning will inform the creative execution, the activation should be underpinned by the following core messaging principles:

Community and Connection

Meetings Africa is fundamentally about bringing people together. The Fun Run and Yoga Activation should create an inclusive environment where buyers, exhibitors, partners, industry stakeholders and the broader Meetings Africa community can connect informally, build relationships and share an experience beyond the exhibition floor.

Wellness as Part of the Business Events Experience

Wellbeing is increasingly integral to the design of meaningful and sustainable business events. The activation should reinforce the importance of physical, mental and social wellbeing and demonstrate how wellness can be meaningfully incorporated into contemporary event experiences.

Shared Value and Collective Experience

The activation should reinforce the principle that business events create value beyond commercial transactions. By participating together, delegates become part of a shared experience that builds community, strengthens relationships and contributes to a greater sense of belonging within the African business events sector.

Movement, Energy and Possibility

Movement provides an opportunity to communicate ideas of momentum, progress and collective action. Whether through running, walking or yoga, the activation should symbolise an industry that is moving forward together, creating opportunities and shaping the future of business events on the African continent.

Connection Beyond Business

The activation should humanise the Meetings Africa experience by creating opportunities for delegates to interact outside traditional business settings. It should encourage authenti

conversations, new relationships and informal networking through a relaxed and enjoyable shared experience.

Inclusivity and Participation

The activation should be designed to encourage participation irrespective of fitness level or physical ability. The emphasis should be on participation, enjoyment and community rather than competition, with opportunities for delegates to run, walk, participate in yoga or engage in other appropriate wellness activities.

Fun and Celebration

Above all, the activation should be enjoyable. It should create energy, camaraderie and memorable moments that contribute positively to the overall Meetings Africa delegate experience.

African Identity and Sense of Place

Where appropriate, the experience should incorporate elements of African culture, music, movement, environment and/or storytelling, creating a wellness activation that is distinctive to Meetings Africa and celebrates the destination in which the event is hosted.

Sustainability and Positive Impact

The activation should, where possible, demonstrate responsible event practices and explore opportunities to create a positive legacy or community benefit. This may include partnerships with local wellness practitioners, community organisations, social enterprises or other initiatives that extend the value of the activation beyond the event itself.

Objective

Entrench the sense of community and wellness at Meetings Africa.

Profile the City of Johannesburg

Operational Objective:

1. Smooth operational running of programme and concept that is strategically sound
2. Experiential positivity
3. To maintain stipulated timing / duration of event
4. To ensure that the participants are safe yet having fun, while having a light competitive spirit to the event.
5. To ensure that media, exhibitors, buyers and stakeholders have been communicated to regarding the format, timing and location.
6. To ensure all logistics and permissions are obtained in advance.

Deliverables Required

1. Creative Concept and Activation Strategy

Develop an overarching creative concept for the Meetings Africa 2027 Fun Run and Yoga Wellness Activation.

The concept should:

Align with the final approved Meetings Africa 2027 theme and campaign;

Reinforce community, connection, wellness, shared value and enjoyment;

Incorporate an appropriate Johannesburg sense of place;

- Create a distinctive and memorable participant experience;
- Cater for both the Fun Run and Yoga components of the activation; and
- Identify appropriate opportunities for sponsorship, partnerships and value-in-kind contributions.

The event organiser may recommend collaboration with an established wellness, running, fitness or lifestyle platform/brand where this adds strategic and experiential value to the activation, subject to approval by South African Tourism.

2. Venue and Route Recommendation

Research, identify and recommend an appropriate venue and route for the activation.

The recommendation should consider:

- Safety and security;
- Accessibility;
- Proximity to Meetings Africa delegate hotels and/or the primary event venue;
- Johannesburg destination profiling opportunities
- Scenic and experiential value;
- Route distance and difficulty;
- Road closures or permissions required;
- Traffic management;
- Accessibility for participants with disabilities;
- Appropriate space for the yoga activation;
- Start and finish infrastructure;
- Participant holding areas;
- Transport access;
- Medical and emergency access; and
- Weather contingency options.

Where possible, the route and venue should provide an opportunity to showcase Johannesburg as part of the participant experience.

