

## REQUEST FOR PROPOSAL

**Exhibition:** Meetings Africa 2027

**Dates:** BONDay: 22 February 2027  
Exhibition Days: 23 - 24 February 2027

**Services:** Media Buy

**Venue:** Sandton Convention Centre

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We are pleased to extend this opportunity for provision of Media Buy Services for Meetings Africa 2027.

Our Request for Proposal (RFP) requires you to submit a detailed breakdown of your proposed services and costs by the specified closure date in order to be considered as a preferred supplier for the above services for Meetings Africa 2027.

### **Meetings Africa Profile:**

Meetings Africa is a Pan-African Business Events Trade Show, which has been in existence for 20 years. The Trade Show was born in response to the global meetings industry's growing recognition of Africa as a sought-after premier business events destination.

Meetings Africa serves as the primary platform to enable the growth of South Africa and the rest of the continent's business events industry and ultimately contribute towards the continent's economic growth.

| Scope of work                                                                                                                                                                                                                                                        |
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| <b>Marketing &amp; Business Objectives</b>                                                                                                                                                                                                                           |
| The Meetings Africa 2027 media-buy strategy should deliver targeted, measurable reach and conversion across priority audiences and markets, supporting the broader Meetings Africa marketing and communications strategy and the approved 2027 campaign positioning. |
| The media investment should be designed not simply to generate awareness, but to <b>move priority audiences from awareness and consideration through to registration, participation and</b>                                                                          |

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meaningful engagement with the Meetings Africa platform.

#### Business Objectives

- **Strengthen the positioning of Meetings Africa as Africa's premier Business Events trade platform**, connecting quality African products, destinations and industry stakeholders with qualified local, African and international buyers and decision-makers.
- Clearly articulate the **Meetings Africa value proposition for each priority audience**, ensuring that buyers, exhibitors, associations, media and other relevant stakeholders understand why participation is commercially and strategically valuable to them.
- Position Meetings Africa as the **platform of choice for accessing and unlocking Business Events opportunities across Africa**, demonstrating the depth, diversity and quality of products, destinations, experiences and business opportunities represented at the show.
- Drive **qualified registrations and participation**, with emphasis on attracting audiences that have the ability and intent to generate meaningful business opportunities rather than focusing exclusively on overall attendance volumes.
- Increase awareness, consideration and conversion amongst **Local Corporate Buyers**, demonstrating the breadth and relevance of exhibiting products and services and providing compelling reasons to register and schedule meetings in advance.
- Develop strong and clearly articulated **calls to action** for Local Corporate Buyers and other priority audience segments, supported by targeted media placements throughout the registration and decision-making journey.
- Increase participation by **International & National Associations**, clearly demonstrating the value of Meetings Africa as a platform for destination and venue discovery, knowledge exchange, networking and future event-placement decisions. Relevant experiences, testimonials and case studies from African and international associations may be leveraged to demonstrate value.
- Promote and amplify the **quality and diversity of the Meetings Africa offering**, including exhibitors, destinations, products, programme content, networking opportunities and other show experiences, to stimulate registrations and increase pre-scheduled diary meetings.
- Support **exhibitor acquisition and retention** by demonstrating Meetings Africa's ability to provide access to relevant buyers, decision-makers and commercial opportunities.
- Increase the number and quality of **pre-scheduled diary meetings**, recognising business matchmaking and meaningful buyer–exhibitor engagement as a core measure of Meetings Africa's commercial value.

- Build sustained awareness and anticipation for Meetings Africa throughout the campaign period, rather than relying predominantly on short-term promotional activity immediately preceding the show.
- Provide appropriate **visibility and value for strategic partners and sponsors**, ensuring that agreed exposure is meaningfully incorporated into the media strategy without diluting the Meetings Africa master brand or primary campaign message.
- Strengthen Meetings Africa's positioning within the **African and international Business Events ecosystem**, supporting the broader ambition to grow the continent's share of the global Business Events market.
- Amplify the role of Meetings Africa in creating broader value through **business generation, trade, knowledge exchange, destination profiling, partnerships and economic impact**.
- Leverage credible **proof points, success stories, testimonials and evidence of impact** to move communications beyond promotional claims and demonstrate the tangible value generated through participation in Meetings Africa.
- Ensure that media investment supports the approved **Meetings Africa 2027 theme and campaign positioning (TBC)** and provides sufficient flexibility to respond to different audience segments, markets and stages of the conversion journey.

#### Media Investment Objective

The media-buy strategy should optimise the available investment across the most appropriate **paid media channels, platforms, markets, audience segments and stages of the conversion funnel**, with clear justification for channel selection and spend allocation.

