

## REQUEST FOR PROPOSAL

|                     |                                                                         |
|---------------------|-------------------------------------------------------------------------|
| <b>Event name</b>   | Meetings Africa 2027                                                    |
| <b>Market:</b>      | All Meetings Africa Attendees – exhibitors, buyers, media, stakeholders |
| <b>Description:</b> | Meetings Africa 2027 Closing Activation                                 |
| <b>Event Date:</b>  | 24 February 2027                                                        |

### **Event Outcome**

To show our appreciation to all delegates for attending Meetings Africa 2027 in a festive way that gets them excited about next year's show.  
 To promote call to action to register for 2028 show.  
 To promote call to action to complete post-show survey.

### **Event Communication**

- Messaging of opening of registrations for 2028 and benefiting from Early Bird registration discounts.

### **Event Message**

- To register for next year's show – 2028
- Entrench Meetings Africa with common show exhibitors and buyers.
- The SANCB supports and promotes industry collaboration for growth
- The SANCB values the continued support of our stakeholders.
- Underpin the communications with the show's thematic approach.

### Objective

The objective is to express our appreciation and success of Meetings Africa 2027 in a fun and light-hearted way.

Have delegates take a picture on their way out.

Collect Lanyards from delegates for reuse next year.

### Our Goal

Provide an entertainment segment which can perform as delegates exit the venue on the last day of the show.

### Target Market

Exhibitors, Buyers, Media and Stakeholders.

### Event Requirements

|                                      |                                                                                                                                                  |
|--------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Target market &amp; no of pax</i> | All Delegates – max 1000                                                                                                                         |
| <i>Venue</i>                         | Main Exit doors of Exhibition Venue Sandton Convention Centre                                                                                    |
| <i>Dates</i>                         | Wednesday, 24 February 2027<br>15:00pm – 17:00pm                                                                                                 |
| <i>Objective</i>                     | To show our appreciation to all delegates for attending Meetings Africa 2027 in a festive way that gets them excited about the next year's show. |
| <i>Event format</i>                  | Informal, fun                                                                                                                                    |
| <i>Entertainment:</i>                | Carnival Feel                                                                                                                                    |

#### Additional Event Requirements

|                                                                  |                                                                                                                                                                                                                                                                                                                                                     |
|------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Photographer/<br>Videographer:                                   | <p>Photography – minimum of 20 high quality photographs, submitted to SAT in electronic format, post-event and properly labelled and archived. Print-out of thumbnail images must accompany the electronic submission.</p> <p>Videography – High quality imagery of ambient shots – scenes of the crowd and entertainment and people departing.</p> |
| Production:<br><br><i>Branding/<br/>Collateral<br/>(specify)</i> | <p>Venue Branding – tastefully done, in line with creative concept</p> <p>“See you at Meetings Africa 2028”</p>                                                                                                                                                                                                                                     |

#### Measures of success

Showing appreciation for attendance at MA2027.

#### Reporting

|          |                                                                                                                                                      |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| Status   | Ongoing Weekly and ad hoc updates as per client request                                                                                              |
| Closeout | Detailed close-out report, to include photographic evidence of all delivered elements as per brief requirements, to accompany invoice pack per item. |

**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 – Friday 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 supply 1x soft copy of proposal to be e-mailed to e-mail address provided below for evaluation.

Please email your proposal to Nomakhosi Khoza: [Khosi@synergybe.co.za](mailto:Khosi@synergybe.co.za)

**Queries:**

Should you have any questions relating to this RFP, please contact Nomakhosi Khoza on [Khosi@synergybe.co.za](mailto: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.