3. Fun Run Format and Route Management

Develop and manage the complete Fun Run format, including:

- Recommended route and distance/s;
- Participant categories where appropriate;
- Run/walk participation options;
- Start procedures;
- Route marshals;
- Route markers and directional signage;
- Water/hydration points;
- Start and finish gantries;
- Timing requirements, where applicable;
- Finish-line experience;
- Crowd and participant management; and
- Appropriate mechanisms to maintain the intended duration of the event.

The activation should maintain a light competitive spirit, while emphasising participation, community and enjoyment rather than high-performance competition.

4. Yoga and Wellness Activation

Develop and manage an engaging yoga and/or complementary wellness activation as part of the overall programme.

The supplier should recommend:

- An appropriate yoga/wellness practitioner, facilitator or partner;
- Format and duration;
- Participant capacity;
- Required equipment;

- Appropriate staging and sound;
- Participant positioning and spacing;
- Accessibility considerations;
- Wellness messaging; and
- Opportunities to integrate African-inspired wellness, music, movement or other appropriate elements.

The activation should be accessible to participants with different levels of yoga experience and should not require previous participation in yoga.

5. Programme and Running Order

Develop a comprehensive programme and operational running order covering the full activation, including:

- Participant arrival;
- Registration/check-in;
- Welcome and MC engagement;
- Warm-up;
- Official opening;
- Start-ribbon ceremony;
- Fun Run/walk;
- Yoga/wellness activation;
- Entertainment/music;
- Hydration and refreshments;
- Finish-line experience;
- Recognition/rewards where applicable;
- Closing;
- Participant departure and transportation.

6. MC, Entertainment and Atmosphere

Identify and recommend an appropriate MC and entertainment/music solution capable of creating a vibrant, welcoming and energetic atmosphere.

Music and entertainment should complement the wellness environment and Meetings Africa brand while creating energy before, during and after the activation.

7. Participant Registration and Communications

Develop and manage an efficient participant registration process, appropriately integrated with the broader Meetings Africa delegate registration ecosystem where possible.

The event organiser will coordinate all participant communications relating to:

- Registration;
- Eligibility;
- Programme;
- Date and timing;
- Venue and meeting points;
- Transport;
- Recommended attire;
- Route information;
- Safety;
- What participants should bring;
- Yoga participation requirements; and
- Weather or programme updates.

8. Participant Apparel and Branding

Develop and/or procure appropriate participant apparel, including branded Fun Run/wellness T-shirts or other suitable merchandise, subject to budget and approval.

The event organiser should recommend opportunities for sustainable and reusable merchandise rather than creating unnecessary single-use promotional items.

9. Technical and Event Infrastructure

Procure, provide and/or coordinate all technical and operational infrastructure required for successful delivery, which may include:

- PA and sound system;
- Microphones;
- Start and finish gantries;
- Start ribbon;
- Gazebos;
- Registration infrastructure;
- Hydration/water stations;
- Outdoor branding;
- A-frames;
- Directional signage;
- Route markers;
- Barriers where required;
- Lighting where applicable;
- Power requirements;
- Yoga staging and/or designated activity area; and
- Other technical infrastructure required by the approved concept.

10. Official Start and Stakeholder Participation

Identify and recommend an appropriate stakeholder, dignitary, industry leader and/or partner to officially start the Fun Run.

The event organiser should coordinate the individual's participation, briefing, arrival, protocol requirements and ceremonial cutting of the start ribbon.

11. Finisher Recognition and Goodie Bag

Develop and recommend an appropriate finisher recognition concept that reinforces participation, community and achievement.

This may include a medal, token, sustainable keepsake or other creative recognition mechanism.

Where appropriate and budget permitting, develop a participant goodie bag or equivalent experience, with opportunities for relevant sponsored products and partner contributions.

12. Logistics and Transportation

Develop and implement a comprehensive logistics plan for the activation, including:

- Participant transportation from designated Meetings Africa hotels/collection points to the venue and return;
- Transport schedules and capacities;
- Vehicle access;
- Participant drop-off and collection areas;
- Equipment transportation;
- Supplier logistics;
- Set-up and breakdown;
- Staffing;
- Route management; and

- Emergency and contingency transportation.

Transport schedules should integrate appropriately with the broader Meetings Africa programme to minimise disruption to delegates' business activities.

13. Health, Safety, Security and Medical Services

Develop a comprehensive health, safety and security plan appropriate to the activation.