Media investment should ultimately contribute towards measurable business outcomes, including:

- Qualified buyer registrations;
- Local Corporate Buyer registrations;
- Association participation;
- Exhibitor registrations/conversion;
- Pre-scheduled diary meetings;
- Relevant website traffic and engagement;
- Registration conversion rates;

- Audience engagement with Meetings Africa content;
- Partner and sponsor exposure, where applicable; and
- Overall quality and relevance of show participation.

The success of the media-buy strategy should therefore be assessed not only on **reach, impressions and media exposure**, but on its ability to contribute towards **conversion, quality participation and business engagement at Meetings Africa 2027**.

#### **What are the Business Challenges / Problems You're Trying to Solve?**

- The prevailing **economic and geopolitical environment continues to place pressure on organisational, travel and marketing budgets**, impacting participation decisions across the Business Events sector. Meetings Africa must therefore communicate a compelling and demonstrable value proposition that supports participation by buyers, exhibitors, associations and other key stakeholders.
- Meetings Africa is required to deliver increasing **commercial value and financial sustainability within a constrained budget environment**. The media investment must therefore work harder, with greater targeting, efficiency and accountability in driving qualified participation and conversion.
- The standard and quality of the Meetings Africa experience has progressively increased, resulting in **heightened expectations from exhibitors, buyers, partners and stakeholders**. The challenge is to maintain and further enhance the positioning, relevance and perceived value of the platform within available resources.
- Having strengthened the positioning of Meetings Africa as a **pan-African Business Events platform**, the challenge for 2027 is to consolidate this positioning through greater representation, visibility and profiling of destinations, products and Business Events opportunities from across the continent.
- Meetings Africa operates in an **increasingly competitive global Business Events environment** and must differentiate itself sufficiently to attract quality international, African and local buyers, exhibitors and associations.
- While awareness of Meetings Africa is established within the industry, the challenge is to **translate awareness and consideration into measurable action** — including registration, attendance, exhibitor participation and, critically, pre-scheduled diary meetings.
- There remains an opportunity to **increase participation and engagement from Local Corporate Buyers and National & International Associations**, requiring more targeted communication of the specific value Meetings Africa offers these audiences.

- The increasingly fragmented media landscape requires Meetings Africa to **identify and reach priority audiences more precisely**, ensuring that limited media investment is directed towards the channels, markets and audience segments most likely to convert.
- The media campaign must also appropriately balance the **visibility requirements of strategic partners and sponsors** with the need to maintain a strong, consistent and clearly identifiable Meetings Africa master brand.
- Ultimately, the challenge is to ensure that marketing investment contributes to **quality participation and tangible business outcomes**, rather than measuring campaign success primarily through awareness, reach and impressions.
- The **value proposition of Meetings Africa must continue to be elevated and demonstrated more tangibly**, ensuring that prospective participants understand both the intrinsic and extrinsic benefits of participation and can clearly assess the value derived relative to the investment required.
- Meetings Africa has successfully established a clear overarching purpose: **to create a thriving business environment in which exhibitors and buyers can connect, engage and transact meaningfully**. The challenge for 2027 is to further translate this purpose into demonstrable business value and measurable outcomes for participants.
- There is an increased imperative to **commercialise the Meetings Africa platform and improve its long-term financial sustainability**, while maintaining the quality, credibility and strategic purpose of the show. This requires the property to become increasingly attractive to strategic partners and sponsors through compelling, clearly defined and measurable partnership opportunities.
- The **monetary and non-monetary costs of exhibitor participation** remain an important consideration. In an increasingly constrained economic environment, exhibitors will scrutinise the cost of participation more closely and require stronger justification for their investment. This must be balanced against the potential return derived from access to qualified buyers, business leads, networking, learning, community-building, destination and product profiling, and longer-term commercial opportunities.
- There remains a need to strengthen the market's understanding of the **cost-versus-value proposition of Meetings Africa**, particularly where participation decisions are being made against increasingly constrained organisational and marketing budgets.
- **Early commitment and registration remain critical to effective show planning and business matchmaking**. The challenge is to encourage exhibitors, buyers and other priority audiences to make participation decisions earlier, enabling stronger diary matching, improved planning and greater opportunity for meaningful business engagement.

- Within an increasingly competitive Business Events landscape, Meetings Africa must provide compelling reasons for buyers, exhibitors and associations to **prioritise the platform within their annual trade-show and business-development calendars**.
- The evolved positioning of Meetings Africa has strengthened the platform's relevance, longevity and pan-African proposition. The challenge for 2027 is to **continue demonstrating that Meetings Africa is progressive, innovative, sustainable and responsive to the changing needs of the global Business Events industry**, rather than relying solely on its established reputation.
- The continued commercial growth of the platform must not compromise its **customer-centric approach**. The exhibitor remains a primary customer of the platform, and greater emphasis must be placed on understanding and responding to the factors that influence exhibitor acquisition, satisfaction, retention and return on investment.
- Equally, the quality and relevance of the **buyer audience is fundamental to the exhibitor value proposition**. The challenge is therefore not simply to increase buyer numbers, but to attract the right buyers and decision-makers and facilitate quality engagements that have the potential to translate into meaningful business opportunities.
- Meetings Africa must increasingly be able to **demonstrate and communicate return on participation**, recognising that value and conversion within the Business Events sector may materialise over a longer decision-making cycle and cannot always be measured solely through immediate transactions concluded during the show.

