

## **REQUEST FOR PROPOSAL**

| <b>Meetings Africa 2027</b> |                                                                         |
|-----------------------------|-------------------------------------------------------------------------|
| <b>Market:</b>              | All Meetings Africa Attendees – exhibitors, buyers, media, stakeholders |
| <b>Description:</b>         | Meetings Africa 2027 Welcome Activation                                 |
| <b>Event Date:</b>          | 21 - 24 February 2027                                                   |

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.

As part of Visitor Experience, planned activities for the Welcome program needs to include:

- Airport activation at OR Tambo welcoming buyers/delegates
- Welcome activation at the Gautrain
- Welcome Activation at the Sandton ICC (including branding/coffee station)
- Welcome Branding & Collateral in the Buyers Lounge
- Welcome Buyers Gifts (Optional Budget Dependent)
- Welcome Branding at Buyer hotels – Synergy will produce
- Welcome Activation & Branding at MA Fun Run (optional depending on cost)

### **Our Target Market**

Exhibitors

Buyers

Media

Delegates

### **Activation Requirements**

|                 |                                                                                                                                                                                          |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Who:            | Buyers & delegates attending Meetings Africa                                                                                                                                             |
| Where:<br>Venue | <ul style="list-style-type: none"> <li>- OR Tambo Airport – ORTIA VIC can be used permission granted by ACSA</li> <li>- Gautrain Booking</li> <li>- Sandton Convention Centre</li> </ul> |

|                                |                                                                                                                                                                                                                                                          |
|--------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                | - MA Fun Run (optional depends on costs)                                                                                                                                                                                                                 |
| When:<br><i>Proposed dates</i> | Duration of Meetings Africa, barring the airport activation which runs over two days, the rest are for the Meetings Africa event duration 21 <sup>st</sup> September – 24 <sup>th</sup> September 2027<br><br>Please provide a full schedule of the days |
| Why:<br><i>Objective</i>       | To create a warm and Welcoming experience at Meetings Africa                                                                                                                                                                                             |
| What:                          | Please see initial list of activations required, and ensure that as part of activations, we accurately allocate staff/students.                                                                                                                          |
| Entertainment:                 | ORTIA – Entertainment options should not disrupt airport operations (noise)<br><br>Sandton ICC – various locations to be determined by MA Team                                                                                                           |

| Additional Activation Requirements |                                                                                                                                                                                                                                        |
|------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Social Media:<br><i>(Specify)</i>  | <i>Eg. Do we require social media presence to live tweet etc.</i><br><br>Pre: amplify event on social platforms like Twitter, Facebook, Instagram, LinkedIn etc<br><br>During: Social media presence required to live tweet from event |

|                                               |                                                                                                                                                                                                                                                                                                                                                                                |
|-----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                               | Post: images and comments from the event                                                                                                                                                                                                                                                                                                                                       |
| AV:                                           | Not required                                                                                                                                                                                                                                                                                                                                                                   |
| Photographer/<br>Videographer:<br>(Specify)   | Please make allowance for a photographer – the MA event photographer present for Meetings Africa may be used on an ad hoc basis (check with EMC)                                                                                                                                                                                                                               |
| Production:<br>Branding/ Collateral (specify) | <p>E.g. Branding: pull up banners. Collateral: menus, name cards etc.</p> <p>Branding: audit being done to see what banners/collateral could still be used from last year and what needs to be reproduced.</p> <p>There is collateral currently stored in the Metro file at South Johannesburg that will need to be transported to the event venue and returned afterward.</p> |
| Gifting:<br>(Specify)                         | <p>Branded Welcome Buyers Gift – 450 (R550 cost per item)</p> <p>Gifts need to compliment the theme of the show and be practical.</p>                                                                                                                                                                                                                                          |
| Portfolio of Evidence:<br>(Specify)           | Please ensure that photographic evidence is provided for all activation installations and activations, which will be attached to the invoice for payment. Failing to provide this, the invoice will not be paid.                                                                                                                                                               |

**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](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.