This should include:

- Qualified medical personnel;
- Appropriate first aid and emergency medical provision;
- Security personnel;
- Route marshals;
- Emergency response procedures;
- Emergency vehicle access;
- Participant emergency information;
- Incident management and escalation procedures;
- Weather monitoring;
- Appropriate hydration provision; and
- Risk assessment of the route and activation venue.

Participant safety must remain paramount throughout the activation.

14. Accessibility and Inclusive Participation

Ensure that the activation is designed to facilitate inclusive participation.

Specific consideration must be given to:

- Wheelchair users;

- Participants with mobility limitations;
- Different fitness levels;
- Run and walk alternatives;
- Accessible transportation;
- Accessible routes and facilities; and
- Adapted participation in the yoga/wellness component where appropriate.

The supplier should identify any accessibility limitations associated with the proposed venue or route during the recommendation stage and propose appropriate alternatives or mitigations.

15. Branding, Signage and Wayfinding

Develop and coordinate appropriate Meetings Africa branding throughout the activation, including:

- Start and finish areas;
- Route markers;
- Directional signage;
- Outdoor telescopic banners;
- Gazebos;
- A-frames;
- Hydration points;
- Yoga/wellness areas;
- Participant holding areas; and
- Relevant sponsor/partner branding, where applicable.

Branding should contribute to the participant experience while creating appropriate photographic, media and social-content opportunities.

16. Shared Value and Community Impact

The supplier should propose an appropriate shared-value or community-impact dimension to the activation.

This may include partnerships with Johannesburg-based community organisations, local wellness practitioners, social enterprises, charities or other initiatives that enable the activation to create a positive impact beyond Meetings Africa itself.

The proposed initiative should be authentic, measurable where possible and aligned with the broader values and objectives of Meetings Africa.

17. Media, Content and Communications Leverage

In collaboration with the Meetings Africa Marketing and Communications teams, identify opportunities to leverage the activation for media, digital and social content.

This should include consideration of:

- Pre-event participant mobilisation;
- Johannesburg destination content;
- Participant stories;
- Photography and video;
- Start and finish-line content;
- Wellness messaging;
- Stakeholder participation;
- Social media moments;
- Partner amplification; and
- Post-event content.

The activation should be deliberately designed to create authentic, visually compelling moments that demonstrate the community and human experience of Meetings Africa.

18. Measurement and Post-Event Reporting

Develop appropriate mechanisms to measure the performance of the activation, including:

- Number of registrations;
- Actual participation;
- Run versus walk participation where applicable;
- Yoga/wellness participation;
- Participant demographics/categories where available;
- Transport utilisation;
- Participant feedback and satisfaction;
- Partner/sponsor participation;
- Media and digital engagement where measurable;
- Safety and incident reporting; and
- Community/shared-value outcomes where applicable.

The event organiser must submit a post-event report identifying outcomes, operational performance, participant feedback, lessons learnt and recommendations for future Meetings Africa wellness activations.

Our Target Market

Meetings Africa Community – Exhibitors, Buyers, Media, Stakeholders

Activation Requirements

PAX: 100 to 150 – potential maximum capacity in the designated area – based on appetite for participation

Create Invitation for inviting delegates to attend the fun run and Yoga

We need fun and exciting wording

Where: Supplier to propose the venue

When: 24 February 2027 at 06h00 – set-up to be concluded no later than 5.00am to commence event by latest 06h00am

Guided Yoga Session mixed with silent disco/dancing – this can be incorporated to include the runners where silent disco concept would not be relevant.

Entertainment: Vibrant DJ and MC.

AV: Speaker and Microphone

Photographer: minimum of 80 high quality photographs, submitted to SAT in electronic format to be made available on Flickr account – special fun moments and highlights of winners

Videography – High-quality imagery of speakers, entertainment, ambient shots – scenes of the crowd and people arriving.

Collateral: Branded T-shirts for all participant

Branded Water Bottles (reusable)

Branded Yoga Mats

Token for all finishers 150 max

Cost structure of Proposal:

All prices are to be inclusive of VAT and all payment terms to be specified. No additional costs will be considered over and above the RFP submissions. Should you wish to sponsor these or any other services, please advise what your requirements would be in order for us to make an informed decision. Payment, subsequent to successful award will 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 supporting 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

Please email your proposal to Nomakhosi Khoza: Khosi@synergybe.co.za

Queries:

Should you have any questions relating to this RFP, please contact Nomakhosi Khoza on Khosi@synergybe.co.za or +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.