#### Key Marketing Objectives

- Strengthen Meetings Africa's positioning as a **leading pan-African Business Events platform**.
- Grow **quality participation** across priority buyer, exhibitor and association segments.
- Strengthen the Meetings Africa **value proposition and perceived return on participation**.
- Increase **commercial value and business engagement** generated through the platform.
- Grow the attractiveness and value of Meetings Africa for **strategic partners and sponsors**.
- Strengthen the long-term **relevance, competitiveness and sustainability** of the Meetings Africa brand.

#### Key Source of Markets of business:

- **South Africa** – Local Corporate Buyers, National Associations, exhibitors and industry

stakeholders.

- **Africa** – Priority African source markets for buyers, exhibitors, associations and Business Events decision-makers.
- **International Markets** – Priority global source markets aligned to SANCB's Business Events growth and market-development objectives – USA, Canada, UK, Europe, Australia, New Zealand.
- **Strategic Growth Markets** – Emerging and high-potential markets identified through Meetings Africa and SANCB market intelligence, buyer acquisition priorities and historical conversion performance – Brazil, India, China, Malaysia, Mexico, Singapore, Russia.

#### Target Audience:

- African Exhibitors, including South Africa
  - Provincial Convention Bureaus & Tourism Boards
  - Trade Associations
  - Convention Centres
  - Professional Conference Organisers
  - Tour Operators
  - Destination Experiences
  - Universities
  - Stadia
  - Industry Suppliers (stand builders, service providers et al)
- Global Buyers
  - International Associations
  - Incentive Organisers (DMC's)
  - Venue-finders
  - Professional Conference Organisers
  - Association Management Companies
  - International Corporates
- Strategic Partners / Sponsors
  - Ancillary, Peripheral, Auxiliary and Allied industry partners

#### Campaign Objectives:

- Build targeted **awareness and consideration** for Meetings Africa 2027 within identified priority markets and audiences.
- Communicate compelling **reasons to participate**, supported by relevant proof points,

products, opportunities and success stories.

- Drive **early registration and commitment** from priority buyers, exhibitors, Local Corporate Buyers and National Associations.
- Generate qualified traffic to Meetings Africa platforms and **convert interest into registrations**.
- Stimulate **pre-scheduled diary meetings** and active engagement with participating exhibitors.
- Amplify key campaign moments, content and calls to action across the **pre-show, show and post-show journey**.
- Optimise media investment to deliver **measurable reach, engagement and conversion** amongst priority audiences.

#### Agency Specific Deliverables:

The Agency is required to develop and implement a **holistic, audience-led media strategy and plan** that effectively integrates paid, owned, earned and shared media opportunities and supports the achievement of the Meetings Africa 2027 marketing and campaign objectives.

The Agency will be required to:

- Develop a comprehensive **media strategy and implementation plan**, including recommended channels, audience segmentation, geographic targeting, campaign phasing, investment allocation and anticipated outcomes.
- Recommend the most effective **media channel mix and placement strategy** to drive awareness, consideration, registration and participation amongst identified priority audiences, with clear calls to action at relevant stages of the campaign.
- Develop a **content-led media approach** that identifies opportunities to leverage Meetings Africa content, industry thought leadership, speakers, exhibitors, buyers, partners and other relevant assets across appropriate media platforms.
- Identify appropriate opportunities to leverage **shared media investment and resources across Meetings Africa and Africa's Travel Indaba**, where audiences, channels or media opportunities overlap and where measurable cost efficiencies can be achieved. Recommendations must clearly indicate costs, potential savings and benefits, while maintaining the distinct positioning and objectives of each platform.
- Develop an integrated **pre-show, during-show and post-show media approach**, with clearly defined objectives, audiences, messaging, channels and calls to action for each phase.
- Provide detailed **media schedules, chase lists, booking deadlines, material submission deadlines, production specifications and implementation timelines** to enable effective

coordination across all relevant delivery partners.

