

REQUEST FOR PROPOSAL

Meetings Africa 2027	
Market:	Exhibitors, Buyers & Media
Description:	Meetings Africa Awards
Date:	24 February 2027 - @12h30 to 13h30

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.

Event Outcome

To recognise exhibitors and their success stories of endurance, innovation and inspiration over the past year, as the Inspiration Awards.

This event also includes the Green Stand Awards with the option for the agency to introduce potential new categories

Our Goal

To recognize and reward exhibitors for their resilience and inspirational success stories and for addressing the sustainability needs of the industry and show by building sustainable exhibition stands.

1. Ensure all printing, calligraphy, signing and framing is concluded by COB on Day 1 of the show (23 February 2026), the day prior to the event day;
2. Recognize and reward exhibitors by awarding certificates.
3. Profile winners in / on:
 - a. Meetings Africa Daily Newspaper
 - b. Meetings Africa website
 - c. Social Media
 - d. Traditional Media – press releases

Activation Requirements

Who:	Exhibitors – All
Where:	Media Centre – SCC Café Nala
When:	24 February 2027 12h30
Objective	To recognise compelling and inspirational exhibitors within the industry

What:	Criteria for nomination and submission of nominees through an appropriate platform Electronic Voting by all delegates – APP and / or website Closing of votes by COB on the 23rd February 2027 for Inspiration Awards Appropriate certificate for each category. Calligrapher for writing of winner names on certificates.
Proposed programme	Agency to propose the running order for the awards, and to obtain approval as part of the revert process.
Photographer/ Videographer:	Photography – minimum of 50 high-quality primary photographs, submitted to SAT in electronic format, post-event and properly labelled and archived. Electronic submission and loading on Flickr account.
Production:	Meetings Africa Awards 1. The Inspiration Award – the industry individual or organisation that has, over the past year inspired the Meetings Africa community by the way in which they have challenged the odds to rise up and shine. 2. The Innovation Award – the industry individual or organisation that has, over the past year by adapting themselves, their product or business, or has introduced something new and unique, outshines the rest. 3. The Empowerment Award –the industry individual or organisation that has, over the past year made inroads in empowering others in the industry through collaboration or sharing of knowledge. 4. The Transformation Award – the industry individual or organisation that has, over the past year made significant inroads in transforming their business to include youth and women. 5. The Rise award – the industry individual or organisation that has, over the past year, in a humanitarian way, uplifted and motivated other partners in the industry. 6. Green Stand Awards – in accordance with greening criteria a. Large Stands – Platinum, Gold, Silver b. Medium Stands – Platinum, Gold, Silver

	c. Small Stands – Platinum, Gold, Silver
Number of certificates	14 x Certificates in frames 1 x Press Release 1 x Mailer Photographs of winner

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.

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