- Identify and recommend appropriate **onsite broadcast, outside broadcast (OB), interview and content partnership opportunities**, including opportunities to leverage relevant media personalities, journalists, speakers, moderators and industry thought leaders.
- Provide all associated **technical, production, connectivity, infrastructure and logistical requirements and costs** for recommended onsite/OB media activity.
- Include appropriate **Out-of-Home (OOH), airport and other high-impact media opportunities** as part of the proposed media mix, where supported by audience relevance and anticipated return. All recommendations must clearly identify media, production and installation costs, lead times and campaign duration.
- Provide a clear **media investment and cost breakdown** by channel, audience, market and campaign phase, including alternative investment scenarios where appropriate to support informed decision-making.
- Establish a **measurement and reporting framework** with agreed KPIs across awareness, engagement, traffic, registration and conversion, enabling the effectiveness of the media investment to be evaluated against the campaign objectives.
- Provide **ongoing campaign monitoring and optimisation**, with recommendations to reallocate or adjust media investment based on performance where required.
- Provide comprehensive **post-campaign reporting and analysis**, including performance against agreed KPIs, media efficiencies, audience performance, conversion outcomes, key learnings and recommendations for future Meetings Africa campaigns.

### Audience Insights

What we want our audience to think, feel and react as a result of this campaign:

Think: The best business events trade platform that caters solely to the African continent

Feel: Enticed to participate, African pride for continental participants

Do: Register to participate as exhibitors, buyers or sponsors

### Messaging & available assets

Can be developed in accordance with chase list

### Owned & Earned media channels

SAT / SANCB Social media platforms

### Click through URL

www.meetingsafrica.co.za

The basis of selection would be in line with the below criteria for functionality: -

| 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.<br><br>To be supported by portfolio of evidence.<br><br>Bidder to understand and demonstrate the purpose of professional conference organiser service provider.<br><br>Approach to driving greening in the events, exhibitions and conferencing industry.                                                                                                                                                                                                                                                                                                                    |        |   |   |   | 30     |
| Project Methodology with an innovative approach:<br><br>Bidders must provide a detailed description of how they intend executing the project from inception to completion.<br><br>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.<br><br>Bidders to present the unique offerings of the company and what / how this will be incorporated into the event.<br><br><ul style="list-style-type: none"><li>3 offerings = average demonstration of methodology</li><li>4 offerings = good demonstration of methodology</li><li>5 offerings = excellent demonstration of methodology</li></ul> |        |   |   |   | 25     |
| Media Buyer - Examples of different events sessions required.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |        |   |   |   | 20     |
| <ul style="list-style-type: none"><li>Project Team and individual experience relevant to the project</li><li>Bidders to present team structure and experience in the field of media buyer services rendered in the conference organising industry.</li><li>3 to 5 years' experience per individual = 3</li></ul>                                                                                                                                                                                                                                                                                                                                                                                               |        |   |   |   | 15     |

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|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| <ul style="list-style-type: none"> <li>• 5 – 7 years' experience per individual = 4</li> <li>• more than 7 years' experience per individual = 5</li> </ul>                                                                                                     |     |
| <b>Value Add's</b><br><br>Bidders to present the value add'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  |
| <b>TOTAL POINTS FOR FUNCTIONALITY</b>                                                                                                                                                                                                                          | 100 |
| A threshold of 70% is applicable.                                                                                                                                                                                                                              |     |

“functionality” means the measurement according to predetermined norms, as set out in the bid documents, of a service or commodity that is designed to be practical and useful, working or operating, taking into account, among other factors, the quality, reliability, viability and durability of a service and the technical capacity and ability of a bidder.

- I. Bids will be evaluated strictly according to the bid evaluation criteria stipulated in this section.
- II. Bidders must, as part of their bid documents, submit supportive documentation for all functional requirements. The official responsible for scoring the respective bids will evaluate and score all bids based on bid submissions and the information provided.
- III. The score for functionality will be calculated in terms of the 1 - 3 rating scale as shown in the functionality criteria matrix.
- IV. The value scored for each criterion will be multiplied with the specified weighting for the relevant criterion to obtain the marks scored for each criterion. These scores will be added and expressed as a fraction of the best possible score for all criteria. Only bidders who score 70% or more will be further evaluated on comparative price and B-BBEE level of contribution.
- V. The points for comparative price and B-BBEE level of contribution will be added together and the proposal from the bidder which meets the highest score will be deemed the preferred proposal.

#### **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 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.

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**Event Greening:**

In line with international best practice Meetings Africa 2027 aims to be a low carbon event where event greening is considered in all the different work streams and appointment of suppliers. You are required to indicate in your proposal how you intend to implement this. Please include all relevant costs into your proposal, bearing in mind that it needs to still be competitive and make financial sense. The emphasis should be on innovation around current business practice to ensure positive impact around social and environmental issues, while it is still financially viable.

For additional information about event greening please visit the resource section of the Event Greening Forum on [www.eventgreening.co.za](http://www.eventgreening.co.za).

**RFP Submissions:**

Submission date – 12:00, Monday, 28 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

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

**Queries:**

Should you have any questions relating to this RFP, please contact **Khosi Khoza** – [khosi@synergybe.co.za](mailto:khosi@synergybe.co.za) +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.